

**The effects of E- HR practices on Employee
Retention: A case of Service Industry in
Pakistan**

Sadia Iftikhar – 13015092002

MS Management

(2013-2015)

School Of Business and Economics

University of Management and Technology

Lahore, Pakistan

Acknowledgments

Alhamdulillah, praise be to Allah, the Most Compassionate and the Most Merciful, for giving me strength and blessings to reach the 'finishing line' of this MS study. On this journey, there were many individuals who supported and helped me throughout this process. I may not be able to mention all of them here.

I wish to express my gratitude to my Supervisor, Dr. Sarwar Azhar, for his invaluable advice, support and encouragement to give this thesis its final shape. He made this process a stimulating and rewarding experience. He is a good supervisor, a genuine and a kind hearted man. I would like to pay special thanks to my Co- Supervisor Mr. Shahzad Ali for his untiring efforts, support and encouragement throughout the journey of thesis.

Lastly, I am particularly grateful to my father Late Malik Iftikhar Ahmed and my mother Fauzia Iftikhar for their love, efforts and sacrifices. My sincerest thanks go to my siblings for their encouragement and support. Without you all this study would not have been possible. You will always be in my heart and I will always pray that Allah Almighty may reward you for your kindness.

Abstract:

Human Resources Management (HRM) is a crucial part of every organization as it deals with a vital resource: Employees. In the past years, HRM has been going through a transformation adopting technological tools to improve its performance. The HRM function is subject to radical and dramatic change because of the implications of web-based organizing. The combination of information technology (IT) tools in HRM processes has been named “electronic Human Resources Management” (e-HRM). E-HRM strives to implement all the operational activities that HRM is concerned with, with the help of technological tools in a fast and accurate way.

The study utilized a quantitative research strategy to analyze the impact of E- HR Practices(e-recruitment, e-training and e-performance appraisal) on Employee Retention. This research study is exploratory in nature and the research design adopted is cross sectional. The data is collected through self administration of the questionnaire. The data is collected through a structured questionnaire to find out the perceptions of employees about E- Hr Practices and to understand how it can decrease the turnover rate. The data is analyzed by using statistical techniques of regression analysis.

To conclude, we identified that the surveyed companies make use of e-recruitment, e-training and e-performance appraisal in their HR processes. The most significant outcomes were the increase of speed in processes, standardization, elimination of distance constraints and

possibilities for data archiving. It is important to mention that in order to achieve better results, companies must combine e-HRM with face-to-face interaction.

List of Abbreviations

1. HR: Human Resources
2. IT: Information Technology
3. HRM: Human Resource Management
4. E- HRM: Electronic Human Resource Management
5. RBV: Resource Based View
6. ICT: Information Communication Technology