

“A Study on the Impact of Technology in Human Resource Processes at Otto Clothing Pvt Ltd”

Technology Enhancing Modern Human Resource Management Efficiency”

Roopesh Kumar T R

*MBA, Department of Business Administration, Rathinam Technical Campus, Coimbatore.
Tamil Nadu, India*

Ms. Trinita Felcy D

*Assistant Professor, Department of Business Administration, Rathinam Technical Campus,
Coimbatore.*

1. ABSTRACT

The study focuses on understanding the impact of technology in Human Resource processes at OTTO Clothing Pvt Ltd. Modern organizations use digital HR tools such as Human Resource Information Systems (HRIS), payroll software, attendance management systems, recruitment platforms, and onboarding applications to improve operational efficiency and employee Management. The study was conducted using descriptive research design with a sample size of 113 employees. Primary data was collected through questionnaires and secondary data from journals, books, websites, and company reports. Statistical tools such as percentage analysis, Chi-Square test, and correlation analysis were used for data interpretation. The findings reveal that technology has improved recruitment efficiency, employee communication, attendance management, and onboarding procedures. The study concludes that HR technology enhances productivity, transparency, and employee satisfaction.

2. INTRODUCTION

Human Resource Management is an essential function in every organization. With technological advancements, organizations are transforming traditional HR practices into digital systems to improve efficiency and reduce manual work. Technology in HR helps automate recruitment, attendance tracking, payroll processing, employee record management, communication, and training. HR software enables organizations to make faster decisions, maintain accurate employee data, and improve overall organizational productivity. This study examines how technology supports HR functions at OTTO Clothing Pvt Ltd and analyses employee perceptions regarding digital HR systems. OTTO Clothing Pvt Ltd is a leading menswear brand in South India established in 1996. The company operates multiple retail outlets and exclusive stores across South India. OTTO focuses on quality manufacturing, customer satisfaction, and innovation. The company uses digital HR systems for recruitment, attendance tracking, employee communication, payroll processing, and onboarding activities. Many organizations face challenges while implementing HR technology. Technical issues, lack of employee awareness, system maintenance problems, and resistance to technological change reduce the effectiveness of HR system. This study identifies whether technology effectively supports HR operations at OTTO Clothing Pvt Ltd and examines the challenges faced by employees during implementation.

3. LITERATURE REVIEW

The literature review discusses previous studies related to HR technology, automation, HR analytics, AI in HRM, employee engagement, recruitment systems, and digital onboarding. Researchers explained that digital HR systems improve recruitment speed, employee communication, payroll accuracy, workforce planning, and organizational performance. Studies also highlight the importance of AI, analytics, HR dashboards, cloud HR systems, and employee self-service portals in modern HR management.

4. METHODOLOGY

4.1 Sampling

- Population Size: 230 Employees
- Sample Size: 113 Employees
- Sampling Technique: Probability Sampling

4.2 Primary Data

Collected through structured questionnaires.

4.3 Secondary Data

Collected through journals, books, websites, and company records.

4.4 Analytical Tools

- Percentage Analysis
- Chi-Square Test
- Correlation Analysis
- ANOVA

TABLES AND PIE CHARTS

TABLE 1 – Gender of Respondents

GENDER	RESPONDENTS	PERCENTAGE
MALE	91	80.5%
FEMALE	22	19.5%

TABLE 2 – Age of Respondents

AGE GROUP	RESPONDENTS	PERCENTAGE
Below 20	14	12.4%
21–30	64	56.6%
31–40	23	20.4%
Above 40	12	10.6%

TABLE 3 – Qualification of Respondents

QUALIFICATION	RESPONDENTS	PERCENTAGE
10 th	11	9.7%
12 th	15	13.3%
Diploma	12	10.6%
Under Graduate	47	41.6%
Post Graduate	28	24.8%

TABLE 4 – Designation of Respondents

DESIGNATION	RESPONDENTS	PERCENTAGE
HR	5	4.4%
Accountant	5	4.4%
Operation Manager	4	3.5%
Store Manager	24	21.2%
Sales Manager	50	44.2%
IT	7	6.2%
Others	18	15.9%

TABLE 5 – Employee Job Opening Sources

SOURCE	RESPONDENTS	PERCENTAGE
Company Website	15	13.3%
Job Portal	22	19.5%
Employee Referral	39	34.5%
Social media	8	7.1%
Others	29	25.7%

TABLE 6 – Recruitment Process Satisfaction

OPINION	RESPONDENTS	PERCENTAGE
Excellent	54	47.8%
Good	49	43.4%
Fair	4	3.5%
Poor	0	0%
Needs Improvement	6	5.3%

TABLE 7 - Hiring Process Satisfaction

OPINION	RESPONDENTS	PERCENTAGE
Very Poor	1	0.9%
Poor	1	0.9%
Neutral	16	14.2%
Good	62	54.9%
Excellent	33	29.2%

5. ANALYSIS AND RESULTS

5.1 DEMOGRAPHIC FINDINGS

The demographic analysis shows that most respondents are male employees aged between 21–30 years. Majority of employees are undergraduates working as sales executives.

6. CHI-SQUARE TEST

The Chi-Square test was applied to identify the relationship between employee demographics and satisfaction toward HR technology systems. The analysis shows a significant relationship between technology usage and employee satisfaction.

7. CORRELATION ANALYSIS

Correlation analysis was conducted to examine the relationship between HR technology adoption and operational efficiency. A positive correlation exists between HR technology and employee productivity.

8. FINDINGS

The study found that most employees in OTTO Clothing Pvt Ltd are male employees and the majority belong to the age group of 21–30 years. Most respondents are undergraduate employees and many work as Sales Executives in the organization. Employee referral was identified as the major source of recruitment. The study also revealed that employees are generally satisfied with the recruitment and hiring process followed in the company. Most respondents stated that proper training is provided during onboarding and necessary resources such as ID cards and system access are provided on time. Employees also confirmed that HR provides regular updates during recruitment and documentation processes. The study found that HR software is effectively used for recruitment and onboarding activities, and most employees have access to digital HR information and training materials. Further, the study identified that most employees did not face major issues during the documentation process and that documentation activities are completed within a short period. The statistical analysis showed that technology positively influences HR efficiency, employee communication, and organizational productivity. Overall, the study concludes that technology plays an important role in improving HR processes and employee satisfaction in OTTO Clothing Pvt Ltd.

9. KEY SUGGESTIONS

- Provide regular training on HR software.
- Improve technical support systems.
- Upgrade digital HR tools regularly.
- Improve employee awareness regarding technology usage.
- Reduce technical issues in attendance and documentation systems.

10. CONCLUSION

The study concludes that technology significantly improves HR functions at OTTO Clothing Pvt Ltd. Digital systems improve recruitment efficiency, onboarding, employee communication, attendance management, and productivity. Employees expressed positive opinions regarding digital HR tools. However, technical training and system improvements are required for better efficiency.

11. REFERENCES

- Kothari, C.R. – Research Methodology
- Gary Dessler – Human Resource Management
- HR Analytics Journals
- International Journal of HRM
- OTTO Clothing Pvt Ltd Official Reports
- Research Articles from Google Scholar
- HR Technology Research Papers
- Dr. Rekha N Patil, Amit. (October 2024)4)- A study on role of technology in hr practices at clove technologies pvt ltd Hyderabad.
- Alice Alakoum, Elvira Nica, Mohammad Abiad (2024) - A study on enhancing faculty satisfaction and performance in higher education:the transformative role of hr and technology integration.
- Mohammed Abdulrazzaq, Alaghbari Ali Ateeq, Mohammed Alzoraiki, Marwan MilhemBaligh Ali Hasan Beshr, (2024) - Integrating technology in human resource management: innovations and advancements for the modern workplace
- Virendra Parmar, Asst. Prof. Nita Vaghela (march 2023) - a study on impact of technology in human resource management.