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An Impact of Human Resource Technology and Digital Transformation in UBP

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Abstract: In this digital world the advanced technology are grown up very fast and effective in the way of transforming the digitalized system. The human resources also be converted into the advance version of the technology world. The human resources technology system (HRTS) and Applicant Tracking Systems (ATS) are the critical components of this transformation. We provide a thorough explanation of our study process that includes the sampling test, collecting data from company staffs, and analyzing it. Then the final result of the research report is highlighted significant changes in these practices providing deep insight into the digital transformation and to exploring how HR technology provides customized career development paths, learning, sourcing and organizational development.

This article provides the proof of the easiest way of HR practices and all the HR roles are done in a single formatted units by using the HR technology system. Research in the field of digital HR transformation has gained significant momentum due to the influence of business transformation driven by digital technology. The research on this topic remains relatively scattered and dispersed.

Keywords: Data Analysis**,** Human resources technology System, Applicant Tracking Systems, Digital HR Tools**,** HR Automation

I.INTRODUCTION

Digital transformation in HR involves the integration of innovative technologies to replace traditional, manual processes with automated, data-enhanced systems. This shift allows organizations to focus on more strategic HR initiatives, such as workforce planning, employee development, and engagement, while also improving operational tasks like payroll management and performance tracking. By embracing these technologies, businesses are better equipped to attract and retain top talent, foster a more inclusive and flexible workplace, and respond to changing organizational needs with agility.

The digital transformation of HR is more than just the adoption of new tools and software. It involves rethinking and redesigning the way HR operates within an organization, creating new ways of working that can enhance productivity, foster a more inclusive workplace culture, and improve overall organizational outcomes. Technologies like Human Resource Information Systems (HRIS), Applicant Tracking Systems (ATS), learning management platforms, and performance management tools are not only streamlining day-to-day HR tasks but also empowering employees and managers with data-driven insights that improve decision-making and support continuous development.

Statement of the Problem

Despite rapid advances, there remains a gap in understanding how HR digital transformation impacts organizational culture, employee satisfaction, and long-term HR strategies, especially considering challenges in integration with older systems. Most existing research focuses on the technical adoption and efficiency of these tools but lacks deeper insights into how digital transformation reshapes HR roles, organizational culture, employee satisfaction, and values in the long term. Moreover, the integration of new technologies with older systems and the challenges faced during this transition remain underexplored. Another critical gap is the limited study of how employees and HR professionals perceive and adapt to these technological changes.

Objectives

- To analyze the influence of digital transformation on HR strategy, focusing on the shift from traditional practices to data-driven, AI-enhanced approaches.

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- To understand how digitalization in HR supports company goals by minimizing errors, streamlining paperwork, and enhancing operational efficiency.

Research Questions

- How familiar are employees with HR technology tools such as HRIS and ATS?
- Does gender influence familiarity with HR technology tools?
- How would you rate the overall impact of digital transformation on your organization's HR practices?

Significance of the Study

This research is important for understanding how technological advancements reshape HR functions, optimize talent management, and contribute to achieving organizational goals, providing a roadmap for companies undergoing digital transformation.

Theoretical Framework

The theoretical framework for this study draws from key theories of digital transformation, technology adoption, and organizational change. The study is primarily guided by the Technology Acceptance Model (TAM), which posits that perceived ease of use and perceived usefulness are central to determining whether users will adopt and continue to use new technologies.

II.LITERATURE REVIEW

- According to **Stone et al. (2015)**, HR technologies started with basic systems for record-keeping, payroll, and benefits administration. These systems were designed to automate routine administrative tasks, freeing HR professionals from manual, time-consuming processes.
- **D. L., Lukaszewski, K. M., & Johnson, R. B (2015)** This paper discusses the future of human resource management in the context of ongoing digital transformation. The authors examine the impact of emerging technologies, such as AI and automation, on HR processes and practices. They propose that HR must embrace these changes to remain relevant and strategic within organizations. The study also addresses challenges related to data privacy, security, and the need for HR professionals to acquire new technological competencies.
- **Levenson (2018)** explains that the application of data analytics in HR enables better decision-making regarding recruitment, training, and workforce planning by leveraging employee data.
- **Tambe et al. (2019)** explored the use of AI in talent acquisition, highlighting how machine learning algorithms are being used to screen resumes, match candidates with job openings, and predict job performance. AI-driven tools are also employed for employee development and performance management, providing real-time feedback and identifying skills gaps

Research Gap

- There is a lack of longitudinal studies examining how digital transformation in HR affects organizational culture, employee satisfaction, and organizational values over time. For instance, how does the integration of AI or remote work technologies impact employee trust and engagement in the long term.
- There is insufficient research into the challenges and best practices for integrating emerging technologies with existing HR systems, especially in organizations with outdated or fragmented systems.

III.RESEARCH METHODOLOGY

Research Design

A **Descriptive Research Design** was used in the research study.

Sampling

- **Population:** 250 employees
- **Sample Size:** 105 employees
- **Sampling Technique:** Simple Random Sampling
- **Sampling Frame:** Gender, Age, Designation, Experience, Education

Data Collection

Primary data were collected through surveys using structured questionnaires.

Variables

- **Independent Variables:** HR technologies (HRIS, ATS)
- **Dependent Variables:** Employee satisfaction, engagement, performance

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- **Control Variables:** Gender, Age

Data Analysis Techniques

- Descriptive statistics (mean, frequency distribution, standard deviation)
- Chi-square analysis
- One-Way ANOVA
- Post-hoc tests (Tukey HSD)
- Correlation and regression analysis
- Data processing tools: Tables, graphs, and charts

Ethical Considerations

- Voluntary participation ensured
- Informed consent obtained
- Confidentiality and anonymity maintained

IV.RESULT

CHI-SQUARE TESTS:

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * How familiar are you know about the HR technology tools such as HRIS and ATS	105	100.0%	0	0.0%	105	100.0%

CROSS TABULATION:

Gender *

How familiar are you know about the HR technology tools such as HRIS and ATS

Cross tabulation

Expected Count

		How familiar are you know about the HR technology tools such as HRIS and ATS			Total
		Very familiar	Somewhat familiar	Not familiar at all	
Gender	Male	29.3	21.7	6.0	57.0
	Female	24.7	18.3	5.0	48.0
Total		54.0	40.0	11.0	105.0

CHI-SQUARE:

Chi-Square Tests

	Value	DF	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	9.915[a]	2	.007	.007		
Likelihood Ratio	10.055	2	.007	.008		
Fisher's Exact Test	9.740			.007		
Linear-by-Linear Association	1.126[b]	1	.289	.312	.180	.066
N of Valid Cases	105					

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A. 0 cells 0% have expected count less than 5. The minimum expected count is 5.03.
B. The standardized statistic is 1.061.

INTERPRETATION:

- Pearson Chi-Square p-value = 0.807 → This is much higher than the typical significance level (e.g., 0.05).
- Therefore, we fail to reject the null hypothesis.

ANOVA

How would you rate the overall impact of digital transformation on your organization's HR practices?

	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	2.750	3	.917	1.008	.393
Within Groups	91.879	101	.910		
Total	94.629	104			

POST HOC TESTS:

Multiple Comparisons

Dependent Variable: How would you rate the overall impact of digital transformation on your organization's HR practices?

Tukey HSD

(I) Age group	(J) Age group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18 - 25	26 - 35	-.3310	.2296	.477	-.931	.269
	36 - 50	-.3310	.2296	.477	-.931	.269
	Above 50	-.1167	.4976	.995	-1.417	1.183
26 - 35	18 - 25	.3310	.2296	.477	-.269	.931
	36 - 50	.0000	.2549	1.000	-.666	.666
	Above 50	.2143	.5098	.975	-1.118	1.546
36 - 50	18 - 25	.3310	.2296	.477	-.269	.931
	26 - 35	.0000	.2549	1.000	-.666	.666
	Above 50	.2143	.5098	.975	-1.118	1.546
Above 50	18 - 25	.1167	.4976	.995	-1.183	1.417
	26 - 35	-.2143	.5098	.975	-1.546	1.118
	36 - 50	-.2143	.5098	.975	-1.546	1.118

Homogeneous Subsets:

How would you rate the overall impact of digital transformation on your organization's HR practices?

Tukey HSD

Age group	N	Subset for alpha = 0.05
		1
18 - 25	45	2.133
Above 50	4	2.250
26 - 35	28	2.464
36 - 50	28	2.464
Sig.		.837

Means for groups in homogeneous subsets are displayed.

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A. Uses Harmonic Mean Sample Size = 11.640.

B. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

INTERPRETATION:

- F-value = 1.008
- p-value (Sig.) = 0.393
- Alpha level (commonly used) = **0.05**

Since the p-value **(0.393 > 0.05)**:

- We fail to reject the null hypothesis**.**
- There is no statistically significant difference in how different groups rate the overall impact of digital transformation.

V.DISCUSSION

Key Findings

- Gender significantly influences familiarity with HR technology.
- Age groups do not significantly differ in their perception of the digital transformation impact.
- Digital tools like HRIS and ATS are positively associated with operational efficiency and employee satisfaction.

Limitations

- The study relies on self-reported employee data, which may introduce biases like social desirability bias, where respondents give socially acceptable rather than truthful answers.
- The study relies on self-reported employee data, which may introduce biases like social desirability bias, where respondents give socially acceptable rather than truthful answers.
- There may be variations in employees' familiarity with and proficiency in using HR technologies (HRIS and ATS).
- The study lacks longitudinal data, making it difficult to assess the long-term impact of digital HR technologies on employee satisfaction, culture, and performance.

Future Research Directions

- Longitudinal studies on the long-term effects of HR digitalization.
- Comparative studies across industries and regions.
- Deeper exploration into employee resistance and change management practices.

VI.CONCLUSION

This study demonstrates that digital transformation in HR significantly influences HR practices and employee experiences. While gender differences in technology familiarity were significant, age did not notably affect perceptions of impact. Digital HR tools enhance operational efficiency, talent management, and strategic HRM. However, successful implementation requires attention to employee training and change management strategies. The study contributes to the growing literature by providing empirical evidence from an organizational setting and highlighting areas for future research.

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