



ALLIANCE UNIVERSITY

Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi

Celebrating
25
SILVER JUBILEE
years
of Alliance Education



NOVUS CLUB NEWSLETTER

SEPTEMBER 2022



Performance

✓

✓

✓

✓

✓

NANDA SUN
Art Teacher

1-999-999-99-99 Pittsburgh, PA

Experience

Art Teacher / Grades 1-5
American Creative Academy

2018 - Present
Pittsburgh, PA

Developed an engaging and creative curriculum, which fostered a classroom environment conducive to learning while promoting excellent student/teacher interaction consisting of consistent, authentic feedback

Developed and implemented various thematic lesson plans utilizing age-appropriate and relevant material

Organized and implemented effective strategies and monitor student achievement

Art Teacher / Grades K-8
William Levering Elementary

2008 - 2012
Forest Hills, PA

Designed and presented exciting lessons that engage learners while educating on proper methodologies and various artistic media

Supervised the portfolio building process for grade students preparing for entrance to school art programs

Directed planning and supervision of community

Skills

- Drawing
- Painting
- Murals
- Printmaking
- Bookbinding
- Typography
- Etching



FROM CLUB PRESIDENT'S DESK



HR club or HRaise as it was known till now has revived itself to Novus. Because as human beings we believe that revival is the centre of human life say it, thought process, identity or creativity. If an individual cannot revive, he/she is merely not living.

"Novus" is a Latin word which means innovation or new man. With the objective of becoming the pioneers of new learning trends, thought process, ideation, creation and innovation in Human Resource we came up with this name. And with the thought of new age creativity we came up with this name for our club.



AKANSHA JHA
MBA - OB AND HR 2021-23

GUEST LECTURE SESSION

-HIMA DEVARAJ
MBA - OB AND HR 2021-23



The capacity to learn is a gift, the ability to learn is a skill, and the willingness to learn is a choice. The students at Alliance University are constantly given the opportunity to learn from the best industry leaders. The inauguration ceremony of the HR Club - Novus, was no different.

The students of Alliance School of Business, had the amazing opportunity of listening to Ms. Anjana K R, General manager, Human Resources from Tata Consultancy Services and Ms. Prakrithi Shetty, Head of Human Resources, ABB. The speakers discussed the role and the job responsibilities of HR professionals, as well as the skills and competencies required to make a successful career in HR.



Emphasis was laid on how one of the most important outcomes of today's digital revolution is the considerable increase in the amount of data that is available and analyzed, owing to the ease of its collection. How businesses and organisations across the world today are collecting data at increasing levels, leading to data-driven decision-making, new insights and business transformation. Ever since the move from all-paper systems, Human Resources is touted to become a field that is a goldmine of data.



HIGHLIGHTS...

The speakers threw light on how data-driven HR processes today helps businesses and HR teams make better decisions backed by numbers. It also helps improve the effectiveness and efficiency of operations. The significance of data improving employee well-being, as well as the decisions by leadership was touched upon.

While it is extremely important for future HR managers to approach any role in a data oriented approach, Ms. Anjana and Ms. Prakrithi, emphasised on how important it is to remain humane through it all.

Overall, the session boosted our understanding of the world of HR and its relevance in today's world. Connecting, interacting and learning from experts with years of experience in various aspects of HR left us all with new ideas, and inspired us to focus on viewing the field through a professional lens while getting a stronger, and more practical grasp on everything we've learnt over the course of the MBA programme. Many of us may overlook the importance of data and analytics; however, this much-needed initiation will definitely go a long way in building our careers!

The session truly opened our eyes on how adopting a data-driven approach to HR makes HR a valuable tool in helping companies meet their business goals. Specifically, data helps in turnover risk-prediction, reducing losses. With deeper analysis, data also helps in identifying the risk of turnover to the level of individual employees and helps businesses strategise retention. Having the industry leaders speak about perhaps, one of the best uses of data in HR is in talent acquisition lets us understand its real life impact in today's time. Not only does HR analytics and data help business recruit and reach the best candidates, but it also helps in identifying high performers. Introducing these topics widens the different scope and important roles in HR. With 'futurecasting' or identifying the impact of various HR functions being a main domain where data will play a major role.

AI TOOLS IN TALENT ACQUISITION

- **BHARGAV**

MBA - OB AND HR 2021-23



AI driven tools to optimise Talent Acquisition process in an Organisation

Talent Acquisition is the process of identifying, attracting, selecting, and retaining highly qualified candidates. It involves a key part of the employee Journey. To understand talent acquisition, we take a look at Schneider's Attraction-Selection-Attrition (ASA) Theory. Schneider describes how three interrelated forces determine the kind of people that are working in the organization.

1. The 1st force is **attraction**. Job seekers can apply to all possible organizations but they only go for the ones that they want to work for, as these organizations differentiate themselves based on various factors. Examples include a strong employer brand and a strong value proposition for employees.

2. The 2nd force is **selection**. Once a job seeker applies, it is the organization's responsibility to select the candidates that align with both the role and the organization. This is all about the concept of person-job fit and person-organization fit.

3. The 3rd force is **attrition**. If there is no fit between the person and the job or organization, the person will quit. This means that the organization will only retain people who are congruent with the characteristics and makeup of the organization.

The above mentioned are the fundamental pillars of talent acquisition. TA aims at attracting employees and selecting the ones that fit with the organization and job. If this is done well, there is a fit, leading to lower attrition, higher productivity, and increased engagement.



JOB POSTINGS: AI DRIVEN TOOLS

Textio:

- It is a tool that helps recruiters improve the content of their postings.
- Their product has shown that small tweaks in the language can make a big difference in response rates and the quality of applicants that apply.
- It uses, among other things, specific Natural Language Processing (NLP) and Text Analytics techniques.
- **Firms:** KPMG , IT firms

Arya:

- It enables corporate recruiters, staffing firms, and RPOs (Recruitment Process Outsourcing firms) of all sizes to source smarter, as they put it.
- The AI-powered tool allows companies to source top-tier talent from more than 50 professional social channels at the same time it also enabling recruiters to engage better with candidates.

Textkernel:

- It distinguishes itself by emphasizing the fact that it's a multilingual resume parsing tool available for 18+ languages.
- Their software uses advanced AI and machine learning techniques to automatically turn every resume – and every social media profile – into a complete and searchable candidate record.

CANDIDATE SOURCING: AI DRIVEN TOOLS

Entelo:

- It allows recruiters to source candidates from different groups based on, for instance, gender, ethnicity etc.
- It uses predictive analytics and NLP and is particularly handy to recruit passive talent.
- Some of the world's most recognized brands like Lyft, PayPal, and Target use Entelo to build their teams.

Hiretual:

- It is an AI-powered candidate sourcing and engagement solution.
- The company has an impressive AI engine that stores data on relationships, i.e. people and places.
- It also offers the world's first Healthcare AI solution to help organizations find, indeed, healthcare professionals.

Beamery:

- It is a candidate relationship management system that uses machine learning to enable proactive recruitment and build a talent pool.
- The system uses predictive analytics and Natural Language Processing and analyses interactions between candidates and employers to identify candidates to target and to help recruiters to build relationships with them.

CANDIDATE SCREENING: AI DRIVEN TOOLS

Pomato:

- It helps in matching skills and shortlisting resumes.
- It uses machine learning and pattern recognition techniques.
- Its matching engine uses contextual analysis and matches candidate profiles based on the required skills, roles, expertise level, and then candidates are ranked according to their scores for the particular job.

CANDIDATE ASSESSMENT: AI DRIVEN TOOLS

Interview Mocha:

- It provides online assessment software for pre-employment skill testing.
- It specializes in online skill assessment testing, multi-competency assessments.

Hacker Rank:

- It is a technology hiring platform that is the standard for assessing developer skills.
- The platform is used by over 1000 companies around the world and enables tech recruiters and hiring managers to objectively evaluate talent at every stage of the recruiting process.
- Its uniqueness is about Hacker Rank is the fact that every 8 seconds someone around the world will complete one of the assessments on the platform.

AI DRIVEN TOOLS FOR INTERVIEW PROCESS:

Calendly:

- It is an AI-powered solution used to identify suitable interview slots.
- The tool specializes in productivity, scheduling, efficiency, and lead conversion through the use of real-time emotional analytics.

Talocity:

- It is an AI-based one-way video interviewing platform.
- The engine sends an SMS, email, and IVR to the candidate with a video job description link.
- The candidate clicks on the link to watch the video JD, and if they like the company, they apply through a one-way video interview.
- The employer presents the questions for the interview which are available in 39 different languages.

X.AI:

- It helps to tackle the administrative hassle of scheduling interviews with the aid of machine learning.
- The tool connects with all your calendars and coordinates the best time to meet with your candidates.

AI DRIVEN TOOLS FOR OFFER AND ONBOARDING PROCESS:

ENBORADER:

- It is an experience-driven Onboarding platform that transforms employee onboarding into an ongoing, rich, and consistent experience, at scale.
- It provides all the tools necessary for organizations to maximize employee engagement through machine learning.

Talmundo

- It specializes in keeping new employees engaged once they are recruited.
- It gives them a 360-degree view of the organization and the chance to introduce themselves through the use of chatbots.
- It helps organizations in building a great pre-boarding & onboarding experience for employees.



HR EVOLUTION - THE LORE OF HIRING

- ANIRUDH RAO
BBA HONS. 2021-24

Thanks to inventors like Thomas Edison today we enjoy comforts like provided to us by electric equipment's, music recordings and movies, what you might not know he's likely also responsible for how you got hired. It's been said in order to get a job you need a resume this idea dates back to ancient Rome where early examples of resumes which were carved into wooden and rock.

Around the same time in 55 BC no less than Julius Caesar is believed to have invented the concept of job referral by offering his soldiers a reward for finding other soldiers for his army. In the mid-17th century when the British parliament rejected Henry Robinsons idea of a government office that would match workers with employers Robinson decided to do it himself 3 years later the world had its first recruiting agency. In 1921 Edison innovated a new hiring technique, after being frustrated that the new employees often lacked the specific knowledge their job required. So, to match candidates with their job he created a series of questions and thus job interview was born. Around the same time in 55 BC no less than Julius Caesar is believed to have invented the concept of job referral by offering his soldiers a reward for finding other soldiers for his army.

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Looking through classified ads for work started to become a thing of the past. With the widespread arrival of the Internet and with websites like monster.com a launch in 1994 online job boards became mainstream followed by the likes of LinkedIn, indeed and Glassdoor this pave the way for online applicant tracking software the first of which villa site was created in Canada in 1990. since today applicant tracking systems are more automated than ever hence the use of online software has become every bit as critical as a polished resume.

WHO IS WHO?

- **MANISHA**

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Donna Morris is Walmart Inc.'s Executive Vice President and Chief People Office. She is a member of the executive committee and is in charge of attracting, retaining, and developing talent. Donna was previously the Executive VP of employee experience and CHRO at Adobe where she served for approximately 18 years.



Pavitra Singh is the Chief Human Resources Officer at PepsiCo since October 2019, emerging from various role at the organisation for almost 16 years. She is a seasoned HR professional with a rich experience in organisational culture and design, talent acquisition, diversity and inclusion, and employer branding.

Michael D'Ambrose is the CHRO and Vice President of HR at Boeing. He is in charge of the company's leadership, talent planning, employee relations, incentives, and D&I initiatives. He also supervises Enterprise Services, which encompasses security & fire protection, asset management, global real estate, internal supply chain, environment, health and safety, and transportation, warehousing, and logistics.



Anuradha Razdan is the Executive Director HR of Hindustan Unilever Limited and Chief Human Resource Officer, South Asia at Unilever, Co-chair FICCI HR Committee. Her purpose is to spark magic between people, passion and opportunity for the benefit of the business, society and for everyone.

Vikram Tandon is the Chief Human Resource Officer of Adani Group. He is a seasoned Human Resources professional with over three decades of experience across a range of diverse businesses, geographies, and cultures. His expertise lies in thoughtful management of the intersection of strategy, talent, and organization culture, with extensive outcomes in organizational effectiveness, talent management, succession planning and leadership development.



Ashwani Prashara is the Chief Human Resource Officer of Reliance Industries Limited. He is a HR leader with over 32 years of global experience across the entire gamut of HR activities with expertise in driving HR transformational initiatives, Change Management, HR Capability Building and Industrial Relations.

Kathleen Hogan is the Chief People Officer at Microsoft, of which she has been a part of for nearly two decades. Her mission is to empower the company's 175,000+ global employees achieve its mission, create a culture that attracts & inspires the most passionate talent, and create a more diverse, inclusive environment where everyone can learn and thrive.



Teuila Hanson is LinkedIn's Senior Vice President and Chief People Officer. She oversees the team in charge of acquiring, developing, and retaining top talent, as well as all benefits, employee experience, and Diversity, Inclusion, and Belonging programmes.

Saurabh Govil is the Chief Human Resources Officer at Wipro and a member of the Management Team. He oversees all HR responsibilities of Wipro, including talent acquisition, engagement, and learning & development.



INTERNSHIP DAIRIES



My internship experience with Flipspaces Pvt. Ltd. resulted in one of the best semester breaks I've ever had. The process of unlearning, learning, and relearning was challenging yet a wonderful opportunity to understand the process and protocols followed while acquiring the right talent for the organization nonetheless.

This internship gave me the opportunity and space to understand talent acquisition and its importance in the overall performance and growth of the organization. I also had the opportunity to work on my project "Talent acquisitions practices in Flipspaces" with the help of my mentors who guided me throughout the internship period. I'm grateful for all the learning experiences and am looking forward to taking them along with me on my corporate journey.



RESHMA. M
MBA - OB AND HR 2021-23



**PARVATHY
SAIGAL**

MBA - OB AND HR 2021-23

The journey with Phablecare was splendid. I gained a lot of knowledge that is beyond what's written in the textbooks. I had the opportunity to meet a lot of professional experts from whom I could learn a lot. As it is a start-up, I was given many opportunities to grow and learn new things in the field of work. I never felt like I was being micromanaged. The work atmosphere at Phablecare was pleasant. What I liked about my TA team was that we worked hard not only to grow the business, but also looked to improve the company culture. I enjoyed working with my co-workers - they were very warm and welcoming. I got to study how the whole Talent Acquisition process works, i.e., from the very initial stage of identifying candidates to the very last step of sending out letters of offer or rejection. I liked my team the most because we were open to hearing each other and helping each other out.

The internship journey I had with P R GLOlinks Consultancy was an eye-opening experience. It provided me with an insight into how a HR consulting firm operates. Talent Acquisition is more practical in nature rather than what we learn conceptually, and working there as an intern has helped me get a better grasp on how consulting firms find potential talent from a large pool of applicants. As I worked with a lot of interns like me, I got to know their perspectives, and it felt wonderful to learn from their own experiences. I handled various clients, and my contributions were well recognized by the firm. Overall, it was a new and great experience.



NANDHINI

MBA - OB AND HR 2021-23



KRITHIKA. L

MBA - OB AND HR 2021-23

I had the privilege to intern at Qess Corp Ltd. for a period of two months. Here at Qess, they provide complete staffing solutions to various companies. I was allowed to shadow individuals at the beginning of the week, which helped me understand how they work and tackle the tasks. There is no superior hierarchy in the organization. Hence, I had greater leeway when it came to interacting with the stakeholders during my internship and connecting with individuals. This internship helped me acquire a variety of career/lifelong skills - like managing deadlines, functioning well in a team, and operating under pressure. A genuine corporate experience, which I had yearned for, has come to fruition through this internship.

I completed my internship at Randstad, a renowned human resources consulting firm. I gained a lot of experience as an intern working with them. I comprehended how the human resources sector acquires talent. I intensified my attention to detail to create a strong résumé that I could present to potential employers. What I've learned is that, no matter what industry you work in, having excellent communication skills is crucial for both your personal brand and the business you represent. Understanding how real teams function by supporting one another and always learning from each other was the main aspect of my internship. I felt my working style has improved because I can now manage people more efficiently, and I genuinely enjoyed working with my team. I had a great time working at Randstad as an intern for the past two months.



KRITHIGA

MBA - OB AND HR 2021-23



DIYA

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One of the best decisions I have ever made was to complete my internship as a Talent Acquisition Intern at Oben Electric Vehicles. It was my first true hands-on experience in a corporate atmosphere and the learning opportunities at Oben were boundless. Since it was a start-up business, my responsibilities extended beyond HR to include areas like sales and marketing as well. In reality, this gave me a more comprehensive understanding of how diverse divisions work together to achieve success in an organisation.



WORD PUZZLE

- **DHIVYASHREE**

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Z	H	A	P	N	I	E	N	O	W	Q	J	K	V	Z
Q	L	B	X	D	S	E	M	P	L	O	Y	E	E	S
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J	M	U	R	E	C	O	G	N	I	T	I	O	N	F
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M	Q	O	H	A	D	H	D	C	C	P	I	T	S	X
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T	D	W	W	L	M	N	T	Q	U	Y	N	E	T	K
I	Z	R	H	E	N	D	I	E	E	R	Q	C	D	Z
O	Z	A	P	M	B	I	V	K	D	O	X	N	Y	Z
N	V	X	G	Q	J	M	W	L	P	L	S	I	G	V
S	C	T	F	A	O	P	E	N	G	L	O	A	N	D

- Employees
- Vacancy
- Incentives
- Staffing
- Promotions
- Candidates

- Management
- Job
- Attrition
- Performance
- Appraisal
- Benchmarking

Hey Readers! Do send your answers to the mail ID: pharshmba721@bus.alliance.edu.in

First 20 answers will receive exciting goodies.

EDITORIAL TEAM



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BBA HONS. 2021-24



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“ENGAGE, EMPOWER AND EXCEL”