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25
SILVER JUBILEE
years
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IN FOCUS - HR

The Novus Club Newsletter

DECEMBER 2022



WANDA SUN
Art Teacher

Highly skilled fine art educator and adept in curriculum development. Expert in drawing, project-based learning, and student appreciation. Possessing a strong commitment to the development of students while providing a supportive learning environment. Dynamic, team player with a proven track record in the community, maintaining excellence in education and creating safe, inclusive spaces.

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 art 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 school art programs. Participated in student community activities.

Skills

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

THE PURPLE SQUIRREL SYNDROME

- ANIRUDH RAO
BBA HONS. 2021-24



"What is this purple squirrel?" should be the first question that comes to your mind. To answer that, we shall take a deep dive into the topic. The metaphor, Purple Squirrel Syndrome, is becoming more popular as we see most businesses and functional heads with specific demands and expectations for filling vacant positions within the turnaround time. The HR department needs to ensure the hires are closest to the job descriptions and job specifications of the post. The recruiters are all set to search, identify, and hunt for the unrealistic expectations of the business, and the talent acquisition team sometimes does not get anyone even closer in terms of traits and competencies that match the requirements. Simply put, "for all practical purposes," there is no such thing as a "purple squirrel," not in nature or in the job market. It is a metaphor used by recruiters to identify the unrealistic expectations of a client company.

After understanding the idea of the purple squirrel now the real question arises, should we become the purple squirrel or not?

Recent research suggests that jobs are becoming more "hybrid" in nature. As technology rapidly evolves, new roles are becoming increasingly complex, and call for a broader range of skill sets than what was traditionally required for them. This is great news for someone who has just entered the job market and is starting to build their career. As the demand for uniquely qualified talent increases, it will open opportunities for individuals to acquire a wider skillset while choosing what to learn.

Here are **three ways** in which you can develop a stronger profile as a "purple squirrel."

Hone both timely and timeless skills. Driven by your natural curiosity and interest, if you develop a technical skill, such as analytics, or master a cutting-edge programming language to become a world-class expert, that will give a boost to your career. But remember that it will be for a limited time as the skill you've learnt is "timely" knowledge. In time, the world will move on to some other programming language which may be more cutting-edge or relevant.

On the other hand, if you are naturally good at communicating with people, influencing them, and convincing them, it could be an innate skill and something you must keep sharpening. This skill being able to influence and persuade will always be valuable and required and is known as timeless knowledge. Think about which timeless skills you should work on. Take an online course, read books, listen to podcasts from experts, and get going. The stronger your combination of both timely and timeless knowledge, the more you're worth your weight in gold.

Diversify your portfolio. Whenever there is an opportunity to take on a project that might be outside of your comfort zone or immediate specialization, jump right in. A strong display of initiative and the desire to constantly learn always go a long way.

Shadow a colleague. If you have a few hours to spare when the workload is low, shadow a colleague in a different department to pick up on the skills your colleague has. It will help strengthen your overall work experience and show your manager how versatile you are. And you can always volunteer to step in when the need arises.

In general, cultivating agility and a professional growth mindset is crucial to prepare yourself for jobs that have not yet emerged. In this dynamic landscape, it is critical that you take the reins of your future career and adequately prepare yourself for the job market that might exist.

So, what does it mean for a job to be truly hybrid in nature? Well, let's consider marketing, which has greatly benefited from the changing technological landscape. The ability to gain insight into consumer buying patterns and user behavior has resulted in the creation of "digital marketing," a hybrid job combining the traditional creative skillsets usually seen in marketing professionals with data-driven analytical skillsets to succeed in this new reality.

And it goes both ways: This hybridization of jobs is also happening with roles that traditionally only required analytical skills. For example, employers now require that IT project managers or software engineers have great interpersonal skills, creative agility, and the ability to build meaningful partnerships with their clients to succeed. The job market is becoming more complex than ever before. Technology is transforming jobs and creating new hybrid ones. Work on developing skills that will complement your resume and help you stand out from the crowd.

Now, to further build on the idea of "hybrid" type work, we should understand the gig economy.



What is the gig economy?

The gig economy is the system in which organisations and businesses employ freelancers and contract workers to provide goods and services. People who choose to work on a contract or freelance basis are seeking more flexibility and job freedom. Further, the job freedom mentality flips the work-life balance concept on its head. For people with this mentality, it's not about scheduling life around your work schedule, It's the opposite. The Internal Revenue Service defines the gig economy as an "activity where people earn income providing on-demand work, services, or goods." So, it's not only businesses like Uber, Doordash, and Instacart that can participate in the gig economy. Any business that contracts freelancers and contract workers are taking part.

What does the gig economy mean for employers looking to hire?

To stay competitive in the current labor market, employers are getting creative about the ways they hire for roles. Those who left or lost their job during the pandemic may not want to return to the labor force in a full-time capacity. Embracing the gig economy, part-time

work, and overall “job freedom mentality”, including flexible hours, contract work, and remote and hybrid options—can open creative opportunities for filling positions.

How do skills play a role in the gig economy?

If you’re having a hard time finding the right talent for a job that encompasses many skills, gig work can help alleviate the pressure of finding the perfect fit. It turns out that teamwork does make the dream work. Or, in this case, multiple part-time or contract workers can accomplish the work of one role together. Furthermore, breaking down roles into skills and duties can simplify the work, clarify expectations, and even lower the barrier to entry.

For example, a marketing specialist's role includes skills such as email marketing, data analysis, computer literacy, and data entry. However, computer literacy and data entry are less in-demand skills, resulting in a lower barrier to entry for a potential employee. These parts of the role needing to be filled can be shifted to an existing employee or hired out to someone who has the skill set needed. Then, the email marketing and data analysis skills can be posted as a part-time position with the potential to be filled by a gig worker who specialises in marketing. In this case, employers can divide the duties to conquer the role.

Overall, the idea is clear – the gig economy is here to stay. Employers have an opportunity to fill job postings with freelance or contract workers by getting creative and embracing the gig economy. In addition, skills data can make filling jobs even easier by matching the availability and demographics of skills in the market.



THE FUTURE OF WORK

-MANISHA
MBA - OB AND HR 2021-23



1. Digital HR: is a process of optimization in which Social, Mobile, Analytics, and Cloud (SMAC) technologies are leveraged to make HR more efficient, effective, and connected. According to Dave Ulrich, the digital HR journey of any company involves four phases:

- HR Efficiency
- HR Effectiveness
- Information
- Connection/experience

2. Virtual Workplace Technologies: refers to the entire work set-up of a company, including people, processes, and the technological base that enables the company to work remotely.

- Within the virtual workplace, the digital workspace is the technological base that allows a fully remote company to work efficiently and effectively through the use of established and new technology.
- In practice, a virtual workplace and digital workspace are often used as synonyms, with the latter being more common.

3. Wearable Technology: Wearable technology is defined as the electronics that can be worn on the body, either as an accessory or as part of material used in clothing, and can connect to the Internet, enabling data to be exchanged between a network and the device. E.g. body camera. Uses of wearable technology are:

- Increasing operational efficiency
- Promoting health and wellness
- Safety improvements

4. RPA: Robotic Process Automation (RPA) uses software robots on a physical or virtual machine. It has a defined set of instructions for the robots or bots to follow. RPA bots are capable of simulating most human-computer interactions. These bots carry out thousands of tasks without a single error and at high volume and speed. Three bot categories:

- **Pro bots:** Follows simple and repetitive commands to process data.
- **Know bots:** They collect and save information from the web.
- **Chatbots:** They are like virtual agents to answer client questions in real-time.

5. Collaborative Workspace: empowers employees in all departments and locations with tools, workspace design, and strategies that improve teamwork.

- Simply put, it's a space that encourages more collaboration. Ultimately, a collaborative work environment is to foster more brainstorming, innovation, and connectivity among team members.
- Additionally, and perhaps more importantly, it can improve both company culture and employee experience.

6. Gamification: According to Gartner, "humans are hard-wired to enjoy games and have a natural tendency to interact more deeply in activities that are framed in a game construct." In HR when used effectively, gamification can significantly improve employee development, learning, and performance.

- Gamification is utilizing games in contexts that are traditionally non-game related. For instance, gamified language learning apps and fitness trackers use systems of points, rewards, and achievement sharing to motivate continued education and growth.

7. Bite-sized Learning: Bite-sized e-learning modules are small, self-contained information nuggets. They typically range in duration from 1 to 15 minutes and are usually focused on one or two tightly defined learning objectives. Bite-sized learning breaks down e-learning content into digestible chunks, which is easier for learners to work through at a pace that suits them. Also known as microlearning, it makes it much easier for learners to fit into their busy schedules.





VIRTUAL REALITY AND AUGMENTED REALITY

- HIMA DEVARAJ
BBA HONS. 2021-24



Undoubtedly, anyone with access to a smartphone can get access to augmented reality. In simple terms, AR is what transforms the normal, everyday physical world into a colorful, visual one by projecting virtual pictures and characters through a phone's camera or video viewer. Augmented reality is merely adding to the user's real-life experience. Virtual reality takes these same components to a higher level by producing an entirely computer-generated simulation of an alternate world. These immersive simulations can create almost any visual or place imaginable for the player using special equipment such as computers, sensors, headsets, and gloves.

The question comes where AR and VR can find themselves at the HR domain

- VR Tour – Candidates have the option of just putting on a headset and getting an office tour. VR has many promising advantages for remote and hybrid hiring due to its growing and broad scope.
- Recruitment can utilize virtual reality to give candidates an in-depth experience of what it would be like to work for or join an organization – a peek into the job and the organization. A simulation of what the job would entail is shown.
- The bottom line is that VR for soft skills training can be applied to any industry that requires collaborative work.



- Boeing uses AR for the training and daily guidance of the technicians in charge of the installation and maintenance of electrical wiring in aircraft. An AR app that augments the aircraft with a precise 3D diagram of the wiring has replaced a 20-foot-long, hard-to-read 2D drawing. The change has resulted in a 90% improvement in the quality of work done by newly hired technicians and a 30% reduction in the time spent on the task.
- Accuvein is an AR software for vein visualization that helps nurses with a lack of practical experience, reduce time and raise precision in needle injection during any procedures that require venous access. By increasing the chances of a successful first injection by 3.5 times, the app lets hospitals annually save as much as \$352,498.
- A company called Talespin partnered with PWC to prove the benefits of virtual reality training: “results of the study showed that VR can help business leaders upskill their employees faster, more efficiently, and cheaper than other methodologies.”
- In physical labour jobs, there are often unavoidable dangers and health hazards. Such risks are especially prevalent when an employee has no prior experience, and the training takes place in the real world. For this reason, virtual reality safety training is essential for any modern company seeking proper learning for its employees.
- A third of employers questioned for research by Aon Employee Benefits say they plan to use augmented reality in benefits communication in the future. Only 13% of organisations responded that technology such as virtual reality would not be used in their benefits communications or employee engagement activities. Engaging employees remains the most important objective of an online or flexible benefits strategy, as cited by 82% of organisations. Providing employees with choice is also a priority, as it is aligning benefits with an employer value proposition—cited by 65% and 55% of organizations, respectively.

INTERNSHIP DIARIES - PART IV



During my 2-month internship at TalentServe India Private Limited, I learned various new and interesting concepts. The post to which I was assigned was human resources and general management. In order to determine what the students needed help with in their careers and what coaching they required to get their ideal jobs, we conducted market research. In order to help these students choose a better career, we educated them about the free trial plan and provided them with information about the company's services. Many students are such people who are unsure of what to pursue and how to advance in their career. I looked at the EdTech market through the consumer's eyes. Based on our findings, I wrote blogs on LinkedIn, and by doing so, we increased the firm's engagement by educating the clients on a range of subjects. I enjoyed working as an intern at TalentServe and hope to apply what I learned in my future career.



RASHMI PRASAD
MBA - OB AND HR 2021-23



**VENKATESH
GUNDREDDY**
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My internship with Flipspaces was fantastic. This internship gave me a good insight into the wide variety of online resources used in everyday recruiting. It helped me grasp the big picture of a business sector where the sales atmosphere is always hectic. From this experience, I learned more about record-keeping practises, the nature of the industrial workplace, and the challenges of my current job. The internship I had at Flipspaces was, on the whole, a great experience for me. I got my first taste of a public sector job and an introduction to human resources. The other interns I worked with were excellent people who were both smart and diligent. The employees cared deeply about providing us with a positive experience and worked hard to make that happen. I was able to put my skills and experience to good use with the assistance of the firm.

My internship at the prestige group gave me a good understanding of how recruitment management is used in the corporate world, and working there as an intern helped me learn how this concept of recruitment management plays an important role in the business. My understanding of numerous facets of recruitment was expanded through working with several other interns and employees at the company, and my contributions were highly valued by the latter. I learned several new talents throughout my internship that I will definitely put to use in the future.



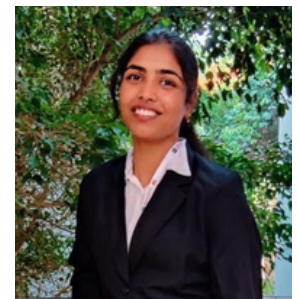
BHAGYASHREE HAZARI
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SUSHANT KUMAR
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During my two months at TalenServe, I learned a lot while also having a good time. Learning about the requirements for HR managers in the Ed-Tech sector was amazing. Working with a wide group of people and other parties involved in the entire process allowed me to thrive in terms of collaboration and social ties. To overcome the language barrier and make sure that the content was delivered successfully, it was a big battle, but we learned a lot in the process. Working multiple shifts allowed me to adjust to the changing work environment, and dealing with enormous amounts of data and identifying places where efficiency might be increased helped me refine my analytical thinking. Working at Talentserve has made me realise that in order to promote any firm on a large scale and quickly, a human resources manager should also be knowledgeable in marketing techniques like social media marketing.

To describe my internship, I would say it was my first one. I did my internship at one of the top 10 health insurance companies, ICICI Lombard Health Insurance. Our team manager has always guided us through everything and made us learn about insurance and many other things. It was a set of learning new things, exploring the corporate world, and having many great experiences. This internship shaped me into a different person by teaching me how to tackle situations, how to manage work and handle stress, and how to approach clients and persuade them. Finally, it was a great experience of learning, facing new challenges, and overcoming them.



GUNASHREE
MBA - OB AND HR 2021-23



LEARNING BITES

HOW REMOTE WORK HAS INFLUENCED THE ROLE OF HR

-**BHARGAV**
MBA - OB AND HR 2021-23

Employee Engagement:

With the advent of remote work, employee engagement has been a challenge for HR professionals. With the departure from office-centered work, many employees may feel disconnected from their jobs or the company culture. HR has had to step up and provide virtual engagement tactics and support for remote employees. This includes the use of co-working platforms and collaboration tools, as well as special employee events and meetings. Unique engagement tactics and perks spearheaded by HR ensure workers feel involved and are on the same page with any company goals.

Job performance:

HR departments for remote workplaces also need to create suitable benchmarks to measure employee job performance virtually. With remote work, employees' activities are less directly noticeable to managers and HR. Hence, the successes or failures of employees could be easily overlooked on a day-to-day basis. Remote workplaces have pushed HR managers to develop new systems of employee performance reviews and recognition.

Communication:

In a fully online workplace, HR must communicate more than just company updates. They also need to monitor how employees are dealing with their new remote work situation. This ensures HR is doing everything it can to keep the remote workforce satisfied and productive. The physical workplace can have an open-door policy, but what about the virtual workplace? It's something we need to reconsider.

Digital technologies:

In response to COVID-19, human resource departments have had to lead with compassion and focus on employees' emotional and physical needs. This might mean ensuring employees have all the necessary equipment and tools to work from home effectively. This could mean purchasing new equipment for individual employees. It could also look like investing in new software or management systems to improve remote workflows. Also, HR departments have had to implement policies to deal with employees who incur additional expenses relating to home working, such as telephone and internet costs.



EDITORIAL TEAM



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“ENGAGE, EMPOWER AND EXCEL”