

# Relation of HR with Marketing

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**Abstract - The function of HR and its interaction with the marketing department are discussed in this article. Despite the fact that HR & Marketing are two distinct sectors, with HR caring for workers and Marketing for consumers, the article examines the relevance of both department in the business world in order to sustain business success and culture. In order to have an influence on an organization's performance, it is vital to have market-oriented HR managers. HR managers should utilise the same marketing methods that marketing managers do to sell goods and services outside of the company. As a result, techniques that are often utilised in the external sector might be used to drive people within.**

**Keywords - Human Resource, Recruitment Of Employees, Personnel Marketing.**

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## INTRODUCTION

HR with the necessary knowledge, abilities, as well as other dispositions are required to meet the company's objectives. After designing the required quantity and structure of personnel, the organisation conducted employee recruiting to satisfy this demand. Situating a job position may be a critical time in ensuring the company's goals are met and its competitiveness is maintained. It indicates that people resources are the company's most precious asset, and their decisions must be given proper weight. At this point, personnel marketing begins, with its major task being to identify high-quality human potential on the labour market using its instruments.[1]

HR is the analysis of activities involving people who work in a company. It is a management function that attempts to match an organization's requirements with its personnel' talents and competencies.

### Define HR

Hiring, motivating, and retaining employees are all part of HR's responsibilities as an area of business management. Personnel are the primary focus of this study. Human resource management involves establishing management systems to guarantee that human potential is utilised efficiently and effectively to fulfil corporate objectives.

HR is the division of an organisation tasked with hiring, training, developing, compensating, integrating, and maintaining the business's workforce in order to help the company achieve its goals. As a result, people management is defined as the process of organising, planning, directing, and monitoring the work of others.[2]

"HR is focused with more efficient use of people to fulfil organisational and individual objectives. When it

comes to managing employees, "it's all about getting the most out of them." [3]

"People" or human resource components of a management role, including recruitment, screening, training, rewarding, & assessing, are all included in HR.[4]

People management is the focus of HR. For an organization's goals to be met, human resources management must consider a wide range of factors including recruitment, training, hiring, retaining, and assessing individuals with a diverse range of abilities. It is the aim of HR to optimise the contributions of workers in order to achieve maximum performance and productivity, while simultaneously achieving individual and social goals. To put it simply, HR is the art of finding, developing, and keeping the right people to help a business accomplish its objectives.[5]

### The Characteristics Of HR

Recruiting, selecting, training, and developing new employees are all facets of HR's role in supporting the work of managers. In businesses, HR is known as the human factor. The following are the fundamentals of human resources. [6]

1. Functions of management & principles are put into practise in the field of HR. The roles and principles are used in the company to acquire, develop, maintain and provide compensation to personnel.
2. Decisions that affect employees must be made in concert with those that don't. All choices pertaining to human resources, including those affecting personnel, must be in harmony with one another.
3. The performance of an organisation is influenced by the decisions that are made. Customers would benefit from superior

services provided by an effective business, such as high-quality items at competitive prices.

4. HR isn't only for businesses; it can also be used in non-profits like schools, hospitals, and leisure centres, for example.

The term "HR" refers to a collection of programmes, functions, and activities aimed at increasing the efficiency of both the business and its employees.[7]

### HR'S Impact

It is the responsibility of HR to develop, implement, and oversee the organization's human resource policies and initiatives. This area of management focuses on the interactions between employees and the organisations in which they work. Effective human resource use, optimal working relationships, and optimum individual growth are the goals of this programme. In their administrative and professional capacities, human resources serve largely as support staff. Employees in HR were more concerned with the day-to-day administration of payroll and benefits than they were with the company's long-term goals.[8]

It is the job of HR experts to do it all. They are expected to know all there is to know about the company, including all of its quirks and peculiarities. Because employee loyalty to the company is so important, every HR professional's ultimate objective should be to build a connection between the firm and its employees.

The first and most important duty of HR staff is to educate their workers about the changes & difficulties confronting the nation as a whole and their own business in particular. This includes information regarding the company's financial situation; sales development; diversification strategies; share price changes; turnover; and other information.[9] Through tiny pamphlets, video clips, and seminars, HR experts should share this information with all workers.

Human Resource key duties include:

- Learn about the company's culture, goals, and policies in depth.
- An internal consultant and change agent
- To function as an expert as well as a change agent
- To actively participate in the formulation of the company's strategy
- Maintain open lines of communication between HRD and those inside and beyond the company
- For the purpose of identifying and evolving human resources strategy in accordance with the overall company plan.
- In order to aid in the growth and development of different organisational teams and the working relationships between those teams and other persons.

- For the sake of efficiency and effectiveness in achieving the organization's goals, we must connect individuals and work together.
- Diagnose issues and come up with solutions, especially in the field of human resources.
- To offer HRD services and programs with coordination and support.
- To analyse the effect of the an HRD intervention and undertake research to find, create or test whether HRD in general has enhanced individual and organisational performance.

According to several management experts, the HR manager may play a variety of distinct tasks in a business. The following is a short list of some of the most widely recognised models.[10] There are nine responsibilities that HR practitioners do, according to Pat McLagan.

1. To draw to the notice of strategic decision-makers the concerns and trends affecting an organization's internally and externally people and to offer long-term plans to support the quality and endurance of an organisation.
2. So that they may have the greatest influence on organisational performance and growth when implemented.
3. Facilitate the formulation and execution of plans for the transformation of one's own organisation via the pursuit of values and visions.
4. To develop a good connection with consumers by providing customers with the greatest services; to maximise resources; and to generate a sense of dedication among those who assist the company satisfy the demands of customers, whether directly or indirectly related to the business.
5. In order to assist students and groups learn faster, we must first determine what they need to learn in order to create and construct effective learning programmes and resources.
6. goal is to help individuals and organisations learn new ways of working in order to shift from authoritarian to participatory leadership paradigms.
7. To assist workers in evaluating their skills, values, and aspirations in order to devise and carry out personal development programmes.
8. Aside from that, he aids each employee in adding value at work and in honing interventions & interpersonal skills that aid in bringing about and maintaining behavioural change in others.
9. He examines and communicates the outcomes of HRD practises and programmes in order to help the company and its employees improve and grow more quickly.

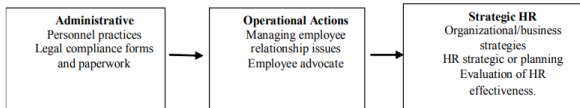
Dave Ulrich says that HR has four critical functions.

1. Strategic Partner Role: Creating companies that provide value by translating strategy into action;
2. The role of a change agent is to accelerate the occurrence of change.
3. A role is that of the company's "champion" or "talent manager."
4. As an administrator, you're responsible for making sure things run smoothly and efficiently.

It is no longer uncommon for firms to progressively shift from conventional people management to a HR management strategy since the HR function has evolved significantly. Human resource management begins with a holistic view of the company as a whole. It places a high priority on the quality of life, not only productivity and output. It aims to develop human resources to their fullest potential and to produce the greatest possible socioeconomic progress.[11]

**HR Role Classification at the present time**

According to R.L. Mathis and J. H Jackson (2010), HR may perform a variety of responsibilities. The HR team's abilities and what senior management expects from them will determine the scope and type of these jobs. HR generally has three distinct functions.[12] Each one of them, as seen in Figure 1, has been explained in further detail below:



**Figure 1: HR Roles and Responsibilities**

**HR'S ROLE IN MARKETING**

HR's importance and function in marketing may plainly be seen in the figure below.



**Figure 2: In marketing, HR plays an important role.**

The HR position will resemble much more closely that of marketing when dealing with a large group of people. Customers who only utilise the goods on rare occasions need to be well-cared-for by marketing. People working for will experience the same thing. Maintaining long-term ties with non-employees is very

important. To put it another way, a strong employment brand is essential for organisations.[13] So HR seems to have a role to play in influencing that, too "Employee engagement is never about duplicating the finest practises of another company." Erickson, a member of the senior leadership team, adds, "It's about diving deep to uncover what's particularly significant to your firm."

**Success is a Result of Cooperation and Potential**

The success of every organisation is dependent on the cooperation of all departments and the dedication of each employee to the firm they work for. In order for employee advocacy to be effective, it must draw on both the individual and collective capacity of the organization's employees. Advocacy programmes are successful when they are implemented and conveyed across the company. As long as all units are participating, the cycle will continue. Professionals in HR are increasingly looking for resources and technologies to help them execute their tasks more effectively and quickly.[14] This was accomplished via the use of online media communities such as those found in HR-related news and blogs, magazines, and trade publications. An interdependent connection is formed between buyers and sellers as well as the various content markets. Because this is so relevant and necessary to the business, it draws an audience that is exactly what suppliers are looking for when it comes to marketing. In this situation, HR content communities give HR-related material to the Hr practitioners whom HR vendors seek to target.[15]

HR providers engage in this synergy in two ways. First, they promote alongside content in order to raise money for the media and select content places. This is classic advertising, that most marketers are acquainted. Secondly, but newer to currently marketing industry is HR vendors offer much of the information distributed by the content community. Since HR suppliers are indeed the economic driver that promotes innovation in the HR market, this connection eventually delivers value to HR purchasers who actively seek knowledge to help them accomplish greatness in their jobs.[16] Identifying every individual in the target business who can influence or ultimately make a purchase decision is critical for HR providers.

It's a good idea to pick a company champion and form a coalition behind him or her when trying to sell to an organization's HR department. Small and medium-sized businesses may target the HR generalist, regardless of the service or product they provide. The initial sale in a big corporation is usually made by the product expert. This may be the simplest sale to close out of all the ones you've made so far. These specialised champions can make the case for the product before decision makers on their own, which is why high-quality sales tools and comprehensive support are so important to them.[17] For this expert, the marketing materials they receive must serve as a tool for preparing a

successful internal campaign directed at their managers.

Starting with more senior executive who has control over HR buying decisions makes sense if the service or product being marketed requires a big investment & buy-in from numerous departments. Small and medium-sized businesses are more likely to have a CEO or other C-Level executive on their team, as well as a board member. In a major firm, the most experienced HR executive is usually in charge.[18]

**MARKETING AND HUMAN RESOURCES: A CONNECTION?**

It's even more vital for small firms, especially in good times, to get their hiring selections correctly the first time. You can recruit the right personnel if your HR strategy is aligned with your company goal. A top app maker for smart phones, for example, has to be creative, educated and competent in order to succeed. This may be accomplished by starting a blog on the latest smartphone trends, going to developer conferences, holding informational seminars at local universities, and promoting flexible work schedules and the opportunity for employees to come up with new ideas while on the clock.[19] There is a two-tiered relationship between human resources and marketing.

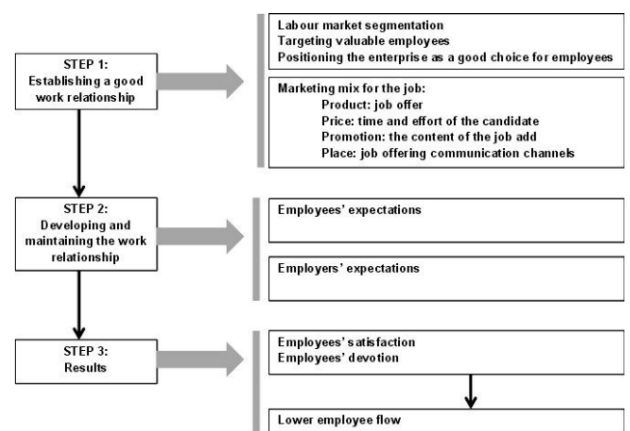
Human resources management is no different from marketing in that it relies heavily on building relationships with employees. Human resources marketing results in an employee-employer connection that benefits both sides economically, socially, and psychologically. And the job of HR in this may be clearly described as that of an investigative journalist. A utility is created and exchanged in both marketing and HR management. The relationship between these two tasks is what allows information to flow & mature into content that is shared with the entire business, rather than simply a team or a project. It has a far broader impact and may change people's ideas and emotions.[20]

Organizational and reputational aspects of marketing are distinct from those of HR. People will want to work with this company because of its great brand and reputation. Since the consumer takes priority over everything, one should not be more important than the other when working on this topic. It goes without saying and is widely accepted that no business can survive without its clients. In the public sector, this holds true.[21]

**TRYING TO BRIDGE THE GAP BETWEEN HUMAN RESOURCES AND MARKETING: THE ROLE OF TECHNOLOGY**

Customers, finances and goods are the most important aspects of marketing. Human resource professionals care about both potential new hires and existing workers. This divide has been overcome by technology and data, though. The virtual age has eliminated the boundaries between workers and

customers, notwithstanding the apparent disparities between HR and Marketing. So, companies should seriously consider recruiting their most loyal consumers as employees. Second, recruiting top applicants and evaluating their potential are the two pillars of a successful hiring process.[22] Marketing teams are now better able to meet these two aims than HR departments because of the advancements in technology and digital advertising. Many organisations have an online presence with their customers, and that data may be used to create accurate profiles. It's important to note that these profiles may help anticipate not just customer behaviour but also the performance of individual employees. Employees' need for a consumer-like experience has been clearer as a result of this study. They aren't simply looking for a job; they are looking for a meaningful career.[23]



**Figure 3: Human resource marketing's significance Marketing**

**CONCLUSION**

It's all about the numbers when it comes to successful marketing. As a consequence of the marketing activities, we imply a rise in income. Effective marketing requires meticulous planning to ensure that every aspect of reaching out to and closing sales with prospective customers is coordinated.[24] An efficient tactical marketing strategy incorporates the following three steps: attracting attention, acquiring leads, and closing sales. Internet marketing, public relations, and direct marketing may all help you accomplish these goals. HRmarketer.com's Direct2Net and Direct2HR services make it simple to reach your intended audience. Human resources marketers may take care of every area of the marketing strategy, from website design to press release creation and distribution. HRs Put in place a culture of digital accountability and make digital systems "humane." [25]

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