



Qualities and qualifications of human resources manager vs entrepreneur in the corporate world

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Abstract: *Human Resources Manager (HR) Manager and Entrepreneur are innovators in identifying new business trends and techniques in the present competitive corporate world. Human Resources Manager can play vital role in identifying and analyzing external opportunities and threats to achieve the company's success. He has to identify the competitive strategies of the competition organizations and compare all to get future success with changing business trends and practices. Thus HR Manager and Entrepreneur need a change in the mindset from seeing themselves as a good human relationship manager to utilize the full human potentialities and contributors for ultimate success. Thus this paper focuses on three important words such as teamwork, success and skills to identify the Qualities of HR Manager and Entrepreneur in the corporate world.*

Key words; *qualities, qualifications, human resource, entrepreneur, corporate world*

Introduction

Human Resources Manager (HR) Manager and Entrepreneur are innovators in identifying new business trends and techniques in the present competitive corporate world. Human Resources Manager can play vital role in identifying and analyzing external opportunities and threats to achieve the company's success. He has to identify the competitive strategies of the competition organizations and compare all to get

future success with changing business trends and practices. Thus HR Manager and Entrepreneur need a change in the mindset from seeing themselves as a good human relationship manager to utilize the full human potentialities and contributors for ultimate success.

Objectives of this paper

To identify the qualities and qualifications of HR Manager and Entrepreneur



To explain the qualities of HR Manager Vs Entrepreneur by using the three words

To analyze basic qualities of HR Manager in the corporate world

To Examine the Basic Qualities of Entrepreneur in the corporate world

This paper identifies the qualities and qualifications of HR Manager and Entrepreneur in the competitive corporate world. This paper enhances different important qualities by coining the words teamwork, success and skills.

TEAMWORK stands for

T Trust

E Effectiveness

A Attitude

M Motivation

W Willingness

O Obedience

R Reliability

K Knowledge

SUCCESS stands for

S Self confidence

U Understanding

C Commitment

C Creativity

E Empathy

S Sincerity

S Social skills

SKILLS stands for

S Smartness

K Knowledge

I Intelligent

L Liveliness

L Loyalty

S Sensitivity

In addition to the above mentioned qualities of HR Manager and Entrepreneur, this paper also identify the following basic qualities required for successful HR Manager and Entrepreneur in the present corporate world. HR Manager is very important strategic man just like entrepreneur in identifying the new policies and programmes related to training and identifying new techniques in mobilizing human resources in an effective manner. The basic qualities of HR Manager and entrepreneur possessed in the present competitive corporate world are highlighted in following:

Qualities of HR Manager

1. Knowledge of changing business strategy
- 2 . Knowledge of role makers rather than role takers
3. Knowledge of global competition



4. Knowledge of innovation and creativity
5. Knowledge of decision making skills
6. Knowledge of policy making skills
7. Knowledge of versatile people in HRD
8. Knowledge of good human relations
9. Knowledge of behavioural science
10. Knowledge of various related disciplines to management.

Qualities of Entrepreneur:

1. Knowledge of technical skills
2. Knowledge of creativity
3. Knowledge of emotional stability
4. Knowledge of effective communication
5. Knowledge of administrative ability
6. Knowledge of public relations
7. Knowledge of business strategy
8. Knowledge of self confidence
9. Knowledge of clear cut objectives
10. Knowledge of competitive spirit.

Qualifications of HR Managers Vs Entrepreneur

Qualifications prescribed for the post of HR Manager vary from industry to industry and also state to state .These qualifications have been undergoing several changes from time to time .However, the qualifications prescribed by various organizations include MBA with HRM Specialization, MHRM, MA with IRPM and MSW or Diploma in HRM. In addition to above qualifications Diploma in labor laws is an added advantage. On the other hand to become an Entrepreneur there is prescribed qualification required to start business venture but some skills are essential.

Achieving brand success through HR Manager:

There are few companies like TCS, INFOSYS, CTS, IBM, WIPRO, SATYAM, TEXAS Instruments and BIRLA who have created Brand Image in India and abroad through HR Manager and their active roles and build up image in the competitive corporate world. According to present study, HR needs to take the following steps to develop the brand image.

1. Strong internal of HR.
2. HR Manager has to use PR role to create the brand image.
3. Communication effectiveness.
4. Emotional intelligence



5. Knowledge of changing trends and practices

HR Managers in INFOSYS say that their missions are human being, computers, other software tools are their brands and their employees and finance are human resources. All managers in Infosys are Human Resources Managers with brand outlook and changing strategy. HR Managers in TCS, SATYAM, and CTS proudly say that they perform more critical and effective functions of employee development, employee and resource allocations.

Conclusion:

Taking the success stories of various entrepreneurs like Dirubhai Ambani, Ramalinga Raja, Lakshminarayan Mittal, Anji Reddy of Reddy's laboratories, we can say that organizations invest in hiring performance culture and environment in the present competitive world. All these can help to develop more effective and successful future HR Managers and entrepreneur- aspirants.

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