



# HR ZENITH

Kristu Jayanti (Deemed to be University), Bangalore | Institute of Management | 2025

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*"The future of HR lies at the intersection of technology and timeless wisdom."*



# Climbing the Corporate Ladder : Mobility of Workforce

The year 2024-2025 witnessed significant leadership changes across industries, marking strategic shifts in corporate governance and business directions. These transitions reflect industry trends towards innovation, digital transformation, and strategic leadership adjustments. Here's a look at some of the notable transitions:

**Mr. Rajiv Memani** took charge as the President of the Confederation of Indian Industry (CII) for 2025-26. Currently serving as the Chairman & CEO of EY India, Memani's appointment reflects his growing influence in shaping industry policy and economic direction.



*Image source: Business Standard*

In April 2025, **Dr. Poonam Gupta** was appointed Deputy Governor of the Reserve Bank of India, where she will oversee monetary policy, financial regulation, and international finance. As first woman in over a decade to hold this position, her appointment strengthens leadership within India's banking framework.



*Image source: Fortune India*

**Mr. Vikram Singh Mehta**, former Shell India Chairman, was appointed Chairman of IndiGo Airlines (InterGlobe Aviation) in May 2025. With vast experience in energy and governance, his induction signals strategic strengthening of leadership at India's largest airline.



*Image source: Colgate-Palmolive India*

In December 2024, **Ms. Falguni Nayar** stepped down as Founder and CEO of Nykaa to become the Global Brand Ambassador and Strategic Advisor at FashionVista International. In this role, she will shape the brand's global strategy and influence the future of the beauty and lifestyle industry.



*Image source: EY India*

# LATEST TRENDS



## Attitude Over Aptitude

Organizations now prioritize adaptability and cultural fit over trainable technical skills. Resilience, collaboration, and a growth mindset drive engagement, cohesion, and retention. Behavioral assessments and scenario-based interviews help build agile, future-ready teams

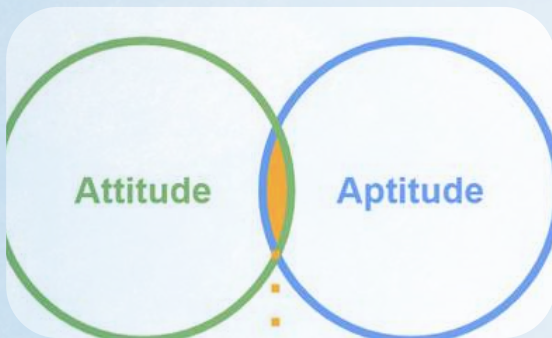


Image source: Bard College

## AI-Powered Recruitment

AI transforms hiring by analyzing resumes, behavior, and traits to identify the best fit. It reduces bias, enhances diversity, and streamlines screening, allowing HR to focus on strategic decisions. With data-driven insights, AI optimizes job matching, boosts retention, and aligns talent with business goals



Image source: Workable – The Future of AI in Recruitment

## Hyper-Personalized Employee Experience

AI-driven personalization tailors career growth, learning, and benefits to individual needs. Flexible work, well-being initiatives, and customized engagement boost satisfaction, retention, and productivity. Companies prioritizing employee-centric policies foster loyalty and a supportive workplace



Image source: Social Media Pro – Best Clients

## Hiring for Potential

Organizations now focus on candidates' potential, adaptability, and learning capacity, rather than solely on past experience. Upskilling and competency-based assessments cultivate a dynamic, forward-thinking workforce, ensuring agility and long-term success in rapidly changing industries.



Image source: AIHR – Employee Experience Guide

# Green Transformational Leadership: A Call for Environmental Sustainability

As we are in a fast-forwarding world, human needs are advancing with changes in technology and consumption patterns. Natural resources, the environment, and the ecosystem are being destroyed to meet the needs of one creature called HUMAN. Around the world, we are seeing clear evidence that our climate is changing—floods, droughts, heatwaves, and forest fires have all become more extreme in recent years. Climate change is making life harder for people who already struggle to access clean water. Our planet is running out of resources, but the population continues to grow.

According to the United Nations (2019), if the global population reaches 9.8 billion by 2050, the equivalent of almost three planets will be required to provide the natural resources needed to sustain our current lifestyle.

We do not have superheroes to protect our planet; rather, we require Green Transformational Leaders (GTLs). The key issue in this world is environmental sustainability (ES). The continuity of a quality life is possible by following ethics and strategic importance among individuals, which in turn helps to generate or create environmental sustainability.



Individuals who have environmental commitment (EC) develop a feeling of commitment to nature and are more motivated to exhibit pro-sustainable environmental behaviors (PSEB). Environmental commitment won't be possible without environmental awareness (EA). Environmental awareness is an effective factor in the formation of individual beliefs and attitudes. Commitment and awareness encourage the formation of green behavior (GB). Green behavior is the key characteristic of a Green Transformational Leader.

A GTL is the planet's superhero who follows and implements environmental policies while also influencing followers. They motivate others to support pro-environmental policies and encourage practices like renewable energy use, waste reduction, and sustainable land management. Reducing waste generation, promoting the circular economy, and supporting sustainable procurement policies are the key changes that GTLs work on.

One must follow Longevity, Repairability, and Recyclability to become a change agent in any organization.

Wanna be a Green Transformational Leader? Save Earth by Pro-Sustainable Environmental Behaviors



**Dr. ANANDRAJ. J**  
**Assistant Professor**

# Movie Review



Image source:Reddit

## PLOT

The 2023 film *Air*, directed by Ben Affleck, is more than just a sports drama—it's a story about smart hiring, leadership, and branding. The movie, set in the 1980s, follows how Nike, struggling in the basketball market, took a big risk by signing a young Michael Jordan. This decision changed the sports marketing industry forever. For HR professionals, *Air* offers valuable insights into recruitment, negotiation, and leadership.

## Key HR Takeaways :

### 1. Identifying Talent Before Others Do

At the center of *Air* is Nike's talent scout, Sonny Vaccaro (played by Matt Damon), who recognizes Michael Jordan's potential before others do. Despite doubts from Nike's leadership, he confidently pursues Jordan. This highlights an important HR principle: great hiring is not just about experience but also about recognizing potential. HR professionals can learn from Vaccaro's ability to identify talent and advocate for unconventional choices.

### 2. Leadership and Decision-Making Under Pressure

Phil Knight (played by Ben Affleck), Nike's co-founder, is initially unsure about investing in Jordan. However, he ultimately trusts his team and takes a bold step. This shows the importance of leaders supporting their HR and talent teams in making strategic hiring decisions.

### 3. Negotiation and Employee Value Proposition

Deloris Jordan (played by Viola Davis), Michael Jordan's mother, plays a key role in securing a unique contract. She insists that Michael receive a share of every Air Jordan shoe sold—an idea that was new at the time. This highlights a key HR lesson: top talent is looking for more than just a salary; they want long-term value and respect. HR professionals must design attractive job offers to recruit and retain the best talent.

### 4. Building a Strong Employer Brand

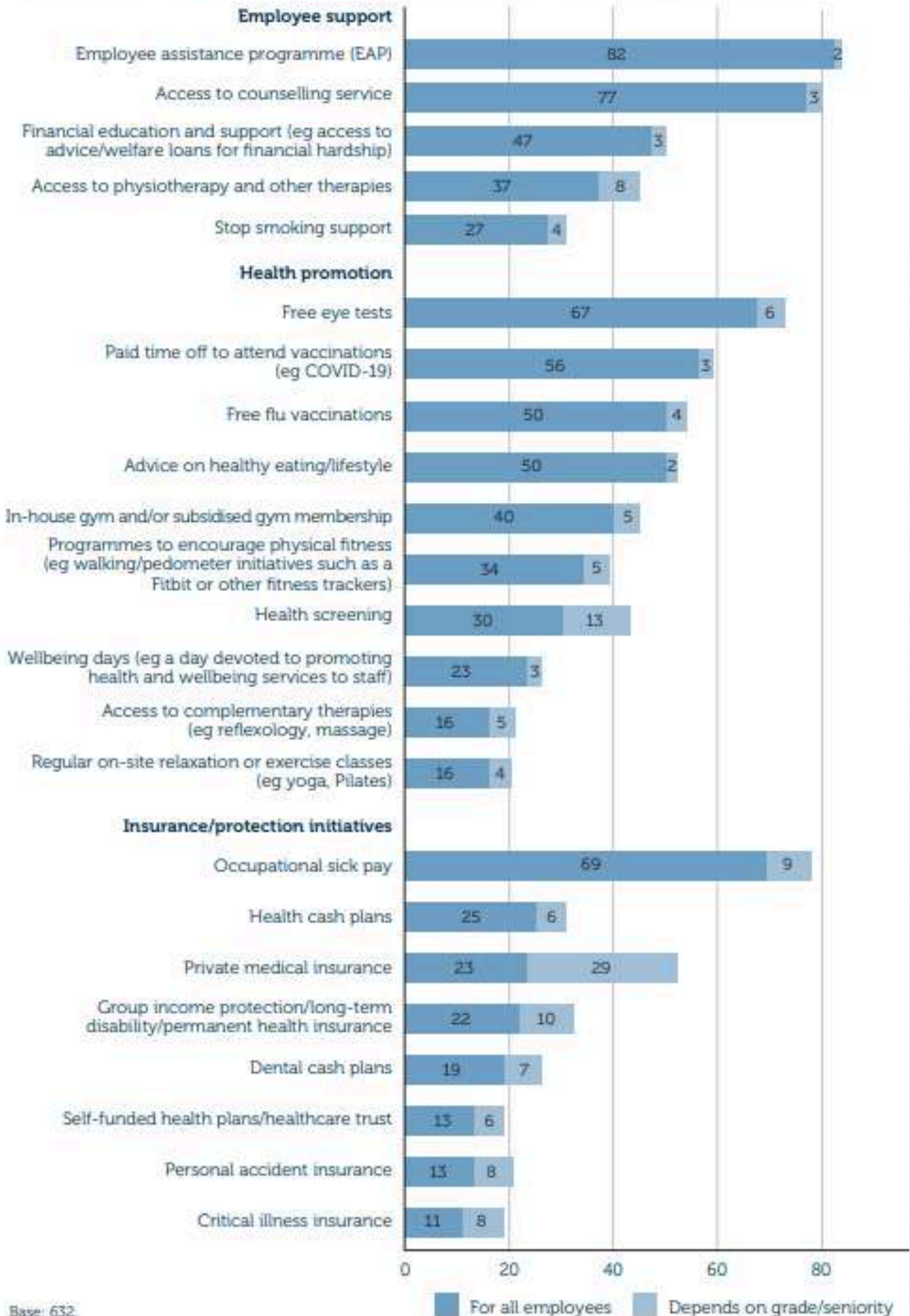
Nike's transformation from an underdog to an industry leader is a great example of how a company's culture and vision attract top talent. Organizations with a strong mission and leadership are more likely to attract and keep high performers.



Image source: London Mums Magazine

# Why HR Leaders Must Prioritize Employee Health and Wellness?

Figure 6: Employee wellbeing benefits provided by employers (% of respondents)



Base: 632

# Why HR Leaders Must Prioritize Employee Health and Wellness?

## Prioritizing Employee Health and Well-being: A Strategic Imperative

Employee well-being is essential for a productive workforce. Recent data highlights key trends in employer-driven wellness initiatives, focusing on mental health, preventive care, and financial security.

### Employee Support and Mental Well-being

Mental health remains a priority, with 82% of employers offering Employee Assistance Programs (EAPs) and 77% providing counseling services. Financial well-being is also supported, with 47% offering financial education and 37% providing physiotherapy and therapeutic services.

### Health Promotion and Physical Wellness

Preventive care is gaining momentum, with 67% of employers offering free eye tests, 56% allowing paid time off for vaccinations, and 50% providing flu vaccinations. 40% offer subsidized gym memberships, and 34% promote fitness programs like step-tracking initiatives.



### Insurance and Financial Protection

Occupational sick pay (69%) remains a critical benefit, along with health cash plans (25%), private medical insurance (23%), and dental cash plans (19%). 22% offer long-term disability insurance, ensuring financial stability during unforeseen challenges.

### Investing in Employee Well-being

The data highlights a clear trend—businesses that prioritize wellness foster a healthier, more engaged workforce, ultimately driving long-term success.



ALISHA ROSE

# Take care of your employees, and they will take care of your business. It's as simple as that.

– Richard Branson.

## People First, Profits Follow

Richard Branson said it best: “Take care of your employees, and they’ll take care of your business.” In today’s workplace, employee well-being is not a luxury—it’s a necessity.

When organizations invest in mental health, flexible schedules, and growth opportunities, they build a culture of trust and loyalty. Engaged employees are more productive, creative, and committed, directly contributing to business success.

Retention improves when people feel valued, reducing hiring costs and boosting team stability. Supporting your workforce isn’t just good HR—it’s smart business.

ALISHA ROSE



*Image source: Kytes Blog*

Beyond financial compensation, employees seek professional growth and development. Companies that invest in continuous learning, mentorship, and career advancement programs create a skilled and engaged workforce. When employees see a future within the organization, they become key contributors to its success. Ultimately, businesses that take care of their employees build strong, resilient teams. When people feel supported, they are more invested in their work, leading to improved performance, customer satisfaction, and sustainable growth. Taking care of employees is not just an ethical responsibility—it is a proven strategy for long-term success. Prioritizing employee well-being is not just about retention—it fosters a positive work environment that drives innovation and long-term business sustainability.

# "Building an Inclusive Workplace: How HR Navigates Modern Challenges"

Today's HR teams face a variety of challenges, including diversity, equality, and inclusion. They ensure that all employees, regardless of their background, are treated with respect and dignity. HR develops ethical policies, promotes equality, and encourages teamwork. Training courses help employees understand ambiguity and work effectively with diverse teams.

Open communication is essential, allowing employees to share concerns and suggestions without fear. HR leverages technology to eliminate bias in the hiring process and ensure that all candidates have a fair chance. Flexible work options, such as remote work and flexible work hours, enable employees to balance their personal and work lives, enhancing workplace productivity. Human Resources supports mental health programs, counseling, and wellness initiatives to ensure employees receive adequate support.

They also create a safe environment by addressing workplace discrimination and harassment promptly and fairly. HR conducts multicultural training, organizes cultural events, and hosts workshops. By listening to employees, adapting to new challenges, and supporting leadership, HR helps create a positive workplace where everyone can thrive.

HR also plays a major role in talent development by providing training, leadership development, and career growth opportunities. They conduct performance reviews and ensure proper accreditation.

After all, HR is the backbone of an organization's success; it ensures that employees feel valued, motivated, and aligned with the company's vision

**Syed Zuhaib**



# Human Resource Management & Analytics

## What is HRM?

- **Recruitment & Selection**  
– Find and hire best.
- **Engagement**  
– Keep employees motivated.
- **Performance**  
– Give feedback to boost growth.

## Where HR Analytics helps?

In today's evolving workplace, data-driven insights are revolutionizing HR practices. Diversity, Equity & Inclusion (DEI) initiatives now ensure fair and unbiased hiring, helping organizations build inclusive cultures. Predictive analytics enhances employee retention by identifying patterns and warning signs of potential turnover. Meanwhile, recruitment strategies are becoming faster and more efficient, with data guiding talent acquisition to match the right candidate with the right role. Together, these innovations empower HR to be more strategic, equitable, and future-ready.

## Benefits of HRM and Analytics

The fusion of Human Resource Management (HRM) and analytics is transforming how organizations manage their people. By leveraging data, companies make smarter hiring decisions, ensuring the right fit for every role. This strategic approach not only enhances talent acquisition but also helps reduce employee turnover by identifying risk factors early. With predictive insights, HR teams can engage in more effective workforce planning—aligning talent with business goals and preparing for future needs with confidence.



Image source: Vecteezy



## Why analytics in HRM?

In a data-driven world, combining Human Resource Management (HRM) with analytics is the key to building a future-ready, efficient, and inclusive workforce. This powerful blend enables organizations to hire smarter by identifying the best-fit candidates, reduce employee turnover through predictive insights, and understand performance patterns that drive productivity. With data as a strategic tool, HR becomes more proactive, informed, and impactful in shaping organizational success.

# Corporate Failures Related to the HRM field

## Why HR Decisions Make or Break Companies?

The success of any company rests on smart hiring and strong people management. HR plays a vital role in attracting and selecting candidates who fit the company culture, values, and skill needs.

Strong HR decisions build teams that perform, innovate, and stay. Poor hiring or leadership choices create disengaged employees and rising costs. HR is the backbone of performance and culture. Below are some of the key effects of hiring mismatches:



Hiring people solely based on their skills rather than assessing their personalities and attitude can be harmful for the organization as it may lead to friction it is said in terms of team dynamics



Due to lacking the needed skills required for a task, employees will require further training and make more mistakes thus stalling the projects it is said in terms of skills gap .



People who do not fit in with the organization will often quit or require replacement, thus simply raising the time and financial costs of recruitment it leads to Costs in high turnover .

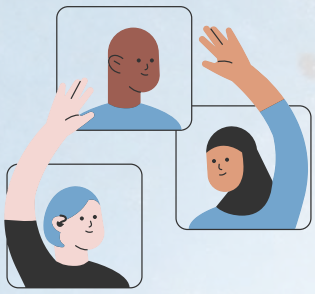
## How to avoid it?

Avoiding corporate failures starts with hiring the right people and nurturing a strong workplace culture. Clear communication, continuous employee development, and leadership accountability are key. When HR aligns people strategies with business goals, risks reduce and resilience grows.

Companies must also prioritize employee well-being and engagement to build loyalty and trust. Regular feedback, transparent goals, and recognition programs strengthen team morale. Proactive HR practices create stability, innovation, and long-term success—making HR not just a support function, but a strategic driver of business sustainability.

**S.RACHOTI SWAMY**





# HR BUZZ WORDS



## **Hushed Hybrid: Navigating the Return to Office Mandates**

The "hushed hybrid" approach emerged as companies mandated office returns while allowing some flexibility. Managers subtly supported this, as the debate between remote work and office presence continues. This trend reflects the evolving nature of workplace flexibility.

## **AI Talent Sourcing**

AI automates the process of finding qualified candidates by analyzing data from job boards, social media, and professional networks. This speeds up recruitment, reduces manual effort, and improves efficiency. As AI evolves, it will continue to enhance hiring strategies and outcomes.

## **Flexi-Hybrid Workstyle**

Blending remote and in-office options, this workstyle offers employees the autonomy to choose their ideal environment, boosting productivity and engagement. As businesses evolve, Flexi-Hybrid Workstyle redefines workplace flexibility.

## **Resenteeism**

Coined by RotaCloud, it refers to employees staying in jobs they resent due to dissatisfaction with their work environment. The cost-of-living crisis has fueled this trend, as economic uncertainty makes employees reluctant to leave stable roles despite growing unhappiness.

## **Workation**

A workation combines work and vacation, letting employees work remotely while enjoying leisure time. It offers flexibility and new environments without losing productivity. Success depends on the employer's perspective, with concerns about productivity. Transparency is key for setting expectations and maintaining trust.

