

HUMAN RESOURCE - MANAGEMENT OR ELICITATION???

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ABSTRACT

Human Resource Management deals with the management of the personnel or human beings in the organization. It is neither new to any form of organization nor avoidable. Success or failure to deal with the personnel depends upon various factors which have been called motivation-hygiene factors as called by Herzberg or theory X & Y as named by Maslow. Everyday new studies have been conducted to manage the staff at any of the levels of the organizations which was called personnel management , later human resource development and these days popularly known as human resource management .it basically deals with upgradation of personnel in the organization for the mutual benefit of both i.e. organization as well as the employees. Why not better call it human resource elicitation as every organization deals with exploitation of every bit of talent in every individual employee for upgrading the performance of both individual as well as organization.

KEYWORDS: KSA, Human Resource Management, AMO, Performance, Human Mask, Human Face