

Personnel Management: Definition, Nature and Objectives :

Definition:

Prof. Jucius. Personnel administration is, "The field management which has to do with planning, organizing, directing and controlling various operative functions of procuring, developing, maintaining and utilizing a labour force, such that the objectives for which the company is established are attained economically and effectively."

According to this definition personnel administration is concerned with manpower management for attaining organizational goals.

According to French, "Personnel Management is the recruitment, selection, development, utilization of an accommodation to human resources by organization."

In the views of French, personnel management is concerned with the proper utilization of human resources in the organization.

According to George R. Terry, " "Personnel management is concerned with the obtaining and maintaining of a satisfactory and a satisfied workforce."

Terry has emphasized the view that personnel management is not only concerned with employing sufficient number of workers but also satisfying their needs. He has considered the supply of workforce and meeting their requirements as an important task of personnel management.

According to C.H. Northcott, " Personnel management is an extension of general management, that of promoting and stimulating every employee to make his fullest contribution to the purpose of the business."

Northcott treats personnel management as a part of managerial function and assigns it the work of promoting employees to contribute their maximum for achieving enterprise objectives.

Nature of Personnel Management:

The following points will bring out the nature of personnel management:

1. Managing People:

Personnel management is concerned with managing people at work. It does not manage only organized or unorganized workers in the organization, but everyone working in the enterprise. It covers all persons including clerical staff, executives, managers.

2. Concerned with Employees:

Personnel management deals with employees both as individuals as well as in groups. The aim is to motivate people for getting best results from them.

3. Helping Employees:

The employees are helped to develop their talent fully by providing them appropriate opportunities. This will give them job satisfaction and may improve their performance at work.

4. Universal Application:

Personnel management may be used everywhere and in every type of organization. It is equally useful in a government, semi-government, non-profit organizations as is beneficial to industrial and commercial houses. It is a part of general management and has roots extending throughout and beyond each organization.

5. Continuous Application:

Personnel management is continuously used in every type of situation. It is not something which may be used here and there or now and then. In the words of George Terry, "It cannot be turned on and off like water from a faucet; it cannot be practiced only one hour each day or one day a week. Personnel management requires a constant alertness and awareness of human relations and their importance in everyday operations."

Objectives of Personnel Management:

According to Michael J. Jueius, personnel management should aim at:

- (a) Attaining economically and effectively the organizational goals,
- (b) Serving to the highest possible degree the individual goals, and
- (c) Preserving and advancing the general welfare of the community.

Personnel Management has been assigned the task of not only helping the organization and its employees but also the society at large.

The objectives of personnel management are discussed as follows:

1. Enterprise Objectives:

The primary objective of personnel management is to help in achieving organizational goals. There will be a need for co-operation from everyone in the organization for achieving business goals. This requires that such persons should be employed who are capable of taking up the jobs assigned to them.

They should also be given proper training for undertaking the work effectively. This will be ensured by a suitable policy of recruitment, training and placement. The satisfaction of employees should be ensured to get their wholehearted co-operation. This may be done by looking after their convenience at work and offering them financial and other incentives. The enterprise objectives will only be achieved if everybody works for their attainment. Employees should be motivated to contribute their maximum to the organizational goals.

2. Personnel Objectives:

Personnel management aims at the material and mental satisfaction to each employees in the organization. This will be possible when employees are provided with proper work environment and job satisfaction. The work place should be neat and clean and properly

ventilated. Job satisfaction will include good remuneration, job security, avenues for promotion, financial and other incentives for improving performance.

3. Social Objectives:

Personnel management also aims at preserving and advancing general welfare of the community. An enterprise owes a responsibility to the society at large. It can serve the society by creating more employment opportunities, producing quality goods at cheap rates. It can also help society by using productive resources in a best possible way and minimizing their waste.