

Broad Domains of Strategic Human Resource Interventions: A Perceptual Reflection by Indian Managers in Kolkata

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ABSTRACT

The focus of this paper is on understanding the relevance of strategic human resource interventions (SHRIs) in the Indian business context. The notion that SHRIs can rightly help organizations move towards a fundamental improvement in process, quality and cost to reach global standards in a competitive business environment is examined in this study. The idea is to trace whether the perception and understanding of practicing managers vary in relation to their consideration of SHRIs as beneficial in reality. The study identifies this variation in terms of industry types and managerial levels in real life contexts. A structured scale, “ASHRIMP”, has been developed to arrive at relevant conclusions based on a set of broad domains of SHRIs contained in the scale. The study investigates the moot element behind managerial perception of SHRIs and their implementation in select Indian firms in the city of Kolkata, West Bengal. The study reveals that only Type of Industry has an effect on the managerial perception of SHRIs. Managerial Level and the interaction of Type of Industry and Managerial Level does not affect the perception of SHRIs with respect to their broad domain in the ASHRIMP scale considered in this paper.

Key Words: *strategic resource human management interventions, SHRI, ASHRIMP, managerial, industry, domain*

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