ENABLING STRATEGIC HUMAN CAPITAL MANAGEMENT THROUGH INSIGHTS FROM HUMAN RESOURCE ANALYTICS

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ABSTRACT

This paper explores the role of HR analytics in enhancing strategic human capital management, particularly in areas such as workforce planning, talent development, and employee engagement. The findings indicate that organizations utilizing predictive analytics benefit from increased productivity, lower employee turnover, and more agile decision-making. Critical success factors include strong leadership backing, data literacy, and a solid technological foundation, while challenges often stem from limited analytical capabilities, inadequate data quality, and a lack of transparency. Case studies from multiple organizations reveal tangible gains in efficiency, cost reduction, and workforce engagement. Overall, the study emphasizes how HR analytics can elevate HR from an operational role to a strategic business contributor.

KEYWORDS: *HR Analytics, Strategic HRM, Workforce Planning, Predictive Analytics, People Analytics.*

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