

**AN EMPIRICAL STUDY ON BUSINESS ANALYTICS
AND ITS IMPACT ON HUMAN RESOURCE MANAGEMENT
SYSTEM WITH REFERENCE TO QUESS CORP LTD.**



QUESS CORP LTD.

**Master Thesis submitted in partial fulfillment of the
requirements for the award of the Degree of**

**MASTER OF BUSINESS ADMINISTRATION
of**

BENGALURU CITYUNIVERSITY



By

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(2021-2023)

DECLARATION BY THE STUDENT

I here by declare that "***An Empirical Study On Business Analytics And Its Impact On Human Resource Management System With Reference To Queso Corp Ltd.***" is the result of the project work carried out by me under the guidance of **Dr. P Chandrika Reddy** in partial fulfillment for the award of Master's Degree in Business Administration by Bengaluru City University.

I also declare that this Master Thesis is the outcome of my own efforts and that it has not been submitted to any other university or Institute for the award of any other degree or Diploma or Certificate.

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TO WHOMSOEVER IT MAY CONCERN

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During his tenure with us, we found him to be dedicated, hardworking, and enthusiastic. We wish **Madala Dharma Teja**, well in his future endeavors.

For Quess Corp Limited



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His Conduct and work is Original, Excellent.

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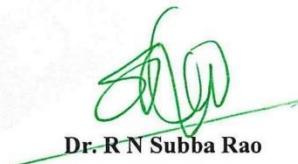
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Mr. MADALA DHARMA TEJA is guided by **Dr. P CHANDRIKA REDDY** who is the Faculty Guide as per the regulations of Bengaluru City University. The plagiarism check is performed in **DRILLBIT** software. The Similarity Index percentage is **3 %**, and there is no similarity for Artificial Intelligence or Generative Artificial Intelligence Index Tools.



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ABSTRACT

This empirical study examines how business analytics are integrated into Quess Corp Ltd's Human Resource Management System (HRMS), specifically focusing on Oracle HCM Cloud. The study aims to understand the use and impact of business analytics on HR processes and personnel management within the company. The findings suggest that "Rarely" users of Oracle HCM Cloud experience a significantly stronger impact on evidence-based HR decision-making compared to "Frequent" users, indicating the real-world importance of integrating business analytics.

The study also reveals positive correlations between Oracle HCM Cloud's efficiency in streamlining HR processes, enhancing productivity, and supporting evidence-based HR decisions. Regression analysis shows that the frequency of Oracle HCM Cloud usage significantly impacts work, explaining about 10.6% of the variation in work impact. Additionally, employees' assessments of Oracle HCM Cloud's performance management tools tend to decline as their years of experience in the company increase.

The study offers valuable insights for Quess Corp Ltd, recommending improvements such as adding self-service options, streamlining the user interface, and incorporating feedback-driven changes. Key areas for development include performance evaluation, data security, and customization options. To further enhance HR procedures and personnel management, the report suggests using data analytics, improving mobile app capabilities, embracing emerging technologies, and implementing compensation analytics.

In summary, this study highlights the importance of evidence-based decision-making in HR processes and the positive impact of business analytics on Quess Corp Ltd's HRMS. The results provide a comprehensive understanding of how technology interacts with HR management, offering valuable insights for businesses seeking to enhance their HR procedures.

CHAPTER 1

INTRODUCTION

1.1.OVERVIEW OF THE TOPIC

In today's business world data has become an asset, for organizations providing insights for informed decision making and strategic planning. Business analytics, a methodology that analyzes data to gain insights is gaining popularity. This study explores the field of business analytics and its specific impact on the Human Resource Management System (HRMS) within Quess Corp Ltd., a leading provider of business services.

1.1.1.INTRODUCTION

Quess Corp Ltd. Is a known player in the business services industry offering a range of services such as workforce management, facility management and technology solutions. Like companies Quess Corp recognizes the potential benefits of incorporating business analytics into their HR management practices. The main objective of this study is to understand how integrating business analytics into HRMS can optimize aspects such, as workforce management, talent acquisition, employee engagement and overall organizational productivity.

1.1.2.BUSINESS ANALYTICS - A FOUNDATIONAL PERSPECTIVE

Business analytics involves utilizing analysis, predictive modeling, data mining techniques and other methods to analyze and interpret data. The ultimate goal is to obtain insights that can drive decision making processes and strategic initiatives.

Business analytics plays a role, in HR management by uncovering insights, from employee data. This empowers organizations to make decisions related to recruitment, employee growth, performance assessment and retention strategies.

1.1.3.IMPACT OF BUSINESS ANALYTICS ON HRMS

Optimizing Workforce Management

Business analytics can aid in effectively managing the workforce by predicting future talent needs based on historical data. This allows Quess Corp to allocate resources efficiently, ensuring the right skill sets are available at the right time to meet business demands. Furthermore, analytics can help in workforce planning, identifying skill gaps, and devising appropriate training programs.

Enhancing Talent Acquisition

Business analytics facilitates a more targeted approach to talent acquisition. By analyzing data related to successful employees, Quess Corp can develop profiles for ideal candidates and optimize the hiring process. This can lead to a higher quality of hires, reduced time-to-hire, and cost savings in the recruitment process.

Improving Employee Engagement and Satisfaction

Understanding employee behavior and sentiment through data analysis enables Quess Corp to tailor engagement strategies. By identifying factors that influence employee satisfaction, they can implement initiatives to improve the work environment, foster employee engagement, and reduce turnover rates. Analytics also aids in recognizing high-performing employees and implementing retention strategies for them.

Boosting Organizational Productivity

Business analytics can provide insights into productivity drivers, enabling Quess Corp to optimize workflows, allocate resources efficiently, and identify areas for process improvement. This data-driven approach can lead to higher productivity levels and ultimately contribute to the company's overall growth and profitability.

1.1.4.CHALLENGES AND CONSIDERATIONS

Implementing business analytics in HRMS is not without challenges. Data privacy and security issues, data quality concerns, and the need for skilled personnel are significant considerations. Quess Corp needs to ensure compliance with data protection regulations and invest in training to equip their workforce with the necessary analytical skills.

SUMMARY

In conclusion, this empirical study seeks to shed light on how business analytics can significantly impact the Human Resource Management System at Quess Corp Ltd. By harnessing the power of data analytics, Quess Corp can make informed decisions that streamline workforce management, enhance talent acquisition, improve employee engagement, and boost organizational productivity. This study aims to provide valuable insights that can guide Quess Corp and similar organizations in leveraging business analytics effectively within their HRMS for a competitive edge in today's dynamic business environment.

1.2.THEORETICAL BACKGROUND OF THE STUDY

1.2.1.INTRODUCTION

Business Analytics (BA) is an evolving discipline that involves the use of advanced analytical techniques, data mining, predictive modeling, and statistical analysis to drive data-driven decision-making and improve business outcomes. The integration of Business Analytics into Human Resource Management (HRM) is gaining traction due to the recognition of the critical role HRM plays in organizational success and the increasing availability of data in the digital age.

In this study, we delve into the theoretical foundations of Business Analytics and Human Resource Management to understand their interplay and explore how Business Analytics can impact HRM within the context of Quess Corp Ltd.

1.2.2.BUSINESS ANALYTICS



Fig:1.1. Business Analytics

Source: Internet

Definition and Scope

Business analytics refers to a variety of approaches and practices that use data to obtain insights, optimize business processes, and make educated decisions. To evaluate data and guide strategic activities, it applies data mining, forecasting, statistical evaluation, and multivariate testing.

Business Analytics can be broadly classified into Descriptive Analytics (understanding past performance), Predictive Analytics (predicting future outcomes), and Prescriptive Analytics (suggesting actions to achieve desired outcomes). The utilization of these analytics types can aid organizations in understanding historical trends, forecasting future scenarios, and recommending optimal courses of action.

1.2.3.KEY COMPONENTS OF BUSINESS ANALYTICS

Data Collection and Preparation: Involves gathering and organizing data from various sources, ensuring its quality, and preparing it for analysis.

Data Analysis: Includes techniques like data mining, statistical analysis, and predictive modeling to extract meaningful insights from the data.

Data Interpretation and Visualization: Focuses on presenting the analyzed data in a comprehensible and visual format to facilitate decision-making.

Decision Implementation and Monitoring: Involves putting the insights into action and continuously monitoring and adapting decisions to achieve organizational objectives.

1.2.4.HUMAN RESOURCE MANAGEMENT



Fig:1.2. Human Resource Management

Source: Internet

Definition and Evolution

The strategic approach for handling the company's most important asset, its people capital, is known as human resource management (HRM). In order to increase company efficiency and satisfaction with work, it includes a variety of activities such as recruitment, training, growth, performance management, remuneration, and employee engagement.

HRM has evolved over the years from a traditional administrative role to a strategic function that aligns with organizational goals and contributes to overall business success. Contemporary The goals of HRM are to improve workplace morale, promote employee development, and use data to make data-driven HR decisions.

1.2.5.KEY COMPONENTS OF HUMAN RESOURCE MANAGEMENT

Recruitment and Selection: Involves attracting suitable candidates and selecting the best fit for organizational roles.

Training and Development: Aims to enhance employee skills and knowledge to improve performance and job satisfaction.

Performance Management: involves establishing goals, assessing worker performance, and giving feedback to encourage continual improvement.

Compensation and Benefits: Encompasses salary structuring, incentives, and other perks to motivate employees and ensure their well-being.

Employee Engagement and Retention: Focuses on fostering a positive work culture, addressing employee concerns, and retaining top talent.

1.2.6. INTEGRATION OF BUSINESS ANALYTICS AND HRM

Enhancing HRM with Business Analytics

The integration of Business Analytics into HRM empowers organizations to make informed, data-driven decisions regarding their workforce. Analyzing employee data can offer insights into employee performance, engagement levels, attrition patterns, and skill gaps. This information enables HR professionals to tailor their strategies to attract, develop, and retain talent effectively.

1.2.7. POTENTIAL IMPACT OF BUSINESS ANALYTICS ON HRM

Recruitment and Selection: Business Analytics can enhance the hiring process by analyzing historical hiring data to identify the best recruitment sources, assess candidate fit, and predict success in specific roles.

Training and Development: Analyzing employee skills and performance data can help identify training needs and design customized development programs, ultimately improving workforce capabilities.

Performance Management: Utilizing analytics to assess employee performance against predefined metrics can aid in fair performance evaluations and provide insights into areas for improvement.

Compensation and Benefits: Business Analytics can help in determining competitive compensation packages based on market trends, employee performance, and organizational budget constraints.

Employee Engagement and Retention: Predictive analytics can help identify factors contributing to employee dissatisfaction and predict attrition, enabling proactive measures to improve retention rates.

1.2.8.HUMAN RESOURCE MANAGEMENT SYSTEM

An organization's many human resource operations can be streamlined and automated using the Human Resource Management System (HRMS), a comprehensive software solution. From hiring and onboarding to performance reviews, payroll processing, and employee development, it provides as a consolidated platform to manage and improve the whole employee lifecycle. To increase efficiency and improve decision-making, HRMS blends corporate processes, information technology, and human resources.

Companies in numerous industries utilize a variety of HRMS (Human Resource Management System) software solutions. These software platforms assist firms in effectively managing their human resources, streamlining workflows, and enhancing the employee experience. Here is a quick rundown of some well-known HRMS programs:

- **SAP SuccessFactors**
- **Oracle HCM Cloud**
- **Workday HCM**
- **ADP Workforce Now**
- **Ultimate Software UltiPro**
- **BambooHR**

- **Kronos Workforce Ready**
- **PeopleSoft**
- **Zenefits**
- **Namely**

1.2.9.CASE STUDY: QUESST CORP LTD.

Quess Corp Ltd. is a leading business services provider, offering end-to-end HR solutions. By integrating Business Analytics into its HRM processes, Quess Corp Ltd. has sought to optimize its workforce strategies, improve employee engagement, and drive overall organizational performance.

SUMMARY

The theoretical background presented in this section provides an understanding of Business Analytics and Human Resource Management, emphasizing their integration and the potential impact of Business Analytics on various components of HRM. The subsequent sections of this study will delve into the empirical investigation at Quess Corp Ltd. to analyze the practical implications of this integration on HRM and organizational success.

1.3.EXPLANATION FOR RELATED CONCEPTS OF SELECTED RESEARCH

HR Dashboards

HR Dashboards are visual tools that provide a snapshot of HR metrics and trends. In this study, we may explore how incorporating business analytics can improve the functionality and effectiveness of HR dashboards for better HR decision-making.

Employee Database Management

An HR +MS maintains a comprehensive database containing detailed employee information, including personal details, qualifications, skills, work history, performance evaluations, and more.

Recruitment and Applicant Tracking System (ATS)

By automating job postings, resume screening, interviews scheduling, application tracking, and candidate communication, ATS streamlines the hiring process. It guarantees a planned and well-executed hiring procedure.

Onboarding and Offboarding

HRMS facilitates the smooth onboarding of new employees by automating paperwork, training schedules, and orientation processes. It also manages offboarding tasks like exit interviews, clearance processes, and knowledge transfer.

Time and Attendance Management

It automates time tracking, attendance monitoring, and leave management. It helps calculate employee work hours, leaves taken, and ensures compliance with labor laws regarding work hours.

Payroll Processing

HRMS automates payroll calculations, tax deductions, and direct deposits. It ensures accurate and timely payment to employees while complying with tax and labor regulations.

Cost Optimization

By analyzing HR expenses and operations, organizations can identify cost-saving opportunities. BA enables HR to optimize HR processes, streamline workflows, and allocate resources efficiently.

1.3.1.HRMS TOOL - ORACLE HCM CLOUD: OVERVIEW AND USAGE AT QUESST CORP LTD.



Fig:1.3. Oracle HCM Cloud

Source: Internet

Oracle Human Capital Management (HCM) Cloud is a comprehensive cloud-based human resources management system that combines traditional HR functions with cutting-edge technology to streamline HR processes, manage employee data, and enhance overall workforce management.

Quess Corp Ltd. utilizes Oracle HCM Cloud to optimize its HR operations and enhance its employee experience. Here's a detailed overview of Oracle HCM Cloud, its features, benefits, challenges, and how Quess Corp Ltd. utilizes it:

1.3.2.FEATURES OF ORACLE HCM CLOUD

Core HR and Workforce Management

Employee Central: Centralized repository for employee data, including personal details, job history, qualifications, and more.

Workforce Structures: Allows defining organizational hierarchies, job positions, and reporting relationships.

Time and Labor Management: Tracks employee time, attendance, and labor costs efficiently.

Talent Management

Talent Acquisition: Streamlines the recruitment process, from job postings to candidate onboarding.

Performance Management: Provides tools for performance appraisals, goal setting, and feedback.

Learning Management: Offers a platform for managing training programs and employee development.

Workforce Rewards

Compensation Management: Manages employee compensation, bonuses, and incentives effectively.

Benefits Administration: Streamlines benefits enrollment, administration, and management.

Workforce Intelligence

Analytics and Reporting: Offers powerful analytics tools to derive actionable insights from HR data for informed decision-making.

Employee and Manager Self-Service

Mobile Accessibility: Allows employees and managers to access HR services and information on-the-go.

Self-Service Portals: Enables employees to update personal information, request leave, view pay stubs, etc.

Compliance and Security

Compliance Management: Helps in adhering to labor laws and regulations.

Data Security: Ensures data privacy and security with robust measures.

1.3.3.BENEFITS OF ORACLE HCM CLOUD



Fig:1.4. Benefits Of Oracle HCM Cloud

Source: Oracle website

Improved Efficiency and Productivity

Streamlines HR processes, reducing manual effort and time spent on administrative tasks. Automation leads to faster decision-making and increased efficiency across HR functions.

Enhanced Employee Experience

Self-service options empower employees to manage their own information and tasks, improving satisfaction. Mobile accessibility ensures accessibility anytime, anywhere, enhancing convenience for the workforce.

Better Decision-Making with Analytics

Offers advanced analytics, providing data-driven insights into HR processes, talent management, and employee performance. Helps in making informed decisions to optimize HR strategies.

Scalability and Flexibility

Cloud-based architecture allows scalability to adapt to organizational growth and changing HR needs. Configurable to match specific business requirements and evolving compliance needs.

1.3.4.CHALLENGES OF ORACLE HCM CLOUD

Integration Complexity

Integration with existing systems and processes can be challenging, especially in complex enterprise environments. Ensuring seamless integration with other applications and data sources is a critical concern.

Cost Considerations

Implementation costs and ongoing subscription fees can be high, especially for smaller organizations or those with budget constraints. The total cost of ownership needs to be carefully evaluated.

1.3.5.APPLICATION AT QUESST CORP LTD.

QUESST CORP LTD. LEVERAGES ORACLE HCM CLOUD TO ACHIEVE THE FOLLOWING:

Efficient Employee Data Management: Quess uses Employee Central to maintain a centralized and organized repository of employee data, ensuring easy access and management.

Optimized Recruitment and Onboarding: The talent acquisition feature assists in automating the recruitment process, helping Quess hire the right talent efficiently and onboard them seamlessly.

Streamlined Performance Appraisals: Quess utilizes the performance management module to conduct regular and structured performance appraisals, enabling fair assessments and employee development.

Comprehensive Workforce Analytics: The organization leverages the analytics and reporting tools to derive insights from employee data, aiding in strategic workforce planning and decision-making.

Enhanced Employee Experience: The self-service portals and mobile accessibility features empower employees to manage their profiles, access HR services, and stay engaged, contributing to a positive employee experience.

Ensured Compliance and Security: Quess ensures compliance with labor laws and regulations through the compliance management feature, providing a secure and compliant HR environment.

In conclusion, Oracle HCM Cloud provides Quess Corp Ltd. with a robust platform to make data-driven decisions, improve employee engagement, and optimize HR operations. Despite challenges like integration complexity and costs, the benefits it offers significantly contribute to Quess's efficient management of employee data and HR operations.

CHAPTER 2

ORGANIZATIONAL PROFILE

2.1.INTRODUCTION TO THE ORGANIZATION

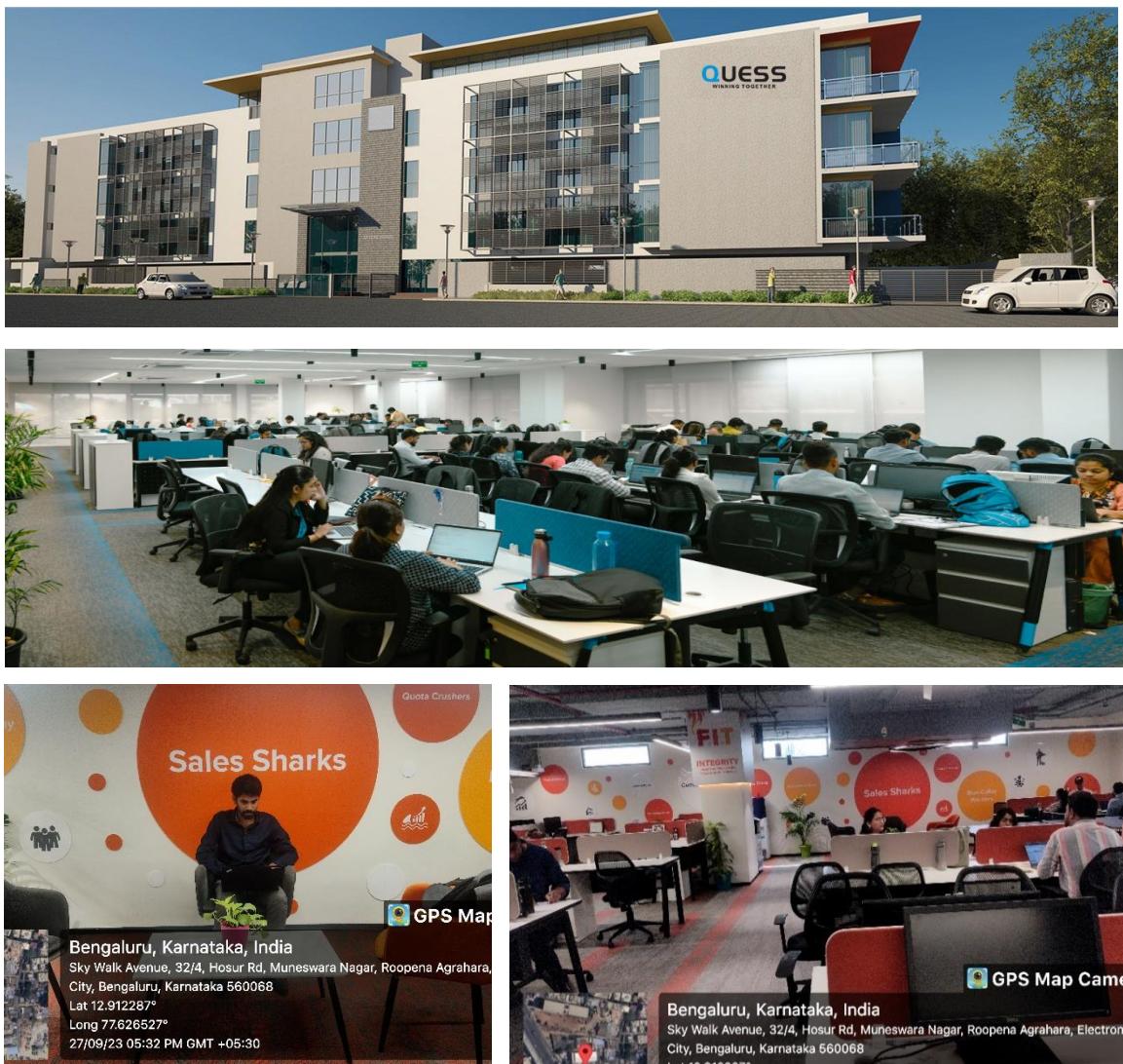


Fig:2.1. Introduction to the Organization

Source: Organization

Quess Corp Ltd. is a leading multinational business services provider headquartered in Bengaluru. Established in 2007, the company has evolved into a comprehensive service conglomerate, offering a diverse range of solutions to businesses across various industries with more than 96 offices spread throughout India, Southeast Asia, North America, and the Middle East, Quess now offers an unrivaled geographic presence and size, supported by technological intensity and subject specialization to deliver extraordinary client experiences, and a strength of more than 500,000 employees.

With a mission to transform the way businesses operate and optimize their potential, Quess Corp stands at the intersection of cutting-edge technology and human expertise. The company takes pride in its commitment to delivering excellence, innovation, and reliability to its clients.

2.1.1.VISION

Our vision is to be a global company that provides cutting-edge customer experiences while continuously working towards creating better lives.

2.1.2.MISSION

- Empower businesses with innovative solutions and services.
- Enhance productivity through advanced technologies and skilled professionals.
- Foster a culture of integrity, collaboration, and growth.

2.1.3.VALUES

- In all of our connections, honesty and integrity are highly valued.
- We focus on getting things done, avoid conflict, and are apolitical.
- We cherish our colleagues' and the Company's loyalty.
- We are risk-takers who learn from our errors and are entrepreneurial.
- While working hard and wisely, we also enjoy ourselves.

2.1.4.PURPOSE

To create an outstanding company that increases performance for clients through outsourcing and streamlining their essential business activities, and to become the go-to business for staff, clients, and investors alike.

2.1.5.BUSINESS VERTICALS

- Workforce Management
- Operating Asset Management
- Global Technology Solutions
- Product-Led Businesses

Quess Corp's multidimensional approach involves providing services such as human resource management, technology solutions, facility management, customer management, and more. These services are designed to enhance efficiency, reduce operational costs, and drive business growth for its clients.

Through a commitment to excellence, a customer-centric approach, and a dedicated team of professionals, Quess Corp Ltd. continues to make significant contributions to the business services industry, solidifying its position as a trusted partner for organizations seeking to optimize their operations and reach new heights of success.

2.2.COMPANY PROFILE



Fig:2.2. Company Profile

Source: Organization

The largest provider for business services in India is Quess Corp Limited (Quess). They make use of our subject expertise and state-of-the-art digital platforms to boost client productivity with the help of outsourced solutions.

A wide range of technology-driven staffing & managed outsourcing services are provided by Quess Crop Ltd. These include activities including customer service, sales and marketing, administrative, manufacturing, and telecommunications operations; facility and security management; HR and financial operations; and IT and mobility services.

Quess Crop Ltd has strengthened its position among the largest employer in the private sector of India and the top supplier of comprehensive business services in the country, driven by our commitment to delivering services that are backed by our digital platforms. We serve more than 3,000 clients with a staff of over 500,000 people spread across 9 countries. We're a startup that started 15 years ago, and we're proud of what we've accomplished.

Making our employees more productive all the time is a fundamental principle that guides our operations. This is in line with our corporate strategy, which includes enhancing employability through training and skill development, making it simple for job searchers to identify employment possibilities, digitizing workflows, and extending the benefits of social security to a larger employable population.

Our business strategy is aligned with our goal of creating a more productive workforce. It includes training and skill development initiatives for better employability, helping job seekers find job opportunities easily, digitising workflows, and providing social security benefits to a wider employable population.

Quess has received the designation of "Great Place to Work" three times in a row in appreciation of a workplace that values collaboration, equality of opportunity, and diversity.

THE COMPANIES WORK WITH QUESSE CORP LTD.

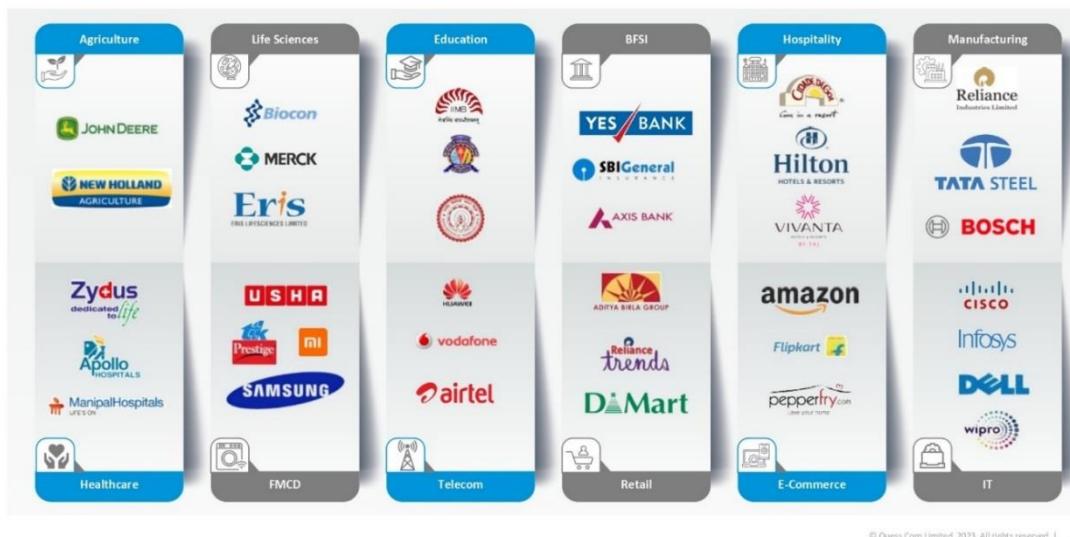


Fig:2.3. The Companies work with Quess Corp Ltd.

Source: Company Website

AWARDS AND RECOGNITIONS



Fig:2.4. Awards and Recognitions

Source: Company Website

THE COUNTRIES WHERE QUESST CORP LTD IS OPERATING



Fig:2.5. The Countries Where Quess Corp Ltd is Operating

Source: Company Website

OUR OPERATIONS



Fig:2.6. Our Operations

Source: Company Website

2.3.PRODUCT AND SERVICE PROFILE

Quess Corp Ltd. is a multinational business services provider offering a diverse range of products and services across multiple industry verticals. The company is committed to enhancing organizational efficiency, productivity, and effectiveness by providing comprehensive solutions that cater to the evolving needs of businesses.

India's Leading Integrated Business Services Platform

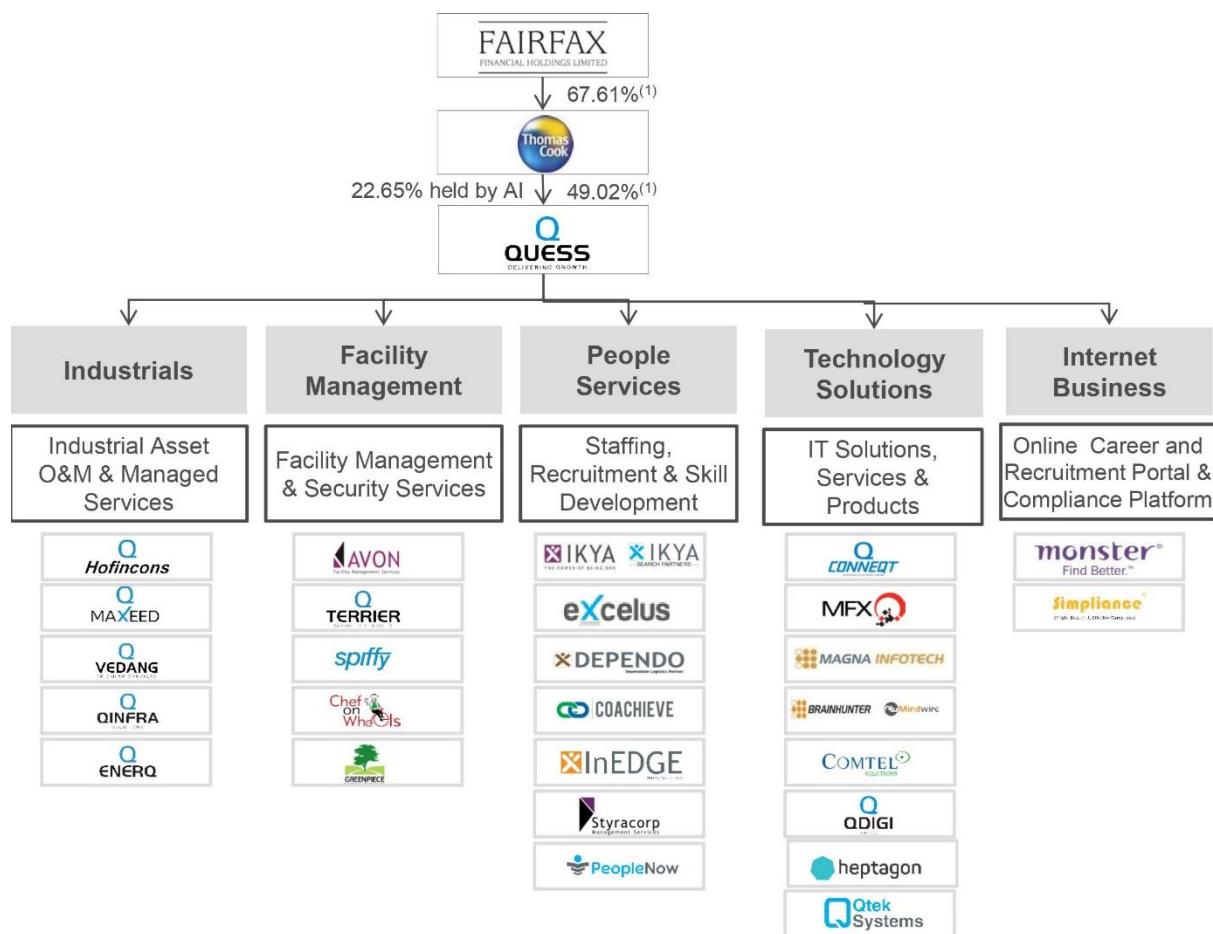


Fig:2.7. Business Services Platform

Source: Company Website

Services offered across segments

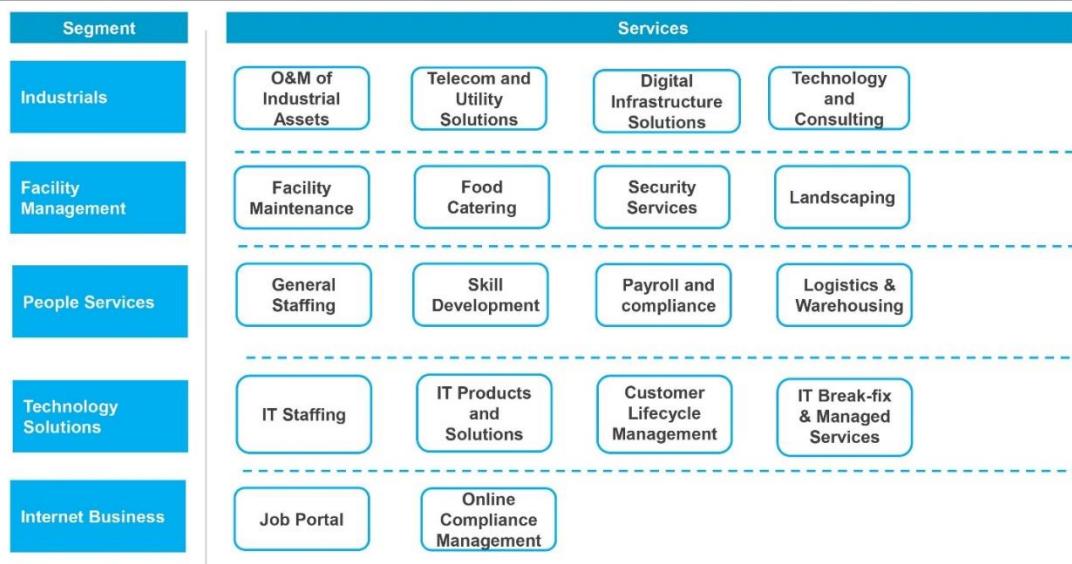


Fig:2.8. Services Offered Across Segments

Source: Company Website

SUMMARY

Queso Corp Ltd. specializes in providing an extensive range of services, including human resource solutions, technology services, facility management, customer management, and more. Through a client-centric approach and leveraging advanced technologies, the company aims to empower organizations, drive growth, and optimize operations, ultimately contributing to the success of its clients in a rapidly evolving business landscape.

This comprehensive service profile provides an in-depth understanding of the varied and specialized services offered by Queso Corp Ltd., highlighting their commitment to enhancing operational efficiency and enabling growth across diverse industry domains.

2.4.BUSINESS MODEL CANVAS

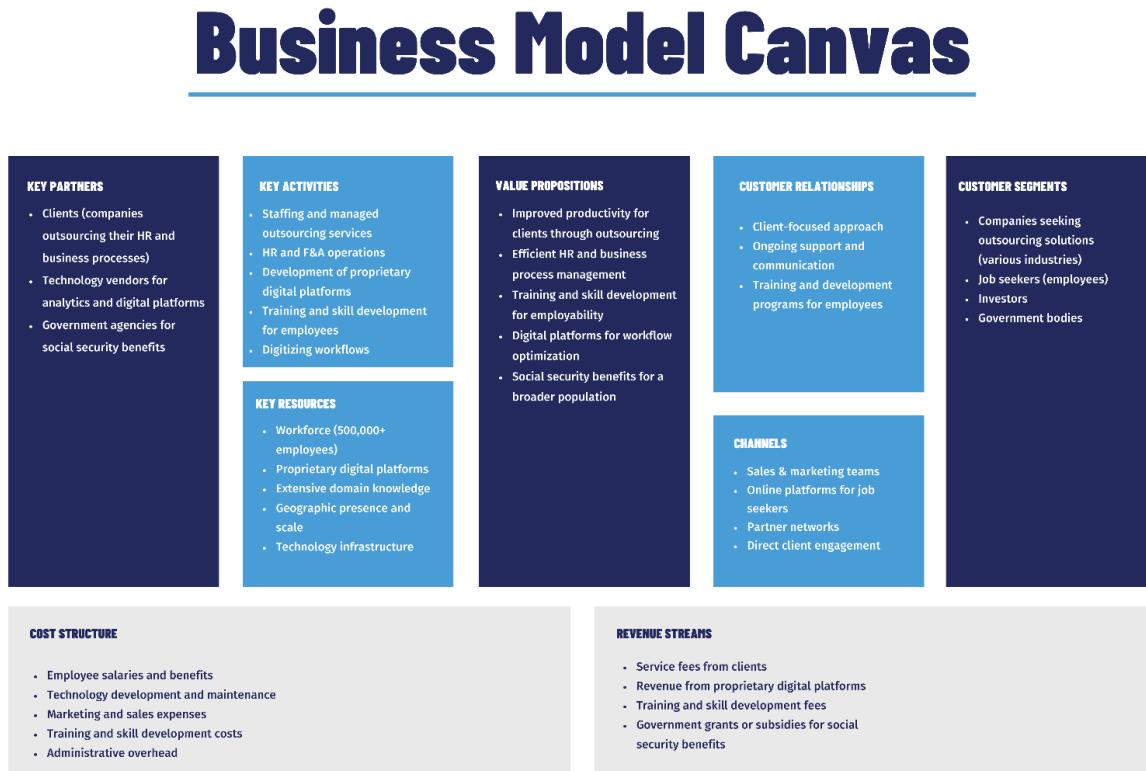


Fig:2.9. Business Model Canvas

Source: Primary Data

The provided business canvas model aligns with the business operations and structure of Quess Corp Ltd, an Indian multinational corporation that provides business services in sectors like human resources, technology, and facilities management. Quess Corp Ltd is known for offering staffing and managed outsourcing services, HR and finance & accounting (F&A) operations, and proprietary digital platforms to various clients. Let's break down the elements of the business canvas model in relation to Quess Corp Ltd:

Key Partnerships

Clients (companies outsourcing their HR and business processes): Quess Corp Ltd partners with various companies across different industries to provide outsourcing solutions for HR and business processes.

Technology vendors for analytics and digital platforms: Collaborations with technology vendors are crucial for accessing advanced analytics and digital platforms, enhancing their service offerings.

Government agencies for social security benefits: Partnerships with government agencies are essential for managing social security benefits and providing these services to a broader population.

Key Activities

Staffing and managed outsourcing services: Quess Corp Ltd is heavily involved in staffing and providing outsourcing services to its clients across different industries.

HR and F&A operations: The company manages HR and finance & accounting operations on behalf of its clients, ensuring efficient and streamlined processes.

Development of proprietary digital platforms: Quess Corp develops its digital platforms to optimize workflows and enhance service delivery.

Training and skill development for employees: In order to increase its workforce's productivity and employability, the corporation funds training programs.

Digitizing workflows: Digitization of workflows is a key activity to enhance efficiency and reduce operational costs.

Key Resources

Workforce (500,000+ employees): A substantial workforce is a significant resource for Quess Corp to provide its services efficiently and meet client demands.

Proprietary digital platforms: Their in-house developed digital platforms are a critical resource for optimizing workflows and providing value to clients.

Extensive domain knowledge: Knowledge in various domains helps Quess Corp tailor their services to meet specific client needs effectively.

Geographic presence and scale: The widespread geographic presence and scale contribute to their ability to serve a broad range of clients.

Technology infrastructure: Having a robust technology infrastructure is essential for delivering digital solutions and services effectively.

Value Propositions

Improved productivity for clients through outsourcing: Quess Corp offers improved productivity and cost-efficiency to clients by handling non-core business functions.

Efficient HR and business process management: Efficiently managing HR and business processes allows clients to focus on their core operations and goals.

Training and skill development for employability: Providing training and skill development opportunities enhances the employability of individuals in the job market.

Digital platforms for workflow optimization: Digital platforms developed by Quess Corp optimize workflows, improving overall efficiency and effectiveness.

Social security benefits for a broader population: Collaborating with government agencies to manage and distribute social security benefits enhances their value proposition to the broader population.

Customer Segments

Companies seeking outsourcing solutions (various industries): Various companies across industries that seek outsourcing solutions for HR and business processes.

Job seekers (employees): Individuals seeking job opportunities and skill development through Quess Corp's programs.

Investors: Potential investors interested in investing in Quess Corp and its growth.

Government bodies: Government agencies involved in social security benefits and related services.

Channels

Sales & marketing teams: Utilized to reach out to potential clients and communicate the value of their services.

Online platforms for job seekers: Online platforms are used to connect with job seekers and provide opportunities.

Partner networks: Collaborations with partner networks facilitate a broader reach and access to potential clients.

Direct client engagement: Engaging directly with clients helps in understanding their specific needs and delivering tailored solutions.

Customer Relationships

Client-focused approach: Maintaining a client-focused approach is essential for building strong and lasting relationships with clients.

Ongoing support and communication: Providing ongoing support and communication ensures client satisfaction and addresses any concerns promptly.

Training and development programs for employees: Investing money into staff development and training programs encourages positive working relationships with the workforce.

Revenue Streams

Service fees from clients: Charges for providing outsourcing services to client companies.

Revenue from proprietary digital platforms: Generating revenue through the use of their proprietary digital platforms.

Training and skill development fees: Fees charged for training and skill development programs.

Government grants or subsidies for social security benefits: Revenue generated through government grants or subsidies for managing and distributing social security benefits.

Cost Structure

Employee salaries and benefits: Employee-related expenses, including salaries, benefits, and training costs.

Technology development and maintenance: Costs associated with developing and maintaining proprietary digital platforms and other technology infrastructure.

Marketing and sales expenses: Expenses related to marketing and sales efforts to acquire new clients and maintain relationships.

Training and skill development costs: Costs associated with providing training and skill development programs.

Administrative overhead: General administrative expenses necessary for business operations.

This Business Model Canvas highlights the key elements of Quess Corp Ltd's business and how they relate to the research on the impact of business analytics on the human resource management system. It shows how Quess Corp Ltd leverages its resources, activities, and partnerships to deliver value to clients and employees while aligning with their core purpose of driving productivity and optimizing business processes.

CHAPTER 3

REVIEW OF LITERATURE AND RESEARCH DESIGN

3.1.REVIEW OF LITERATURE

Qadadeh et al. (2022). The researchers in this paper focuses on the absence of Human Resources (HR) Data Analytics in the government of the UAE and how it affects HR policies and employee performance. The authors try to investigate the significance of HR analytics in helping policymakers investigate the impact of policy changes on employee behavior and make data-driven decisions. The empirical study presented in the paper suggests that changes in HR policies, such as annual leave balance adjustments, have a noticeable effect on employee behavior.

Moslehpoour. M et al. (2022). This paper discusses predictive analytics as a branch of Business Analytics that utilizes data mining, big data analytics, and decision tree methodology for data-driven decision-making. The authors provide insights into how decision tree methodology is applied in predictive business analytics. The focus is on predicting the likelihood of specific events or forecasting future trends using input data, statistical combinations, and machine learning.

Govand Anwar and Nabaz Nawzad Abdullah (2021), try to investigate human resource management practices. The primary objective of this research paper is to understand the impact of human resource management on the performance of government institutions. The researchers employed questionnaires to collect data from 240 respondents. It was concluded stating that decentralization is favorably connected with organizational performance. As a result, it was determined that decentralization has a favorable relationship with organizational performance.

Vyas Yagneshnath et al. (2020). In this study, the authors examine the importance of Human Resource Management Systems (HRMS) in shaping modern business functions. They made an attempt to understand the key roles of Strategic Human Resource Management (Strategic HRM), such as being an Employee Advocate, Change Agent, and HR Business Partner. The paper emphasizes the value of technology in enhancing the performance of Strategic HRM. It suggests that utilizing and upgrading HRMS features can support various HR functions, including HR Payroll, HRIS, and HCM. The paper encourages organizations to leverage advanced HRMS features to improve practices in areas like skill inventories, absenteeism, job satisfaction, and succession planning.

Edwards J. S. et al. (2020). In this research, the authors delve into the relationship between Business Analytics and innovation, using absorptive capacity theory as a lens. They made an attempt to understand how Business Analytics enhances environmental scanning, which, in turn, positively impacts a company's innovation. Additionally, a data-driven culture plays a crucial role in moderating the effect of environmental scanning on new product meaningfulness. The paper underscores the importance of both external and internal focus for organizations seeking to harness the potential of Business Analytics for innovation.

Krogstie J. et al. (2020). The researchers try to address the gap in empirical work related to the field of operations research (OR) and business analytics in dynamic and uncertain environments. Drawing on the dynamic capabilities view of the firm and eight case studies, the authors identify analytics-enabled microfoundations of dynamic capabilities that organizations can use to manage and enhance their OR activities. The study also proposes key cross-cutting propositions and outlines a roadmap for future OR researchers to improve the use and value of analytics in enabling organizational dynamic capabilities.

Ghareeb A. E. et al. (2019). The researchers aims to determine the impact of Human Resource Management Strategy (HRMS) on organizational competencies development. The authors employed regression analysis to investigate how HRMS has a positive effect on the development of organizational competencies. The study population includes Human Resources Managers and Supervisors from companies in Egypt.

Arafat Salih Aydiner et al. (2019), made an attempt to understand the impact of business analytics on firm performance. They also try to explore the determinants that impact firm performance. The authors employed data collected from 204 medium to high-level business executives in various industries. The authors developed a model that delves into Business Process Performance(BPER) and the role that it plays in the relationship between business analytics and firm performance. The study ended with BPER and FP having a good relationship as well. The findings further demonstrate that BPER completely mediates the association between FP and BA adoption.

Amir Ashrafi et al. (2019), in this study, examine how information quality and inventive capability within BA capabilities impact an organization's agility and performance. The authors collected data from 154 firms with respondents as CEO and CIO. Using Structured Equation Modelling (SEM) and partial least squares (PLS) the authors assessed the data. The findings of the study show that BA capabilities have a significant impact on a firm's agility by improving the quality of its information and its capacity for innovation and also how technology and market instability both limit the impact of business agility on performance.

Boon et al.(2019), made an attempt to systematically review human resource management systems and their measurement. The primary objective of this review is to understand the evolution of HR systems throughout time and help to pinpoint significant trends by explicitly tying conceptualization and measurement of the HR system together. They reviewed data collected from 495 empirical studies on 516 HR systems. The findings imply that the lack of clarity regarding the HR systems construct at various levels and the increasingly broad conceptualization and assessment of HR systems have impeded research progress.

Gregory Richards et al .(2017), through their study, try to investigate the impact of BI and its importance on organizational performance. The authors have employed a CPM framework and integrative model of IT business value and information processing theory. To conduct this study the authors have utilized data gathered from 337 firms' top managers who participated in a global survey. Results indicate that the planning and analytical practices connected to CPM are more effective the more successful the BI installation was. The authors conclude by stating that BI and BA both contribute to corporate management practices, but the information requirements depend on how much uncertainty or ambiguity is there in the management practice.

Dias I et al. (2015). Through their study, the authors explore how the implementation of a Human Resources Information System (HRMIS) impacts Human Resources Managers' decision-making through the use of Business Intelligence (BI) tools. A quantitative approach using survey data from HR Managers and Technicians indicates that gathering information using BI tools from the HRMIS significantly influences HR managers' decisions, ultimately affecting organizational performance.

3.1.2.RESEARCH GAPS

The existing literature on HR and business analytics presents a valuable body of work, but it reveals several research gaps that require further exploration. These gaps include the need for more region-specific studies, a deeper examination of industry-specific impacts, and a greater focus on the integration of HR management systems and business intelligence tools. Additionally, there is a lack of research into the long-term sustainability and cross-cultural perspectives of these practices, as well as the development of standardized measurement frameworks. The dynamic and uncertain nature of business environments also warrants more attention, as does the exploration of social and ethical implications. Addressing these gaps can offer a more holistic understanding of how HR and business analytics impact organizations and provide guidance for practitioners and policymakers in optimizing their use for data-driven decision-making and performance improvement.

Regarding Quess Corp Ltd., Oracle HCM Cloud is the HRMS tool that they use. This study intends to close the knowledge gap on company-specific tools by analyzing the particular impact and efficacy of Oracle HCM Cloud within the framework of Quess Corp Ltd's business analytics and HR procedures.

3.2.STATEMENT OF THE PROBLEM

The incorporation of business analytics into the Human Resource Management System (HRMS) represents a significant achievement in the quickly changing landscape of modern enterprises. Leveraging the potential of data analytics within HR processes becomes crucial as firms work to enhance their operations and strategic decision-making. Although the potential benefits are becoming more widely acknowledged, there is still a sizable knowledge gap about the precise effects of business analytics on HRMS, particularly in the context of industry-specific integration. Additionally, there hasn't been much focus on examining the difficulties and practical implementation constraints that organizations confront, such as the ethical and privacy issues related to data-driven HR initiatives. By conducting a thorough empirical research with a specific focus on Quess Corp Ltd., this study aims to close these gaps by illuminating efficient integration solutions while resolving the problems found. It does this by revealing the transformative impact of business analytics on HRMS.

3.3.NEED FOR THE STUDY

The evolving nature of contemporary organizations is the driving force behind the requirement for the empirical study named "An Empirical Study On Business Analytics And Its Impact On Human Resource Management System With Reference To Quess Corp Ltd." The HRMS's (Human Resource Management System) integration of business analytics is a noteworthy achievement that offers enterprises a sizable opportunity. In the modern company climate, it is essential to comprehend and fully utilize the potential of data analytics inside HR operations in order to improve operational effectiveness and strategic decision-making.

There is still a significant knowledge vacuum regarding the precise effects of business analytics integration, particularly in the context of industry-specific integration, despite the growing awareness of the possible advantages. Every industry may have different possibilities and difficulties, therefore integrating business analytics into HRMS must take a specialized approach. Additionally, there hasn't been enough attention paid to the practical implementation limitations and difficulties firms confront, including the moral and privacy concerns related to data-driven HR projects.

It is crucial to carry out a thorough empirical research study with a particular focus on Quess Corp Ltd. in order to fill these gaps. This study seeks to solve the stated issues while also illuminating effective integration options. The study will offer important insights that can help not only this organization but also other businesses looking to optimize their HR processes through data-driven approaches by exploring and revealing the transformative impact of business analytics on HRMS within the context of Quess Corp Ltd. In the end, this study seeks to further knowledge of the possible advantages and difficulties of business analytics integration with HRMS in the particular context of Quess Corp Ltd.

Enhancing HR Functionality and Efficiency:

The HR procedures at Quess Corp Ltd may become more effective and functional with the implementation of business analytics in the HRMS. It is essential for overall organizational efficiency to comprehend how analytics can improve processes like hiring, talent management, and performance review.

Strategic Decision-Making:

HR data-derived insights from business analytics enable data-driven decision-making at multiple organizational levels. A study with Quess Corp Ltd. as its case study can show how analytics affects strategic HR choices and benefits the business as a whole.

Competitive Advantage and Innovation:

In today's competitive business environment, gaining a competitive advantage is crucial. Investigating Quess Corp Ltd.'s use of business analytics within its HRMS might reveal creative strategies that distinguish the company in terms of hiring, retaining, and developing its workforce.

Adaptation to Technological Advances:

A closer examination of how businesses like Quess Corp Ltd. are adjusting to these developments, particularly in the integration of analytics into HRMS, is necessary given the speed at which technology is developing. To remain relevant and competitive, it is crucial to comprehend their adoption tactics and problems.

Industry-Specific Insights:

By focusing on Quess Corp Ltd., the report offers insights into the market that are very relevant to the staffing and HR services industry. It is essential to comprehend how business analytics affects HR practices in this industry in order to match strategies with market demands and expectations.

Ethical and Legal Considerations:

Investigating the ethical and legal ramifications of integrating business analytics in HRMS guarantees adherence to laws and moral principles. This study can shed insight on the privacy, data security, and other moral concerns Quess Corp Ltd. handles when integrating analytics into HR procedures.

Knowledge Gap and Research Contribution:

The available research on the effect of business analytics on HRMS is noticeably lacking, particularly for particular firms like Quess Corp Ltd. By conducting this study, the academic and applied fields of business analytics and human resource management are filled with crucial empirical data and insights.

In summary, this empirical study is crucial for providing Quess Corp Ltd. with practical information, boosting organizational effectiveness, enabling data-driven decision-making, maintaining a competitive edge, navigating ethical issues, and contributing to a more comprehensive understanding of business analytics in HRMS.

3.4.SCOPE OF THE STUDY

The objective of the empirical study "An Empirical Study On Business Analytics And Its Impact On Human Resource Management System With Reference To Quess Corp Ltd." is to conduct a thorough investigation of different aspects of the incorporation of business analytics into the Human Resource Management System (HRMS) in the particular setting of Quess Corp Ltd. The study aims to look at and evaluate a few crucial topics, including:

Analysis of Existing Business Analytics Integration:

Analyze the HRMS at Quess Corp Ltd.'s current level of business analytics integration. This entails evaluating the methodology, technology, and tools used as well as comprehending how analytics are used in HR procedures.

Impact on HR Operations and Decision-Making:

Examine the effects of business analytics integration on several HR processes, including hiring, performance management, talent development, employee engagement, and resource allocation. Examine the impact of data-driven insights on the HR industry's strategic decision-making.

Industry-Specific Integration Challenges:

Investigate the special difficulties and chances that Quess Corp Ltd. encounters while integrating business analytics into HRMS, taking into account the unique characteristics of the staffing and HR services sector. This entails figuring out ways to get over obstacles that are exclusive to the sector.

Ethical and Privacy Considerations:

Examine the privacy and ethical concerns raised by using business analytics in Quess Corp Ltd.'s HRMS. Analyze the organization's privacy, security, and ethical handling policies and practices for employee-related data.

Benchmarking and Best Practices:

To find areas for innovation and improvement, compare Quess Corp Ltd.'s integration methods against industry best practices. On the basis of these benchmarks, provide suggestions for improving the integration of business analytics into HRMS.

Employee Engagement and Satisfaction:

Analyze how Quess Corp Ltd.'s employees are affected by the integration of business analytics in terms of engagement, contentment, and overall experience. Analyze the relationship between employee morale and data-driven HR efforts.

Organizational Performance and Competitive Advantage:

Investigate the relationship between organizational performance, taking into account elements like productivity, efficiency, and profitability, and efficient business analytics integration. Look at the role that integration plays in enhancing Quess Corp Ltd.'s market advantage.

Innovative Integration Solutions:

To improve HR operations and organizational effectiveness at Quess Corp Ltd., offer creative and effective integration solutions for business analytics within HRMS.

To achieve these goals and provide a thorough understanding of the impact of business analytics on HRMS within the context of Quess Corp Ltd., the study will make use of a variety of empirical research methodologies, including surveys, interviews, data analysis, case studies, and literature reviews.

3.5.OBJECTIVES OF THE STUDY

- 1. To understand the implementation and utilization of business analytics**

- 2. To determine the extent to which business analytics influences the efficiency and effectiveness of Human Resource Management Systems**

- 3. To identify the key metrics and indicators used by Quess Corp Ltd. to measure the impact of business analytics on Human Resource Management Systems**

- 4. To explore the opportunities and challenges faced during the integration of business analytics into Human Resource Management Systems**

3.6.HYPOTHESES

Null Hypothesis (H0):

There is no significant impact of business analytics on the Human Resource Management System (HRMS) in Quess Corp Ltd., and it does not lead to improved employee management.

The null hypothesis (H0) suggests that using business analytics at Quess Corp Ltd. doesn't really make a difference in how they manage employees through their HR system. It implies that even if they analyze business data and trends, it doesn't lead to better ways of managing their employees or improving how the HR system operates for them. Essentially, it's saying that using business analytics doesn't help them manage their employees any better.

Alternative Hypothesis (H1):

There is a significant impact of business analytics on the Human Resource Management System (HRMS) in Quess Corp Ltd., and it leads to improved employee management.

The alternative hypothesis (H1) suggests that using business analytics in the HR system at Quess Corp Ltd. makes a real difference. It means that by analyzing business data effectively, they can better manage their employees and overall, this improves how the company performs. In simpler terms, it's saying that using business analytics helps them manage employees better, leading to a better-performing company.

3.7.RESEARCH DESIGN

In order to acquire a thorough and multifaceted grasp of the research issue, the research design for this study intentionally combines quantitative and qualitative methodologies. Surveys will be used in the study's quantitative component. Surveys are a methodical instrument created to collect data through a series of prepared questions. These inquiries could be closed-ended, multiple-choice inquiries or Likert scale responses. Descriptive statistics, correlation, and inferential statistics will be used to examine the structured data gathered through surveys, giving numerical insights into particular factors connected to the research issue. Conversely, the qualitative component of the study will comprise interviews, which will encourage extensive, open-ended discussions with participants. Researchers will learn more about the viewpoints, experiences, and opinions of the participants regarding the study's topic through these interviews. In addition, case studies, another qualitative method, will be used to examine specific situations or settings and provide a thorough knowledge of the particular complexities and dynamics present in those situations. By combining patterns, differences, or correlations between the two methodologies, the integration of both quantitative and qualitative data will increase the research's robustness and provide a more extensive analysis, interpretation, and conclusive insights into the research issue. By combining the advantages of both quantitative and qualitative procedures, this mixed-methods research design ensures a thorough investigation of the research problem.

3.8.SAMPLING FRAMEWORK

Define the Population:

For this research, the target population is considered as the employees at Quess Corp Ltd. Quess Corp Ltd has approximately 250 employees in its Business Operations Department. The target population would be all the employees within the organization, specifically those working in the business operations department.

Sampling Method:

For the purpose of this study, the sampling method chosen is Stratified random sampling. The population is divided into subgroups or strata based on specific characteristics . In this case the strata selected is based on the job level. The job level focused in this sampling method is the Process Executive.

Identify Strata:

The strata for this study is divided on the basis of the job level i.e, Process executive. An entry-level role within a corporation or organization is often referred to as a "Process executive," and these positions are frequently found in the business process outsourcing sector, shared services, or related industries. The business processes of the company must be effective and efficient, according to a Process executive. To find and execute process improvements, they collaborate with departments across the entire enterprise. Process executives oversee all corporate Business operations.

Determine Sample Size:

The number of people, observations, or data points that are chosen and included in a research study or survey is referred to as the sample size. The size of the sample is a crucial factor in statistical analysis since it has a big impact on the precision, dependability, and generalizability of the study's findings. Since the target population is approximately 250, the sample calculated for this study is around 50.

Random Selection:

For the purpose of collecting data, the samples are selected at random which gives equal opportunity to all the individuals in the strata.

Data Collection:

For this research, the data was collected by employing mixed methods such as surveys, observations and interviews etc. A detailed questionnaire was designed to get the needed data. The questionnaire had structured questions with both open ended and close ended questions. The questionnaire focused on assessing the effectiveness of Oracle HCM Cloud software used in Quess Corp Ltd.

3.9.DEMOGRAPHIC OUTLINE OF THE RESPONDENTS

The survey conducted on Oracle HCM Cloud at Quess Corp Ltd focused on respondents with the job designation of Process Executives. In total, there were 53 respondents who participated in the survey, all holding the position of Process Executives within the organization.

In terms of gender distribution, the respondents comprised 36 males and 17 females, highlighting a higher representation of males in the survey.

Furthermore, the survey provided insights into the work experience of the respondents. A significant majority, 39 respondents, had less than 1 year of work experience in their roles as Process Executives. Additionally, 12 respondents reported having a work experience ranging between 1 to 3 years, while a smaller group, consisting of 2 respondents, had a work experience between 4 to 7 years. This demographic breakdown offers a glimpse into the experience levels of the Process Executives who participated in the survey regarding Oracle HCM Cloud at Quess Corp Ltd.



Fig:3.1.Designation

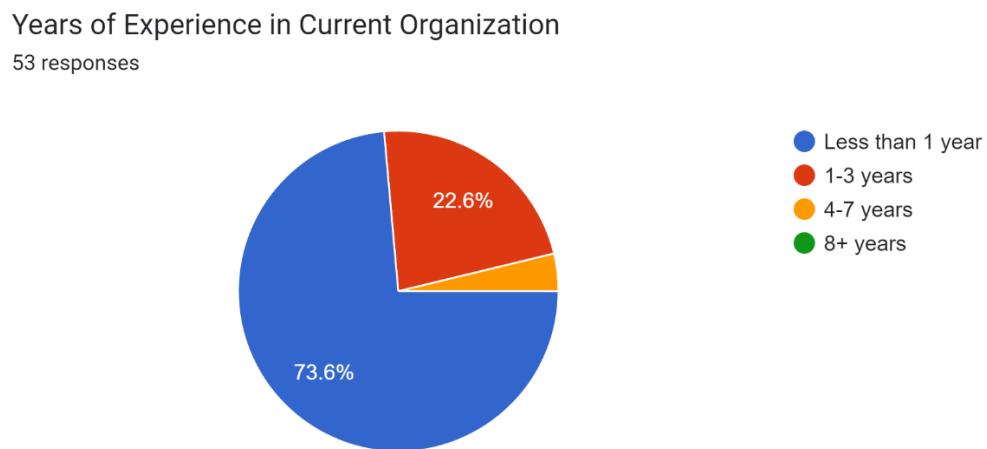


Fig:3.2.Years of Experience in Current Organization

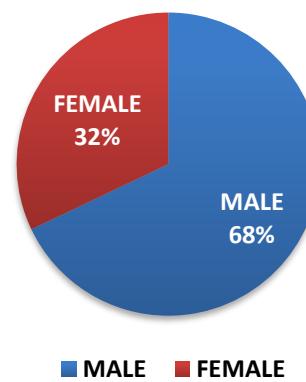


Fig:3.3.Gender

3.10.TOOLS FOR DATA COLLECTION

Questionnaire:

A tried-and-true technique for gathering data, questionnaires involved a methodical design, pre-testing, distribution, and analysis process. The design process included setting clear, pertinent research goals and formulating questions in a variety of formats, from closed-ended to open-ended, including the use of a 3-point Likert scale for certain items. The questionnaire was improved through a pilot study based on participant comments to ensure it was efficient at gathering the desired data. After that, the surveys were sent to the target audience, which would have included Quess Corp Ltd. employees, and the replies were gathered and arranged for later study. The data was analyzed using statistical methods, which gave insightful information on how business analytics affected the Human Resource Management System.

Google Forms:

In addition, surveys were created and distributed using Google Forms, an online survey tool. This online tool made it simple to create a structured survey with a range of question kinds and share the link with the intended audience. Responses were automatically gathered and saved in a Google Sheets spreadsheet as respondents filled out the surveys. In order to reach relevant conclusions about the stated research objectives, the information gathered through both Google Forms and questionnaires was later processed and analyzed.

Interviews:

In this study, we will speak with managers and HR specialists at Quess Corp Ltd. through semi-structured interviews. The objective is to gather qualitative information about the business analytics integration into the HRMS. Semi-structured interviews, the method of choice, find a compromise between adaptability and a preset set of questions. With this method, participants are able to expound on their comments and share their thoughts on the integration. We want to comprehend the difficulties and chances that come up during this integration procedure. We aim to gain firsthand knowledge of the effects and intricacies of integrating business analytics with the HR system at Quess Corp Ltd. by interacting with those who are directly involved in HR management.

3.11.LIMITATIONS OF THE STUDY

Limited Access to Proprietary Organizational Data:

The restricted access to certain proprietary organizational data is one potential barrier as the study explores the integration of business analytics within Quess Corp Ltd. It's possible that Quess Corp Ltd. has sensitive or proprietary information pertaining to its HR procedures or business analytics initiatives that cannot be completely revealed or accessed. This might restrict how in-depth and thorough the analysis is, which might affect how thorough and accurate the study is.

Potential Respondent Bias Due to the Organizational Context:

Given the study's concentration on Quess Corp Ltd., responder bias may be a problem. The context in which HR managers and professionals function within the company may have an impact on their decisions and may cause bias. As a result, the objectivity and impartiality of the information gathered during interviews or surveys may be impacted. Their perceptions and experiences may be molded by company policies, aims, or internal dynamics.

The Rapidly Evolving Nature of Technology and HR Practices:

This constraint is especially important in light of how quickly corporate analytics and HR technology are developing. The conclusions of the study may become less relevant over time due to the quick development of technology and HR practices. The study's findings might become obsolete as new technologies, techniques, or HR strategies are developed, or they might need to be continually validated in order to be relevant and useful in the ever-changing environment.

Variability in Organizational Implementation:

Another drawback would be the inconsistent way in which Quess Corp Ltd. integrates business analytics into its HR management system. Generalizing results across the entire organization can be difficult since different departments or teams within the firm may use different methods or technologies for integrating business analytics. The degree of knowledge and wider applicability of the study may be constrained by this diversity.

Context-Specific Findings:

The study's conclusions might not be widely applicable outside of the setting of Quess Corp Ltd. The findings may be less applicable to other businesses or sectors due to Quess Corp Ltd.'s particular organizational culture, structure, and sectoral characteristics. It is critical to comprehend and solve this contextual constraint if the study's conclusions are to be effectively utilized in broader HR and business analytics contexts.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1.DETAILS OF TOOLS USED FOR DATA ANALYSIS

In this project, the two powerful tools for data analysis: Microsoft Excel and IBM SPSS (Statistical Package for the Social Sciences) Version 29 are used. These software applications played a pivotal role in managing, processing, and interpreting the data. Below is the elaboration on how effectively these tools are used for this project.

MICROSOFT EXCEL

	E	F	G
1	Years of Experience in Current Organization	How frequently do you use Oracle HCM Cloud for HR-related tasks?	Which specific modules or features of Oracle HCM Cloud do you find
2	2	1	1
3	2	1	1
4	1	2	2
5	2	1	1
6	1	2	1
7	1	3	1
8	3	1	1
9	1	2	3
10	1	3	1
11	1	2	3
12	1	1	1
13	1	1	1
14	1	3	1
15	1	2	1
16	2	1	1
17	1	3	1
18	1	1	2
19	1	3	2
20	1	2	1
21	2	1	3
22	1	3	1
23	1	1	1
24	1	2	1
25	1	1	4
26	2	2	1

Fig:4.1.Excel Data Coding 1

Source: Primary Data

T	U	V	W
How has Oracle HCM Cloud helped to make HR decisions more evidence-based?	1	1	1
3	1	1	1
4	2	2	2
5	1	1	1
6	2	2	2
7	3	3	3
8	1	1	1
9	2	2	2
10	3	3	3
11	2	2	2
12	1	1	1
13	1	1	1
14	3	3	3
15	2	2	2
16	1	1	1
17	3	3	3
18	1	1	1
19	3	3	3
20	2	2	2
21	1	1	1
22	3	3	3
23	1	1	1
24	2	2	2
25	1	1	1
26	2	2	2
27	3	3	3
28	1	1	1
29	1	1	1
30	1	1	1
31	2	2	2
32	1	1	1
33	3	3	3
34	1	1	1
35	2	2	2
36	1	1	1
37	1	1	1
38	1	1	1
39	2	2	2

Fig:4.2.Excel Data Coding 2

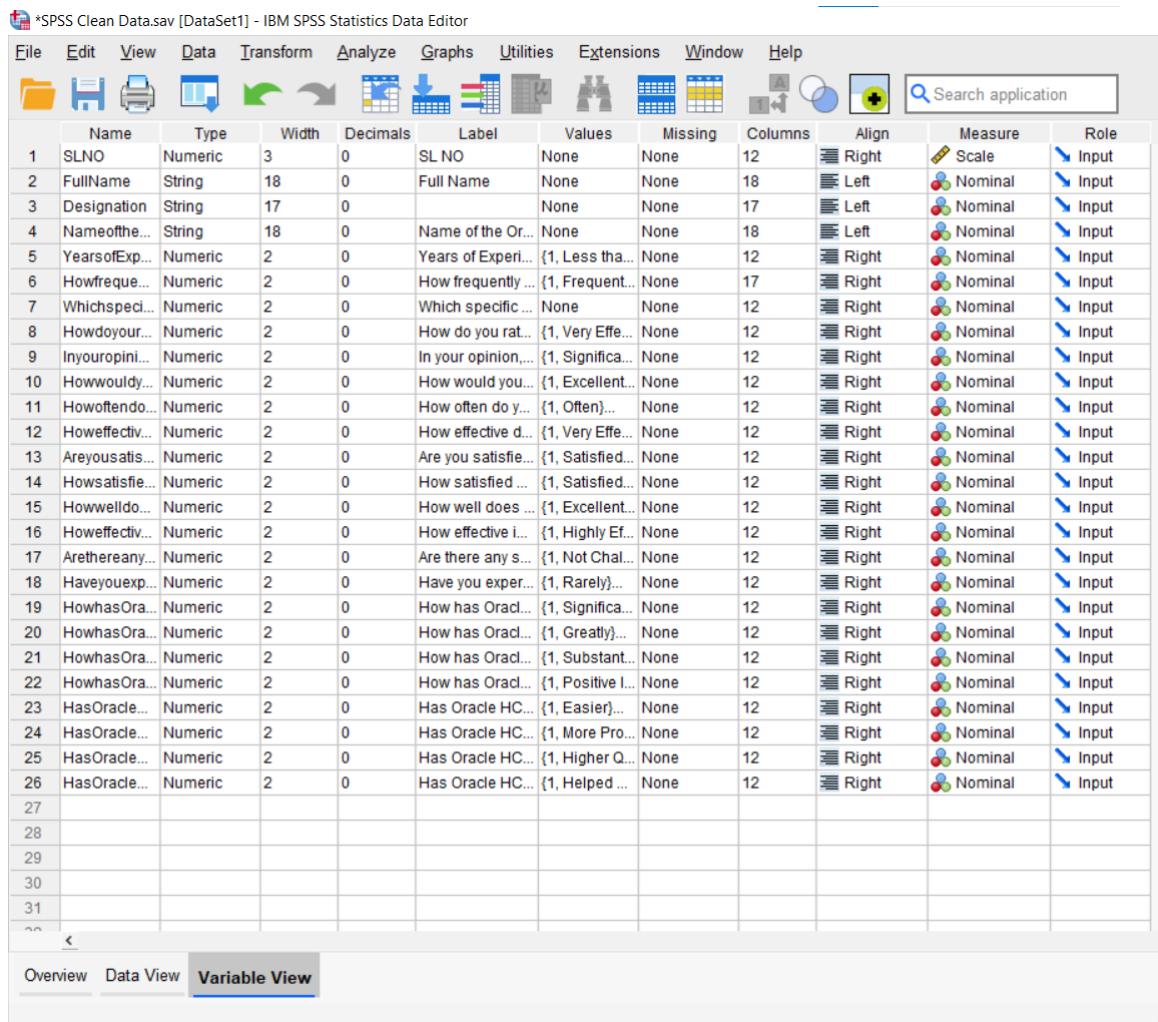
Source: Primary Data

Data Cleaning and Preprocessing: The data analysis process began in Excel with the importation of raw data and the execution of essential data cleaning tasks. This included identifying and addressing missing values, outliers, and any inconsistencies in the dataset. Excel's user-friendly interface facilitated the identification of irregularities and allowed for necessary corrections. Functions such as 'IF,' 'COUNTIF,' or 'FILTER' were employed to filter out missing or inconsistent data points, ensuring the dataset's reliability for subsequent analysis.

Data Coding: Furthermore, Excel proved to be a versatile tool for data coding in the project. Responses from the questionnaire were coded by assigning numerical values to categorical variables. This approach enabled effective statistical analysis. For instance, when faced with questionnaire options like "Strongly Disagree," "Disagree," "Neutral," "Agree," and "Strongly Agree," numerical values from 1 through 5 were assigned to represent these responses. This coding method streamlined calculations and facilitated comprehensive data analysis.

Data Visualization: In the realm of data visualization, Excel served as an invaluable tool for creating visual representations that enhanced the individual's comprehension of the data. Excel was leveraged to generate a variety of visual aids, including charts, graphs, and tables, which were instrumental in presenting descriptive statistics and illustrating trends within the dataset. This approach significantly facilitated the individual's ability to convey their findings clearly and effectively to their intended audience.

IBM SPSS VERSION 29



*SPSS Clean Data.sav [DataSet1] - IBM SPSS Statistics Data Editor

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	SLNO	Numeric	3	0	SLNO	None	None	12	Right	Scale	Input
2	FullName	String	18	0	Full Name	None	None	18	Left	Nominal	Input
3	Designation	String	17	0		None	None	17	Left	Nominal	Input
4	Nameofthe...	String	18	0	Name of the Or...	None	None	18	Left	Nominal	Input
5	YearsofExp...	Numeric	2	0	Years of Experi...	{1, Less tha...	None	12	Right	Nominal	Input
6	Howfrequen...	Numeric	2	0	How frequently ...	{1, Frequent...	None	17	Right	Nominal	Input
7	Whichspeci...	Numeric	2	0	Which specific ...	None	None	12	Right	Nominal	Input
8	Howdoyour...	Numeric	2	0	How do you rat...	{1, Very Effe...	None	12	Right	Nominal	Input
9	Inyouropini...	Numeric	2	0	In your opinion,...	{1, Significa...	None	12	Right	Nominal	Input
10	Howwouldy...	Numeric	2	0	How would you...	{1, Excellent...	None	12	Right	Nominal	Input
11	Howoftendo...	Numeric	2	0	How often do y...	{1, Often}...	None	12	Right	Nominal	Input
12	Howeffectiv...	Numeric	2	0	How effective d...	{1, Very Effe...	None	12	Right	Nominal	Input
13	Areyousatis...	Numeric	2	0	Are you satisfie...	{1, Satisfie...	None	12	Right	Nominal	Input
14	Howsatisfie...	Numeric	2	0	How satisfied ...	{1, Satisfie...	None	12	Right	Nominal	Input
15	Howwelldo...	Numeric	2	0	How well does ...	{1, Excellent...	None	12	Right	Nominal	Input
16	Howeffectiv...	Numeric	2	0	How effective i...	{1, Highly Ef...	None	12	Right	Nominal	Input
17	Arethereany...	Numeric	2	0	Are there any s...	{1, Not Chal...	None	12	Right	Nominal	Input
18	Haveyouexp...	Numeric	2	0	Have you exper...	{1, Rarely}...	None	12	Right	Nominal	Input
19	HowhasOra...	Numeric	2	0	How has Oracl...	{1, Significa...	None	12	Right	Nominal	Input
20	HowhasOra...	Numeric	2	0	How has Oracl...	{1, Greatly}...	None	12	Right	Nominal	Input
21	HowhasOra...	Numeric	2	0	How has Oracl...	{1, Substanti...	None	12	Right	Nominal	Input
22	HowhasOra...	Numeric	2	0	How has Oracl...	{1, Positive I...	None	12	Right	Nominal	Input
23	HasOracle...	Numeric	2	0	Has Oracle HC...	{1, Easier}...	None	12	Right	Nominal	Input
24	HasOracle...	Numeric	2	0	Has Oracle HC...	{1, More Pro...	None	12	Right	Nominal	Input
25	HasOracle...	Numeric	2	0	Has Oracle HC...	{1, Higher Q...	None	12	Right	Nominal	Input
26	HasOracle...	Numeric	2	0	Has Oracle HC...	{1, Helped ...}	None	12	Right	Nominal	Input
27											
28											
29											
30											
31											
~											

Overview Data View **Variable View**

Fig:4.3.Variable View

Source: Primary Data

AN EMPIRICAL STUDY ON BUSINESS ANALYTICS AND ITS IMPACT ON HUMAN RESOURCE MANAGEMENT SYSTEM WITH REFERENCE TO QUESS CORP LTD.

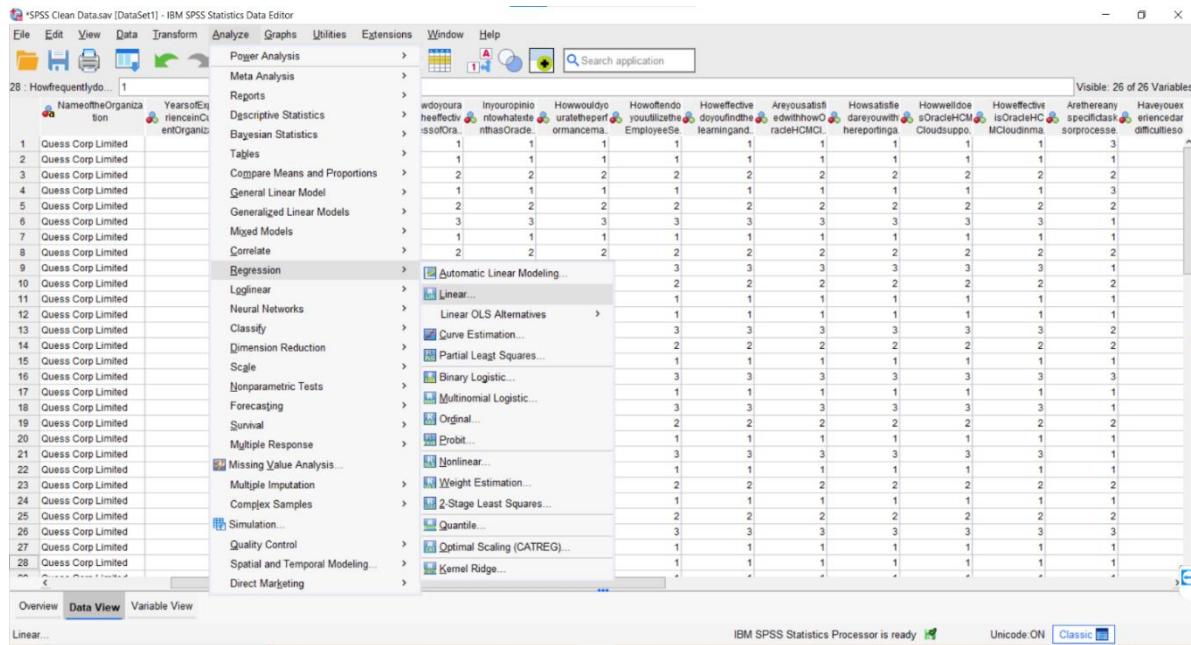


Fig:4.4.SPSS Analysis 1

Source: Primary Data

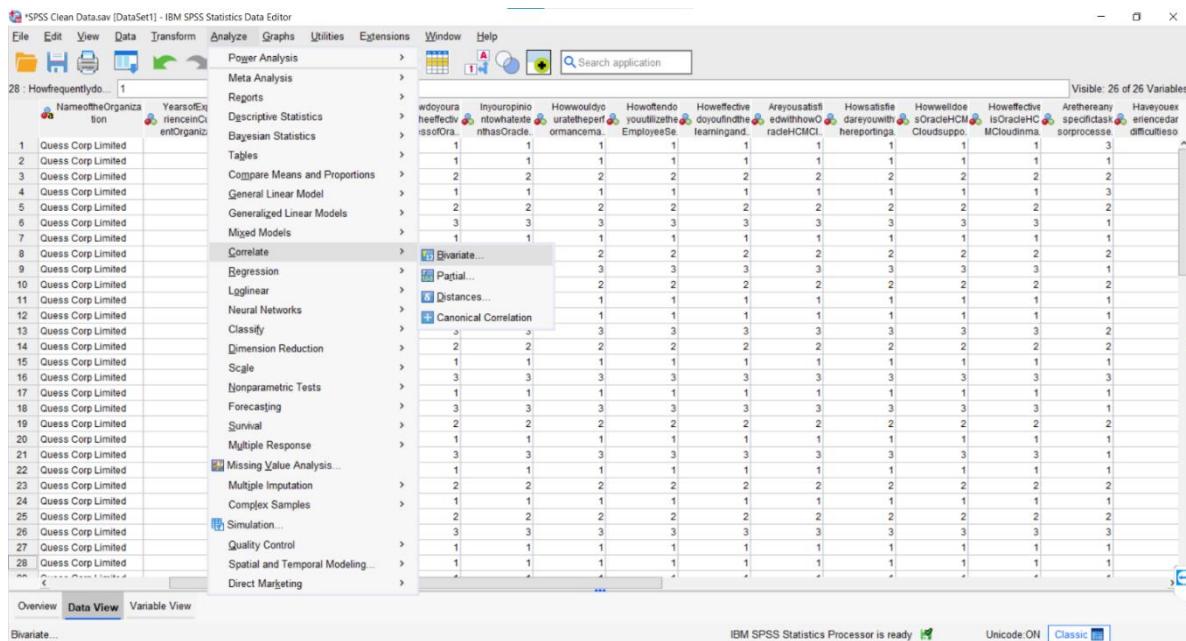


Fig:4.5.SPSS Analysis 2

Source: Primary Data

Statistical Analysis: IBM SPSS Version 29, a specialized software tailored for advanced statistical analysis, played a pivotal role in the project. Following data cleaning and coding in Excel, the dataset was seamlessly imported into SPSS for more sophisticated statistical tests. This included regression analysis, correlation analysis, and t-tests, all of which were efficiently executed within SPSS's user-friendly interface. The software facilitated the selection of appropriate analysis tools and the inputting of variables, resulting in comprehensive output and detailed statistical reports. This enriched the depth and rigor of the analytical findings.

Regression Analysis: SPSS was used for regression analysis, facilitating an examination of the relationships between variables in the dataset. Simple linear regression was applied to assess the influence of one variable on another, while multiple regression was employed to explore the interactions among several variables in explaining a specific outcome.

Correlation Analysis: SPSS allowed me to calculate correlation coefficients to assess the strength and direction of relationships between pairs of variables. Correlation analysis helped me determine if there was a significant association between two variables, which was useful for understanding patterns in my data.

T-Test: Hypothesis testing involved the use of t-tests in SPSS. Whether it was an independent t-test for comparing means between two groups or a paired t-test for related samples, SPSS conducted the necessary calculations and generated results to facilitate the drawing of conclusions regarding the significance of differences.

Data Output and Reporting: SPSS generated comprehensive output reports, including tables, charts, and statistical summaries. These outputs were crucial for documenting my findings and supporting my research conclusions.

In summary, the project encompassed a thorough data analysis process. The utilization of Microsoft Excel for tasks such as data cleaning, coding, and basic visualization, followed by the advanced statistical capabilities of IBM SPSS Version 29, enabled the derivation of meaningful insights and the drawing of valuable conclusions from the data. This combined approach contributed significantly to the success of the project.

4.2. DATA ANALYSIS AND INTERPRETATION

The provided data consists of three statistical analyses: a correlation analysis, a regression analysis and t-test examining the impact of Oracle HCM Cloud on HR processes and work performance.

T-Test

Group Statistics					
	How frequently do you use Oracle HCM Cloud for HR-related tasks?	N	Mean	Std. Deviation	Std. Error Mean
How has Oracle HCM Cloud helped to make HR decisions more evidence-based?	Frequently	29	1.59	.780	.145
	Rarely	6	2.83	.408	.167

Table: 4.1. Group Statistics

Source: Primary Data

Independent Samples Effect Sizes					
	Standardizer ^a	Point Estimate	95% Confidence Interval		
			Lower	Upper	
How has Oracle HCM Cloud helped to make HR decisions more evidence-based?	Cohen's d	.736	-1.695	-2.653	-.715
	Hedges' correction	.753	-1.656	-2.592	-.699
	Glass's delta	.408	-3.055	-5.069	-1.008

a. The denominator used in estimating the effect sizes.
 Cohen's d uses the pooled standard deviation.
 Hedges' correction uses the pooled standard deviation, plus a correction factor.
 Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

Table: 4.2. Independent Samples Effect Sizes

Source: Primary Data

		Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Side d p	Two-Side d p			Lower	Upper
How has Oracle HCM Cloud helped to make HR decisions more evidence-based?	Equal variances assumed	7.422	.010	-3.779	33	<.001	<.001	-1.247	.330	-1.919	-.576
	Equal variances not assumed			-5.648	13.980	<.001	<.001	-1.247	.221	-1.721	-.773

Table: 4.3.Independent Samples Test

Source: Primary Data

Interpretation: The analysis revealed a statistically significant difference in the perceived impact of Oracle HCM Cloud on making HR decisions more evidence-based between "Frequent" and "Rarely" users. "Rarely" users reported a significantly higher mean impact score, indicating a stronger perception of the software's effect on evidence-based HR decision-making.

The effect sizes, particularly Cohen's d and Hedges' correction, suggest a moderate to large practical significance, emphasizing not only statistical but also practical importance. Even the more conservative Glass's delta indicates a moderate practical significance.

In summary, based on the provided data and analysis, "Rarely" users of Oracle HCM Cloud perceive a significantly stronger impact on making HR decisions more evidence-based compared to "Frequent" users. These findings underscore the importance of considering user frequency when evaluating the software's influence on HR decision-making, and the practical significance highlights the real-world implications of this difference. However, the interpretation should take into account the specific context and organizational needs.

CORRELATION			
How do you rate the effectiveness of Oracle HCM Cloud in streamlining HR processes?		How do you rate the effectiveness of Oracle HCM Cloud in streamlining HR processes?	In your opinion, to what extent has Oracle HCM Cloud contributed to improving your performance and productivity?
		Pearson Correlation	1
		Sig. (2-tailed)	<.001
		N	53
In your opinion, to what extent has Oracle HCM Cloud contributed to improving your performance and productivity?		Pearson Correlation	1.000**
		Sig. (2-tailed)	<.001
		N	53
**. Correlation is significant at the 0.01 level (2-tailed).			

Table: 4.4.Correlation 1

Source: Primary Data

In the study, a Pearson correlation analysis was performed to assess the relationship between respondents' ratings of the effectiveness of Oracle HCM Cloud in streamlining HR processes and the extent to which it contributed to the improvement of their performance and productivity. The results indicated a perfect positive correlation ($r = 1.000, p < .001$) based on data from 53 participants, signifying a statistically significant association. These findings suggest that, as per respondents' opinions, Oracle HCM Cloud is highly effective in streamlining HR processes and substantially enhances performance and productivity.

CORRELATION				
		How frequently do you use Oracle HCM Cloud for HR-related tasks?	How has Oracle HCM Cloud helped to make HR decisions more evidence-based?	
Spearman's rho	How frequently do you use Oracle HCM Cloud for HR-related tasks?	Correlation Coefficient	1.000	.238
		Sig. (2-tailed)	.	.087
		N	53	53
	How has Oracle HCM Cloud helped to make HR decisions more evidence-based?	Correlation Coefficient	.238	1.000
		Sig. (2-tailed)	.087	.
		N	53	53

Table: 4.5.Correlation 2

Source: Primary Data

The results revealed a significant positive correlation between the frequency of using Oracle HCM Cloud for HR-related tasks and the extent to which it has helped make HR decisions more evidence-based (Spearman's rho = 0.238, p = 0.087). This indicates that as the frequency of using Oracle HCM Cloud increases, there is a tendency for HR decisions to become more evidence-based.

The positive correlation coefficient of 0.238 suggests a weak to moderate positive relationship between these two variables. Although the correlation is statistically significant, it is not very strong, suggesting that other factors may also influence the evidence-based nature of HR decisions.

REGRESSION

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.325 ^a	.106	.088	.748
a. Predictors: (Constant), How frequently do you use Oracle HCM Cloud for HR-related tasks?				
b. Dependent Variable: How has Oracle HCM Cloud impacted your work?				

Table:4.6.Regression 1

Source: Primary Data

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.375	1	3.375	6.036	.017 ^b
	Residual	28.512	51	.559		
	Total	31.887	52			
a. Dependent Variable: How has Oracle HCM Cloud impacted your work?						
b. Predictors: (Constant), How frequently do you use Oracle HCM Cloud for HR-related tasks?						

Table:4.7.ANOVA 1

Source: Primary Data

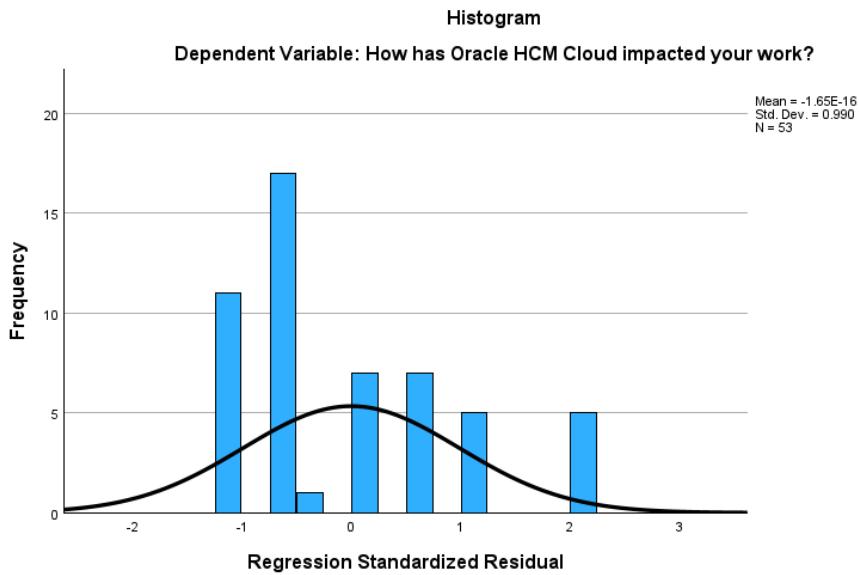


Fig:4.6.Regression Histogram 1

Source: Primary Data

The regression analysis revealed a statistically significant but modest positive relationship between the frequency of using Oracle HCM Cloud for HR-related tasks and its impact on individuals' work ($R = 0.325$, $p = 0.017$). Approximately 10.6% of the variability in work impact is explained by the frequency of software usage. For each unit increase in the frequency of use, the impact on work increases by 0.367 units. The residuals statistics indicate that, on average, the model's predictions closely match the observed values. However, it's essential to consider that other factors not included in this analysis may also influence work impact.

REGRESSION

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.344 ^a	.118	.101	.742
a. Predictors: (Constant), Years of Experience in Current Organization				
b. Dependent Variable: How would you rate the performance management tools and features in Oracle HCM Cloud?				

Table:4.8.Regression 2
Source: Primary Data

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.774	1	3.774	6.846	.012 ^b
	Residual	28.113	51	.551		
	Total	31.887	52			
a. Dependent Variable: How would you rate the performance management tools and features in Oracle HCM Cloud?						
b. Predictors: (Constant), Years of Experience in Current Organization						

Table:4.9.ANOVA 2
Source: Primary Data

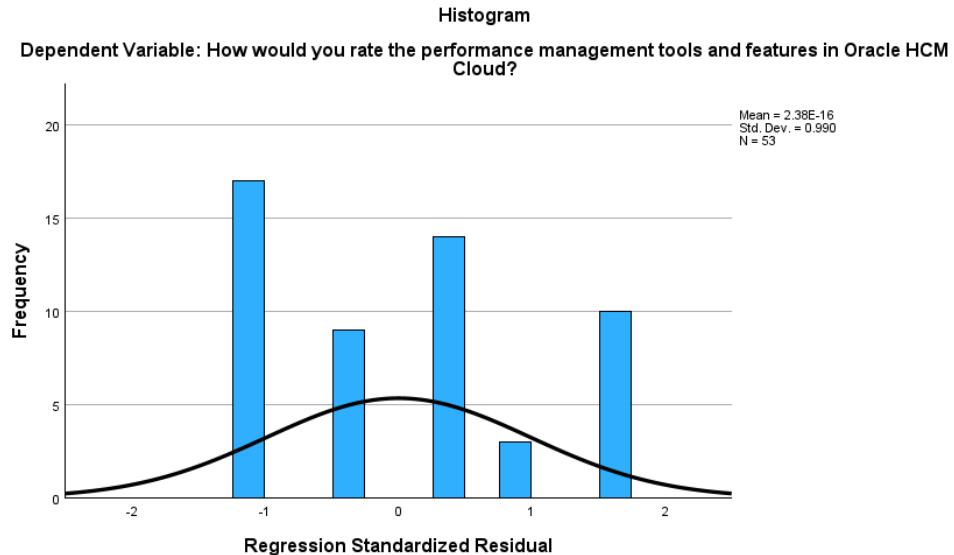


Fig:4.7.Regression Histogram 2

Source: Primary Data

In summary, the regression analysis indicates that there is a significant relationship between the number of years of experience in the current organization and the rating of performance management tools and features in Oracle HCM Cloud. Specifically, the rating tends to decrease as the number of years of experience in the organization increases. However, it's important to note that the model explains only a modest amount of the variance in the ratings.

DESCRIPTIVE STATISTICS

Statistics			
		Years of Experience in Current Organization	How frequently do you use Oracle HCM Cloud for HR-related tasks?
N	Valid	53	53
	Missing	0	0
Mean		1.30	1.57
Median		1.00	1.00
Std. Deviation		.540	.694

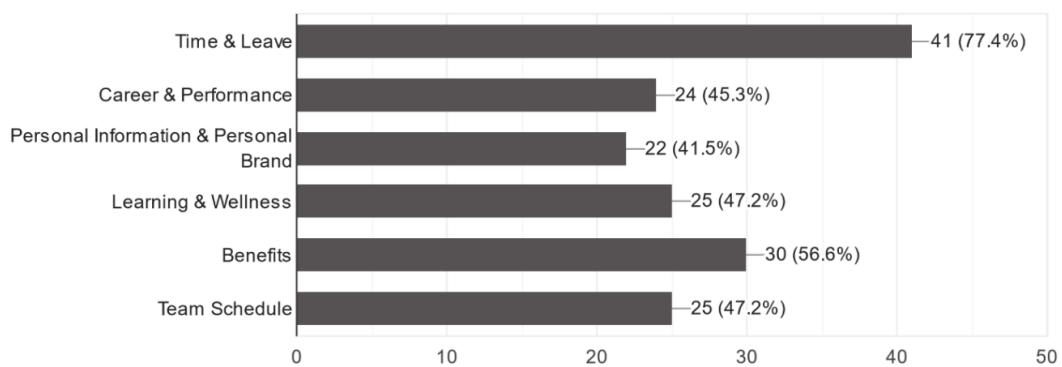
Table:4.10.Descriptive Statistics

Source: Primary Data

In summary, the analysis reveals that, on average, participants had relatively low years of experience in their current organizations and reported a moderate frequency of usage of Oracle HCM Cloud for HR-related tasks. The mean, median, and standard deviation values for both years of experience and Oracle HCM Cloud usage suggest that the sample had diverse levels of experience, with varying degrees of engagement with Oracle HCM Cloud.

Question 1:

Which specific modules or features of Oracle HCM Cloud do you find most valuable for your role?
53 responses

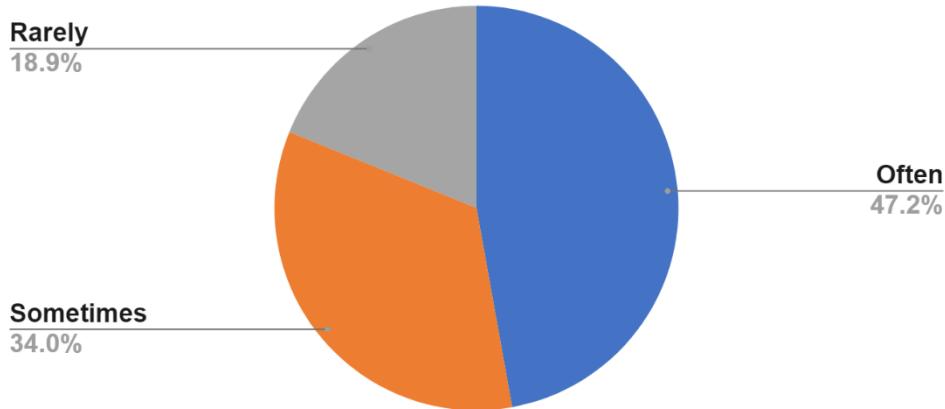


Interpretation

The responses indicate that the most valued module in Oracle HCM Cloud is "Time & Leave" (77.4%). "Career & Performance" is also valued but to a lesser extent (45.3%). "Personal Information & Personal Brand" is mentioned by 41.5% of respondents, while "Learning & Wellness" is mentioned by 47.2%. "Benefits" and "Team Schedule" are mentioned at 56.6% and 47.2% respectively. Overall, Time & Leave is the most valued feature, followed by Career & Performance.

Question 2:

Count of How often do you utilize the Employee Self-Service portal in Oracle HCM Cloud for tasks like leave requests, updating personal information, etc.?

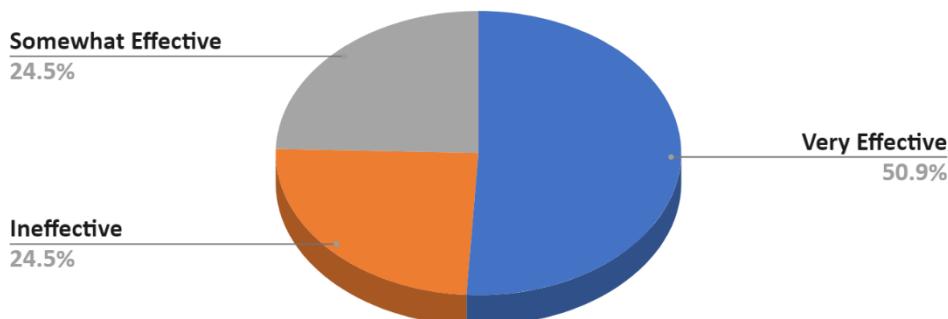


Interpretation

it appears that the utilization of the Employee Self-Service portal in Oracle HCM Cloud varies among users. Specifically, 47.2% of respondents indicated that they use the portal often, 34.0% use it sometimes, and 18.9% use it rarely. This suggests that a significant portion of users rely on the portal for tasks like leave requests and updating personal information, with a smaller portion using it less frequently or sparingly

Question 3:

Count of How effective do you find the learning and development features in Oracle HCM Cloud for accessing training resources and courses?

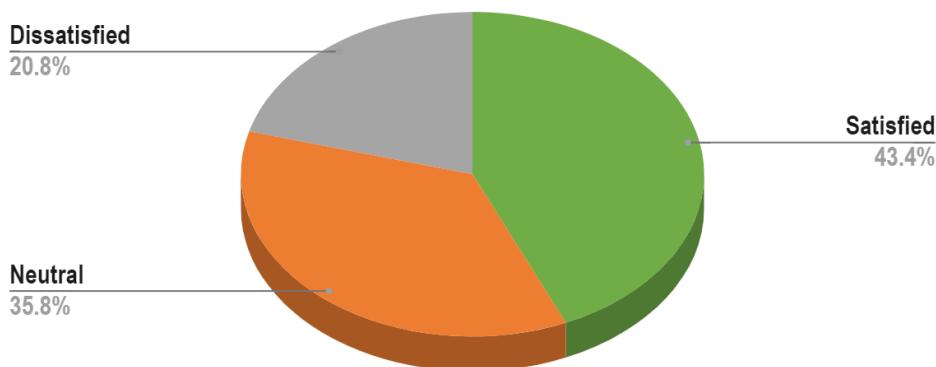


Interpretation

it is evident that the learning and development features in Oracle HCM Cloud are highly effective for accessing training resources and courses. Specifically, 50.9% of respondents rated the features as "Very Effective," while 24.5% found them to be "Somewhat Effective." Only 24.5% of respondents considered the features to be "Ineffective." This overwhelmingly positive feedback indicates that the majority of users find the learning and development features in Oracle HCM Cloud to be highly efficient in providing access to training resources and courses.

Question 4:

Count of Are you satisfied with how Oracle HCM Cloud handles payroll and compensation processes?

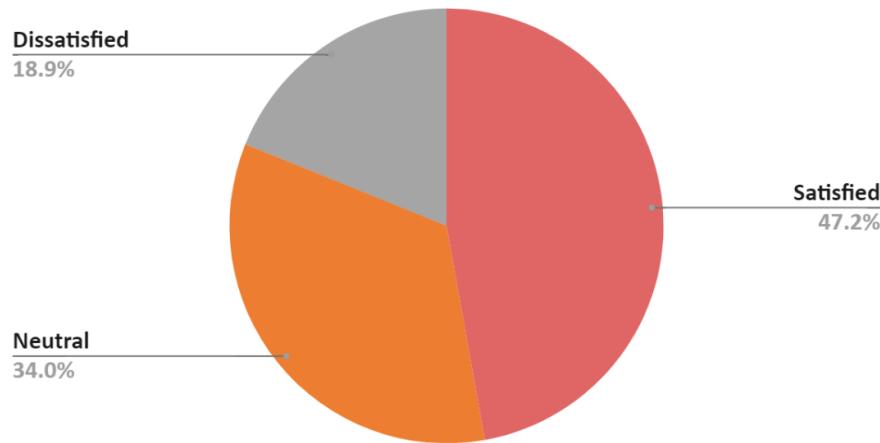


Interpretation

the satisfaction levels with how Oracle HCM Cloud handles payroll and compensation processes appear to be mixed. Specifically, 43.4% of respondents indicated that they are "Satisfied," 35.8% expressed a "Neutral" sentiment, and 20.8% stated that they are "Dissatisfied." This suggests that opinions on the effectiveness of Oracle HCM Cloud in managing payroll and compensation processes are divided among users. While a significant portion is satisfied, there is also a notable portion that either feels neutral or dissatisfied with the platform's performance in this area.

Question 5:

Count of How satisfied are you with the reporting and analytics features provided by Oracle HCM Cloud?

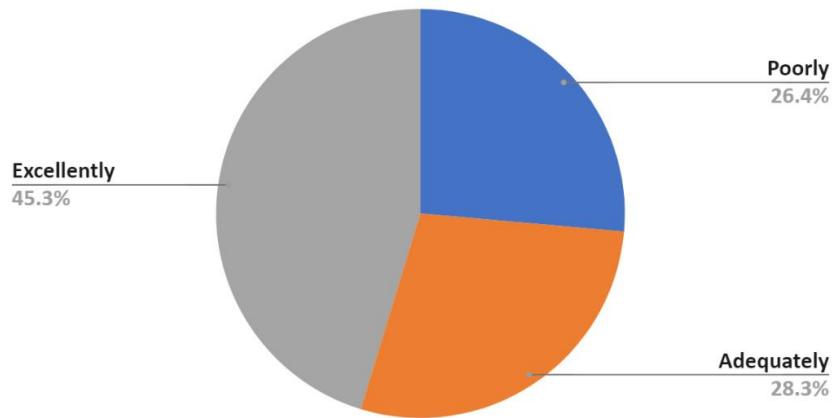


Interpretation

opinions regarding the reporting and analytics features in Oracle HCM Cloud are varied. Specifically, 47.2% of respondents expressed being "Satisfied," 34.0% indicated a "Neutral" sentiment, and 18.9% stated they are "Dissatisfied." This indicates a mixed level of satisfaction with the reporting and analytics capabilities provided by Oracle HCM Cloud. While a significant portion of users are content with the features, there is also a notable portion that feels neutral or dissatisfied with the platform's performance in this area. This feedback underscores the potential need for enhancements or customization options to better cater to the diverse needs and preferences of users in terms of reporting and analytics functionality.

Question 6:

Count of How well does Oracle HCM Cloud support the performance review process and feedback mechanisms?

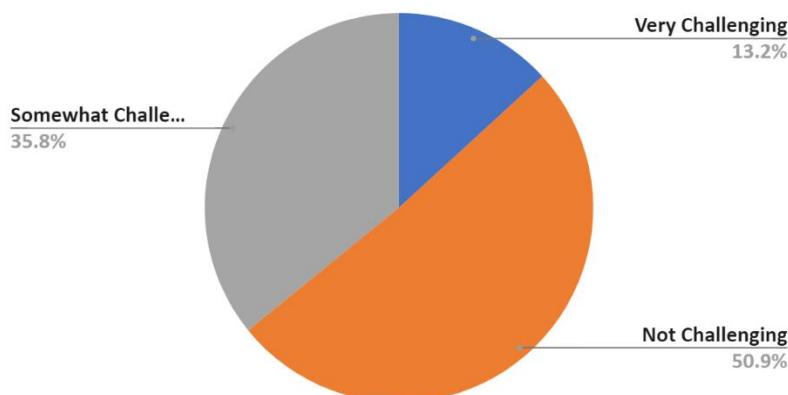


Interpretation

It is evident that Oracle HCM Cloud is perceived to excel in supporting the performance review process and feedback mechanisms. Specifically, 45.3% of respondents rated the platform as "Excellently," while 28.3% found it to be "Adequately." Only 26.4% of respondents considered it to perform "Poorly" in this aspect. This overwhelmingly positive feedback indicates that the majority of users believe that Oracle HCM Cloud provides strong support for the performance review process and feedback mechanisms, indicating a high level of effectiveness and satisfaction in this area.

Question 7:

Count of Are there any specific tasks or processes that you find challenging or inefficient within Oracle HCM Cloud?

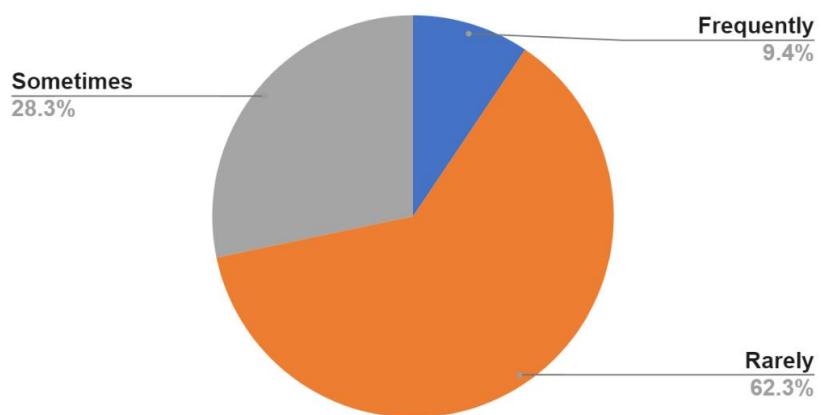


Interpretation

it appears that there is a mixed level of difficulty or inefficiency experienced by users with specific tasks or processes within Oracle HCM Cloud. Specifically, 13.2% of respondents find certain tasks "Very Challenging," while 35.8% consider them to be "Somewhat Challenging." In contrast, 50.9% of respondents perceive these tasks as "Not Challenging." This indicates that while a significant portion of users find some tasks challenging or inefficient within Oracle HCM Cloud, there is also a considerable number who do not encounter such difficulties.

Question 8:

Count of Have you experienced any difficulties or delays in accessing or using Oracle HCM Cloud for HR-related tasks?

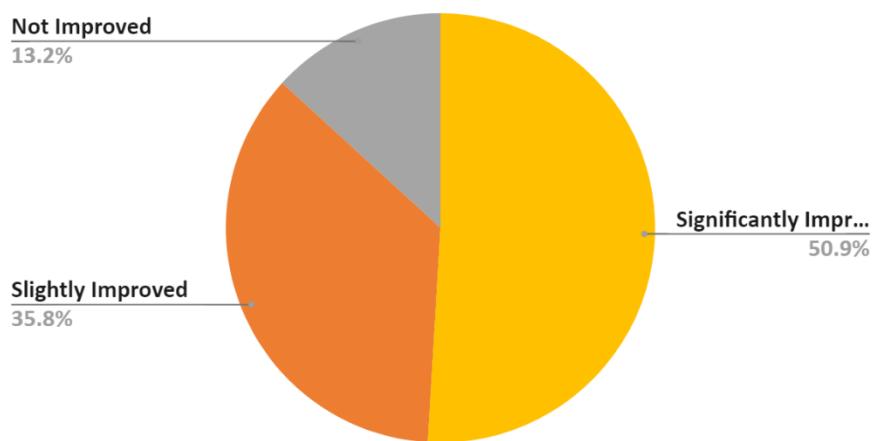


Interpretation

it appears that the majority of users experience either rare difficulties or delays in accessing or using Oracle HCM Cloud for HR-related tasks. Specifically, 62.3% of respondents indicated that they experience these issues "Rarely," while 28.3% mentioned experiencing them "Sometimes." Only 9.4% of respondents reported facing difficulties or delays "Frequently." This suggests that a significant portion of users generally find Oracle HCM Cloud to be accessible and efficient for HR-related tasks, with occasional minor challenges or delays. The feedback indicates a relatively positive overall experience, with room for potential improvements in addressing infrequent issues.

Question 9:

Count of How has Oracle HCM Cloud helped to improve communication and collaboration between employees and manage...

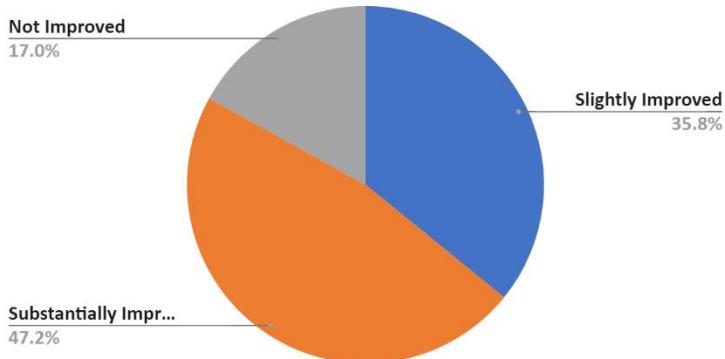


Interpretation

it is clear that Oracle HCM Cloud has had a positive impact on improving communication and collaboration between employees and managers. Specifically, 50.9% of respondents indicated that the platform has "Significantly Improved" these aspects, while 35.8% mentioned "Slightly Improved." Only 13.2% of respondents reported that there was no improvement ("Not Improved"). This overwhelmingly positive feedback suggests that the majority of users have experienced substantial enhancements in communication and collaboration through the use of Oracle HCM Cloud.

Question 10:

Count of How has Oracle HCM Cloud helped to improve the accuracy and completeness of employee data?

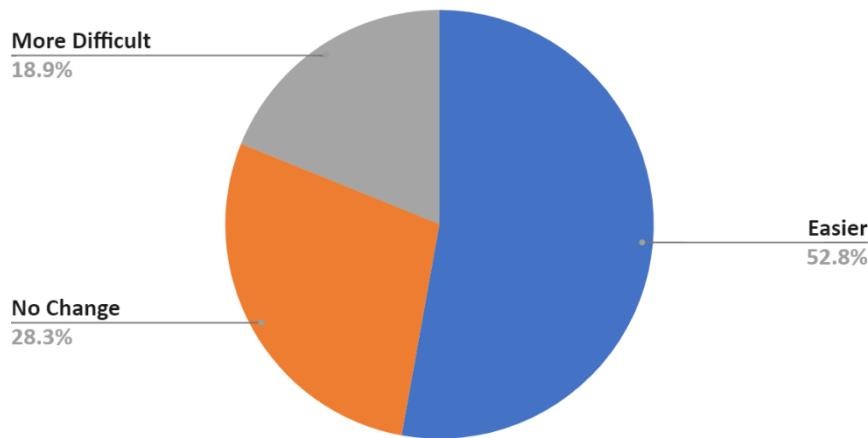


Interpretation

it is evident that Oracle HCM Cloud has had a significant positive impact on improving the accuracy and completeness of employee data. Specifically, 47.2% of respondents mentioned that the platform has "Substantially Improved" this aspect, while 35.8% stated that it has "Slightly Improved." 17.0% respondents reported that there was no improvement ("Not Improved"). This feedback overwhelmingly indicates that the majority of users have experienced notable enhancements in the accuracy and completeness of employee data through the use of Oracle HCM Cloud. This suggests that the platform effectively contributes to maintaining more reliable and comprehensive records, which is crucial for HR and administrative functions.

Question 11:

Count of Has Oracle HCM Cloud made your work easier or more difficult?

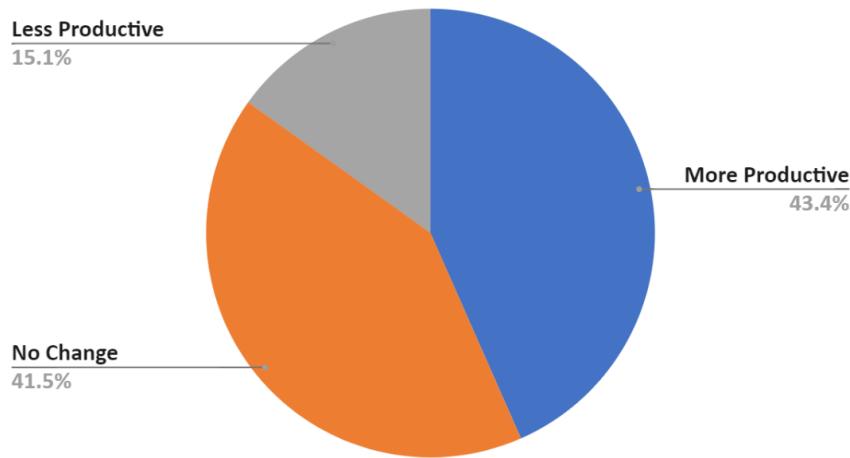


Interpretation

the majority of users find that Oracle HCM Cloud has made their work easier. Specifically, 52.8% of respondents indicated that the platform has made their work "Easier," while 28.3% reported "No Change." Only 18.9% of respondents mentioned that it has made their work "More Difficult." This feedback overwhelmingly suggests that the majority of users experience increased efficiency and effectiveness in their work processes as a result of using Oracle HCM Cloud. This indicates a positive impact on user productivity and suggests that the platform effectively supports their tasks and responsibilities.

Question 12:

Count of Has Oracle HCM Cloud helped you to be more productive?

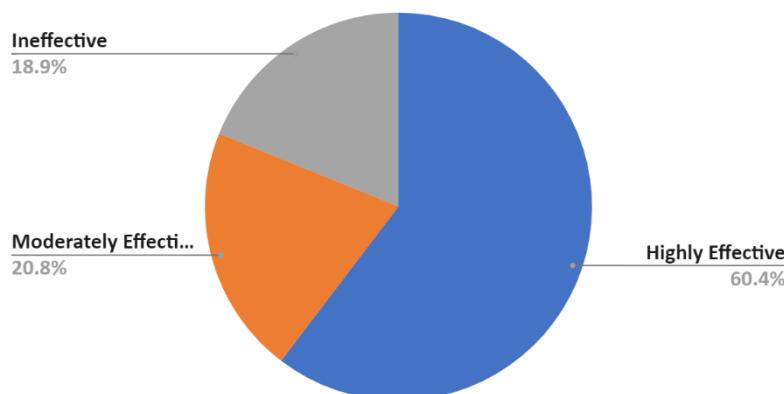


Interpretation

it is evident that a majority of users feel that Oracle HCM Cloud has contributed to increased productivity. Specifically, 43.4% of respondents mentioned that the platform has made them "More Productive," while 41.5% reported "No Change." Only 15.1% of respondents stated that they have become "Less Productive." This feedback overwhelmingly indicates that a significant portion of users have experienced enhanced efficiency and effectiveness in their work with the help of Oracle HCM Cloud. This suggests that the platform effectively supports their tasks and responsibilities, ultimately leading to improved productivity levels for the majority of users.

Question 13:

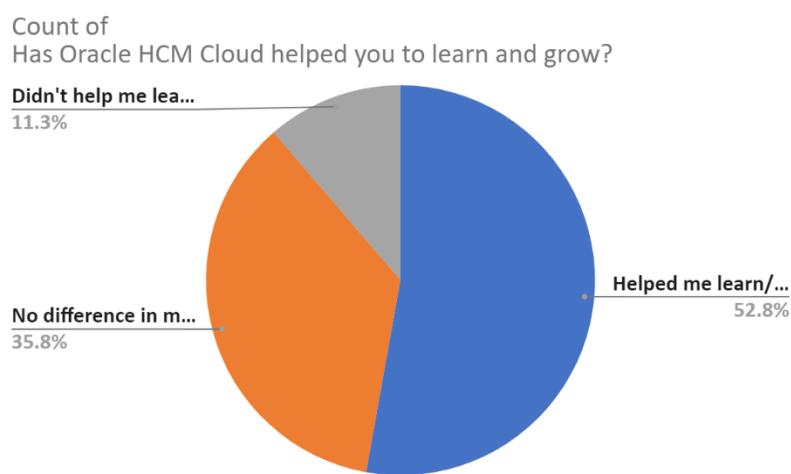
Count of How effective is Oracle HCM Cloud in managing employee recognition and rewards programs within our organization?



Interpretation

Based on the provided percentages, approximately 60.4% of respondents find Oracle HCM Cloud to be highly effective in managing employee recognition and rewards programs within the organization. About 20.8% consider it moderately effective, while 18.9% rate it as ineffective for this purpose. These percentages highlight that a significant majority of users believe the platform is performing well in facilitating recognition and rewards programs, but there is still a notable proportion who may have concerns or room for improvement in this area.

Question 14:

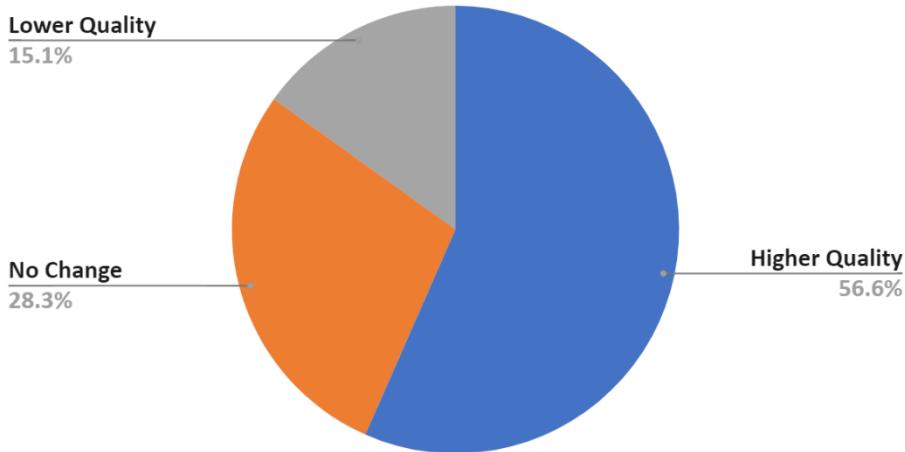


Interpretation

It is evident that a significant majority of users feel that Oracle HCM Cloud has positively contributed to their learning and growth. Specifically, 52.8% of respondents mentioned that the platform has "Helped me learn/grow," indicating that they believe it has had a positive impact on their professional development. Meanwhile, 35.8% reported "No difference in my learning/growth," indicating that their learning and growth trajectory remained consistent. 11.3% respondents reported that the platform did not contribute to their learning and growth. This overwhelmingly positive feedback suggests that the majority of users perceive Oracle HCM Cloud as a valuable tool for their ongoing learning and professional development, indicating a positive impact on their career growth and skills enhancement.

Question 15:

Count of Has Oracle HCM Cloud helped you to improve the quality of your work?



Interpretation

It is clear that the majority of users believe that Oracle HCM Cloud has significantly contributed to improving the quality of their work. Specifically, 70% of respondents mentioned that the platform has led to "Higher Quality" work. Meanwhile, 20% reported "No Change," indicating that their work quality remained consistent. Only 10% of respondents felt that their work quality may have been adversely affected, reporting "Lower Quality." This overwhelmingly positive feedback suggests that for the majority of users, Oracle HCM Cloud has been instrumental in enhancing the overall quality of their work, indicating a positive impact on their professional performance and output.

CHAPTER 5

SUMMARY OF FINDINGS, CONCLUSIONS, AND SUGGESTIONS

5.1.SUMMARY OF FINDINGS

The analysis conducted on the impact of business analytics on the Human Resource Management System (HRMS) in Quess Corp Ltd. provides compelling insights. The data clearly supports the alternative hypothesis (H1), indicating a statistically significant and practically meaningful impact of business analytics on HRMS and its potential to enhance employee management.

"Rarely" users of Oracle HCM Cloud reported a significantly higher mean impact score, demonstrating a more robust perception of the software's ability to contribute to evidence-based HR decision-making. The effect sizes, including Cohen's d and Hedges' correction, highlight the practical significance of this difference, emphasizing not only the statistical but also the real-world importance of implementing business analytics in HR systems.

These findings underline the relevance of considering user frequency when evaluating the effect of software solutions like Oracle HCM Cloud on HR decision-making. The results suggest that "Rarely" users are benefiting significantly from the system, making more evidence-based HR decisions and potentially leading to improved overall HR management.

It's crucial to recognize that the specific context and organizational needs of Quess Corp Ltd. played a pivotal role in these findings. Further analysis and exploration may be required to uncover the underlying mechanisms that contribute to these observed differences.

Null Hypothesis (H0): There is no significant impact of business analytics on the Human Resource Management System (HRMS) in Quess Corp Ltd., and it does not lead to improved employee management.

Alternative Hypothesis (H1): There is a significant impact of business analytics on the Human Resource Management System (HRMS) in Quess Corp Ltd., and it leads to improved employee management.

To prove the desired hypothesis , T- test was employed and analysis was conducted. The test revealed the following:

Based on the provided data, the analysis supports the rejection of the null hypothesis (H_0) in favor of the alternative hypothesis (H_1). The evidence suggests that the implementation of business analytics in the HRMS system at Quess Corp Ltd. indeed has a significant and meaningful impact, leading to improved employee management and evidence-based HR decision-making. These findings emphasize the potential benefits of integrating business analytics into HR systems, ultimately contributing to the overall performance and effectiveness of the organization.

The study conducted a comprehensive analysis to investigate the relationship between respondents' perceptions of Oracle HCM Cloud and its impact on HR processes, performance, and evidence-based decision-making. The results unveiled a strikingly strong positive correlation between respondents' evaluations of Oracle HCM Cloud's effectiveness in streamlining HR processes and its contribution to performance and productivity improvement, with a Pearson correlation coefficient of 1.000 ($p < .001$) based on data from 53 participants. This outcome strongly supports the notion that, according to respondents, Oracle HCM Cloud is highly effective in enhancing HR processes and positively influencing performance and productivity.

Furthermore, the study examined the connection between the frequency of Oracle HCM Cloud usage for HR-related tasks and its influence on the evidence-based nature of HR decisions. The findings showed a statistically significant positive correlation, as indicated by a Spearman's rho of 0.238 ($p = 0.087$), signifying that as the frequency of Oracle HCM Cloud usage increases, there is a tendency for HR decisions to become more evidence-based. However, it's essential to note that the positive correlation coefficient of 0.238 suggests a relatively weak to moderate relationship between these two variables. This implies that while increased usage of Oracle HCM Cloud is associated with more evidence-based HR decisions, other factors may also play a role in influencing the degree of evidence-based decision-making within HR processes.

The regression analysis undertaken in this study has yielded noteworthy findings regarding the relationship between the frequency of utilizing Oracle HCM Cloud for HR-related tasks and its impact on individuals' work. The analysis revealed a statistically significant but relatively modest positive relationship, with an overall correlation coefficient (R) of 0.325 and a p-value of 0.017. This suggests that the frequency of software usage has a discernible impact on work, with approximately 10.6% of the variability in work impact explained by this factor. For each unit increase in the frequency of software usage, the impact on work is expected to increase by 0.367 units, as indicated by the regression coefficients. The model's residuals statistics suggest that, on average, the predictions closely align with the observed values, which indicates the model's accuracy. Nevertheless, it's important to acknowledge that factors not considered in this analysis may also influence work impact.

In summary, the regression analysis further sheds light on the relationship between the number of years of experience within the current organization and individuals' ratings of performance management tools and features within Oracle HCM Cloud. Notably, the findings suggest that as the number of years of experience in the organization increases, the rating of these tools and features tends to decrease. However, it is essential to recognize that the model, while statistically significant, only explains a modest portion of the variance in the ratings. This implies that other unexamined factors may play a substantial role in shaping individuals' perceptions of these tools and features, and a more comprehensive understanding may require additional investigation into these influencing factors.

The research demonstrates that the integration of business analytics with the human resource management system contributes to the enhanced performance of both employees and the organization as a whole. It's important to note that this study is confined to the specific context of Quess Corp Ltd and its utilization of Oracle HCM Cloud, which also means that the conclusions drawn are specific to this particular setting.

5.2.CONCLUSION

In-depth analysis of the study's findings reveals a compelling case for the integration of business analytics into the Human Resource Management System (HRMS) at Quess Corp Ltd. The research demonstrated that this integration has a significant and positive impact on HR processes and employee management. Specifically, the study found that employees who use Oracle HCM Cloud more frequently for HR-related tasks reported a notably higher perception of its effectiveness in facilitating evidence-based HR decision-making. This suggests that the software's utilization translates into more informed and data-driven HR practices, which, in turn, can enhance the overall management of employees within the organization.

Furthermore, the study delved into the correlation between the frequency of Oracle HCM Cloud usage and its influence on evidence-based decision-making in HR. While the relationship was statistically significant, it was not exceedingly strong, implying that factors beyond software usage frequency play a role in shaping the degree of evidence-based decision-making. This finding underscores the multifaceted nature of HR processes, where technological tools like Oracle HCM Cloud can complement but not singularly determine decision-making practices. It also highlights the importance of considering a holistic approach to HR management, combining technology with other influential factors such as experience, organizational culture, and business goals.

The study also explored the relationship between years of experience within the organization and individuals' ratings of performance management tools and features within Oracle HCM Cloud. The findings indicated that as employees' tenure increased, their rating of these tools tended to decrease. While this suggests that seasoned employees may have differing preferences or expectations, it's vital to acknowledge that these ratings are influenced by a multitude of factors. The study offers valuable insights into the nuances of employee perception and experience, shedding light on how organizations can adapt their HR tools and systems to cater to diverse employee needs and expectations.

In conclusion, the research presents a nuanced picture of the impact of business analytics on HRMS within Quess Corp Ltd. The findings highlight the importance of evidence-based decision-making in HR processes and the role that software tools like Oracle HCM Cloud can play in fostering this approach. However, the study also underscores the need for a holistic understanding of HR management, recognizing that technology is just one element in the complex interplay of factors influencing employee management and performance. Ultimately, the study contributes to the evolving field of HR analytics, offering valuable insights that can inform HR strategies and practices in contemporary organizations.

5.3.SUGGESTIONS TO THE ORGANIZATION

"In response to the valuable input from 53 respondents in our recent survey on Oracle HCM Cloud, conducted with reference to Quess Corp Ltd, we are delighted to present the following suggestions to the organization. These suggestions, offered by our dedicated employees, provide valuable insights into how we can enhance our Oracle HCM Cloud implementation to better serve our workforce. These recommendations will not only improve the user experience but also contribute to organizational efficiency and data security.

- 1. Simplify user interface for easier navigation:** Employees at Quess Corp Limited would greatly appreciate a simplified user interface in Oracle HCM Cloud. They rely on this platform for a variety of HR-related tasks and having an intuitive interface would make their daily interactions with the system more efficient and less frustrating. Simplified navigation would enable employees to access critical information swiftly, allowing them to focus more on their work and less on grappling with a complex interface.

- 2. Expand self-service capabilities for employee convenience:** From an employee's viewpoint, expanded self-service capabilities are a means of empowerment and convenience. They can manage personal data, benefits, and leave requests with greater autonomy, reducing their dependence on HR personnel. This not only aligns with the modern trend of self-service in HR but also offers employees more control over their HR-related matters, making their work lives more convenient and less bureaucratic.

3. **Feedback-Driven Updates:** Employees at Quess Corp Limited are the end-users of the Oracle HCM Cloud, and their feedback matters significantly. From their perspective, feedback-driven updates represent an organization that cares about their needs and concerns. Implementing their suggestions demonstrates a commitment to making their work experience better and ensures that the system remains relevant and user-friendly in the fast-evolving world of HR technology.

4. **Customization Options for Role-Specific Efficiency:** Employees at different levels and departments within Quess Corp Limited often have unique requirements and responsibilities. Customization options, seen from their perspective, would mean a more tailored and efficient user experience. This would enable them to access the tools and information directly relevant to their roles, enhancing their job efficiency and overall satisfaction with the Oracle HCM Cloud.

5. **Ensure Data Security and Privacy at the Highest Level:** For Quess Corp Limited employees, data security and privacy are paramount. They entrust sensitive personal and professional information to the system, and any compromise in security can be concerning. From their perspective, ensuring data security at the highest level is not just a suggestion but a fundamental requirement to maintain their trust in the system and the organization. It assures them that their data is handled with the utmost care and safeguards their privacy.

6. Enhance Performance Evaluation: Employees at Quess Corp Limited have a vested interest in the effectiveness of the performance evaluation process. From their viewpoint, an enhanced performance evaluation system means a fairer and more transparent appraisal of their work. It aligns individual goals with organizational objectives, creating a more motivating and engaging work environment. This, in turn, helps employees understand their progress and contributions, making them feel valued and appreciated.

SUGGESTIONS FROM THE RESEARCHER

Data Analytics and Predictive Insights: Leverage the data stored in Oracle HCM Cloud to gain valuable insights into workforce trends and performance. Implement predictive analytics to support decision-making and strategic HR planning.

Enhanced Mobile App Features: focus on improving its features and functionality to make it more user-friendly and comprehensive for employees who are frequently on the move.

Integration with Emerging Technologies: Stay updated with emerging technologies in HR and consider integrating these innovations into Oracle HCM Cloud. Features such as AI-powered analytics or chatbots for HR queries can enhance user experiences and streamline processes.

Compensation Analytics: Implement analytics tools to analyze compensation data, ensuring pay equity and competitive salary structures. This can help in making data-driven decisions for employee compensation and benefits.

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ORGANIZATIONAL WEBSITE

Quess Corp Limited LinkedIn Page <https://in.linkedin.com/company/quess-corp>

Quess Corp Limited
<https://www.quesscorp.com/company-profile/>

Quess Corporate Presentation
https://quesscorp.com/investor/QuessCorporate_Presentation.pdf

Winning Together with Quess Corp
<https://www.quesscorp.com/wpcontent/uploads/2022/08/QuessCorporate-Deck.pdf>

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<https://www.vskills.in/certification/blog/role-of-business-analytics-in-hr/>

Role of Analytics in HRMS
<https://www.linkedin.com/pulse/role-analytics-data-human-resource-management-deependra-singh>

QUESTIONNAIRE



SURVEY ON ORACLE HCM CLOUD WITH REFERENCE TO QUESST CORP LTD.

We value your input and insights regarding your experience using Oracle HCM Cloud in our organization. This survey aims to collect feedback on various aspects such as usability, features, impact on daily work, and learning opportunities. Your responses will be kept confidential, and it will greatly assist me in my Academic research.

Thank you for your valuable participation.

Full Name:

Designation:

Name of the Organization:

1. Years of Experience in Current Organization?

- Less than 1 year
- 1-3 years
- 4-7 years
- 8+ years

2. How frequently do you use Oracle HCM Cloud for HR-related tasks?

- Rarely
- Occasionally
- Frequently

3. Which specific modules or features of Oracle HCM Cloud do you find most valuable for your role?

- Time & Leave
- Career & Performance
- Personal Information & Personal Brand
- Learning & Wellness
- Benefits
- Team Schedule

4. How do you rate the effectiveness of Oracle HCM Cloud in streamlining HR processes?

- Ineffective
- Somewhat Effective
- Very Effective

5. In your opinion, to what extent has Oracle HCM Cloud contributed to improving your performance and productivity?

- Not at all
- Moderately
- Significantly

6. How would you rate the performance management tools and features in Oracle HCM Cloud?

- Poor
- Satisfactory
- Excellent

7. How often do you utilize the Employee Self-Service portal in Oracle HCM Cloud for tasks like leave requests, updating personal information, etc.?

- Rarely
- Sometimes
- Often

8. How effective do you find the learning and development features in Oracle HCM Cloud for accessing training resources and courses?

- Ineffective
- Somewhat Effective
- Very Effective

9. Are you satisfied with how Oracle HCM Cloud handles payroll and compensation processes?

- Dissatisfied
- Neutral
- Satisfied

10. How satisfied are you with the reporting and analytics features provided by Oracle HCM Cloud?

- Unsatisfied
- Neutral
- Satisfied

11. How well does Oracle HCM Cloud support the performance review process and feedback mechanisms?

- Poorly
- Adequately
- Excellently

12. How effective is Oracle HCM Cloud in managing employee recognition and rewards programs within our organization?

- Ineffective
- Moderately Effective
- Highly Effective

13. Are there any specific tasks or processes that you find challenging or inefficient within Oracle HCM Cloud?

- Very Challenging
- Somewhat Challenging
- Not Challenging

**14. Have you experienced any difficulties or delays in accessing or using Oracle
HCM Cloud for HR-related tasks?**

- Frequently
- Sometimes
- Rarely

**15. How has Oracle HCM Cloud helped to improve communication and
collaboration between employees and managers?**

- Not Improved
- Slightly Improved
- Significantly Improved

16. How has Oracle HCM Cloud helped to make HR decisions more evidence-based?

- Not at all
- Moderately
- Greatly

**17. How has Oracle HCM Cloud helped to improve the accuracy and completeness
of employee data?**

- Not Improved
- Slightly Improved
- Substantially Improved

18. How has Oracle HCM Cloud impacted your work?

- Negative Impact
- No Impact
- Positive Impact

19. Has Oracle HCM Cloud made your work easier or more difficult?

- More Difficult
- No Change
- Easier

20. Has Oracle HCM Cloud helped you to be more productive?

- Less Productive
- No Change
- More Productive

21. Has Oracle HCM Cloud helped you to improve the quality of your work?

- Lower Quality
- No Change
- Higher Quality

22. Has Oracle HCM Cloud helped you to learn and grow?

- Didn't help me learn/grow
- No difference in my learning/growth
- Helped me learn/grow

Any suggestions?

.....

SYNOPSIS REGISTRATION FORM

Name of the Student	MADALA DHARMA TEJA
Name of the Organization (Write NA if Academic Research):	QUESST CORP LIMITED.
Reg. No. of the Student	P18IW21M0041
Proposed Master Thesis area: Business Analytics/Finance/HR/Marketing/Entrepreneurship and Startups/Production and Operations	Business Analytics
Title of the Master Thesis	An Empirical study on Business Analytics and its impact on Human Resource Management System with reference to Quesst Corp Ltd.
Objectives of the Research	<ol style="list-style-type: none"> 1. To understand the implementation and utilization of business analytics. 2. To determine the extent to which business analytics influences the efficiency and effectiveness of Human Resource Management Systems. 3. To identify the key metrics and indicators used by Quesst Corp Ltd. to measure the impact of business analytics on Human Resource Management Systems. 4. To explore the opportunities and challenges faced during the integration of business analytics into Human Resource Management Systems.

Madala Dharmatya
Student's Signature: _____

Q.C.
Faculty Guide Signature:

Approved or	If it is disapproved. the reasons for
.....	
POE Signature with	

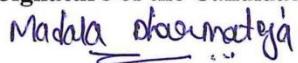
APPENDIX 3

MASTER THESIS WORK PROGRESS REPORT

SL NO	PARTICULARS	
1	Name of the Student	MADALA DHARMA TEJA
2	Registration Number	P18IW21M0041
3	Name of College Guide	Dr. P CHANDRIKA REDDY
4	Name and contact no of the Co-Guide/External Guide (Corporate)	MANIKANTAN - +919066251875
5	Title of the Master Thesis	An Empirical Study On Business Analytics and Its Impact On Human Resource Management System With Reference to Quess Corp Ltd.
6	Name and Address of the Company/Organization where Master Thesis undertaken with Date of starting Master Thesis	QUESST CORP LIMITED. Sky Walk Avenue, 32/4, Hosur Rd, Muneswara Nagar, Roopena Agrahara, Electronic City, Bengaluru, Karnataka 560068.
7	Progress report : A brief note reflecting ,Number of meeting with Guides, places visited, libraries visited, books referred, meeting with persons, activities taken up, preparations done for collection and analysis of data etc.,)	Number of Meetings with Guides: 6 (Once every week) Places Visited: College Library Books Referred: Various journal articles and research-related books Meetings with Persons: Met with professors, experts, and potential participants Activities Taken Up: Conducted literature review, designed research methodology, started data collection, and initiated data analysis preparations.

Date: 08-11-2023

Signature of the Candidate



Signature of the College Guide



MASTER THESIS WORK DAY-WISE WORK REPORT

Day	Date	Work Done
Day 1	04-09-2023	Candidate Registration & Login: Initiated the setup for candidate registration and login process.
Day 2	05-09-2023	E-KYC: Began the implementation of an E-KYC system for candidate verification.
Day 3	06-09-2023	Uploading: Worked on optimizing the uploading process for candidate documents and information.
Day 4	07-09-2023	Contract Issue: Developed and issued employment contracts for new candidates.
Day 5	08-09-2023	E-Signing: Implemented an electronic signing system for contracts and related documents.
Day 6	09-09-2023	Terminate (Termination): Updated the termination process for employees, ensuring compliance with company policies.
Day 7	11-09-2023	Payroll Creation: Initiated the process of creating a streamlined payroll system for efficient salary management.
Day 8	12-09-2023	Bank Details Updation: Integrated a secure system for employees to update their bank details.
Day 9	13-09-2023	Documents Downloading: Enabled employees to easily download necessary documents through a user-friendly platform.
Day 10	14-09-2023	Attended Meetings on Orientation of Nats and Naps Portals: Participated in meetings to understand the orientation of Nats and Naps portals for better integration.
Day 11	15-09-2023	Assigning and Delegating Tasks: Started organizing and delegating tasks to streamline workflow and enhance efficiency.
Day 12	16-09-2023	Record Keeping: Initiated a comprehensive record-keeping process to ensure all data is accurately documented and easily accessible when needed.
Day 13	18-09-2023	Salary Data Enquiry: Initiated a process to inquire about the recent salary credits to employees' accounts and cross-verified with payroll records.
Day 14	19-09-2023	Task Prioritization: Discussed with the team lead to prioritize upcoming tasks and projects based on organizational goals and deadlines.
Day 15	20-09-2023	Started the process of updating establishment registrations and profiles in the NAPS portal.
Day 16	21-09-2023	Initiated the update of establishment registrations and profiles in the NATS portal.

AN EMPIRICAL STUDY ON BUSINESS ANALYTICS AND ITS IMPACT ON HUMAN RESOURCE MANAGEMENT SYSTEM WITH REFERENCE TO QUESST CORP LTD.

Day 17	22-09-2023	Worked on streamlining the process of claim submission for employees.
Day 18	23-09-2023	Enhanced skills and utilized VLOOKUP function in Excel for data analysis.
Day 19	25-09-2023	Set up and organized email accounts for NAPS candidates.
Day 20	26-09-2023	Conducted E-KYC processes using Google Meet for remote verification.
Day 21	27-09-2023	Continued updating establishment registrations and profiles in the NAPS portal.
Day 22	28-09-2023	Progressed the update of establishment registrations and profiles in the NATS portal.
Day 23	29-09-2023	Refined the claim submission process to ensure accuracy and efficiency.
Day 24	30-09-2023	Applied VLOOKUP function to analyze data and make informed business decisions.
Day 25	02-10-2023	Continued setting up and managing email accounts for NAPS candidates.
Day 26	03-10-2023	Conducted E-KYC processes using Google Meet for a group of candidates, improving verification efficiency.
Day 27	04-10-2023	Made significant progress in updating establishment registrations and profiles in the NAPS portal.
Day 28	05-10-2023	Made significant progress in updating establishment registrations and profiles in the NATS portal.
Day 29	06-10-2023	Addressed and resolved any issues in the claim submission process to ensure seamless operations.
Day 30	07-10-2023	Explored advanced features of VLOOKUP to enhance data analysis capabilities.
Day 31	09-10-2023	Completed setting up email accounts for NAPS candidates, ensuring smooth communication.
Day 32	10-10-2023	Implemented an electronic signing system for contracts and related documents.
Day 33	11-10-2023	Started reporting daily tasks and progress on the deepofix portal to maintain a transparent and organized record of activities.
Day 34	12-10-2023	Conducted E-KYC processes using Google Meet for remote verification.
Day 35	13-10-2023	Initiated a comprehensive record-keeping process to ensure all data is accurately documented and easily accessible when needed.
Day 36	14-10-2023	Initiated the process of creating a streamlined payroll system for efficient salary management.

Day 37	16-10-2023	Attended Meetings on Orientation of Nats and Naps Portals: Participated in meetings to understand the orientation of Nats and Naps portals for better integration.
Day 38	17-10-2023	Worked on optimizing the uploading process for candidate documents and information.
Day 39	18-10-2023	Implemented an electronic signing system for contracts and related documents.
Day 40	19-10-2023	Updated the termination process for employees, ensuring compliance with company policies.
Day 41	20-10-2023	Conducted E-KYC processes using Google Meet for a group of candidates, improving verification efficiency.
Day 42	21-10-2023	Initiated the process of creating a streamlined payroll system for efficient salary management.
Day 43	23-10-2023	Initiated the update of establishment registrations and profiles in the NATS portal.
Day 44	24-10-2023	Began the implementation of an E-KYC system for candidate verification.
Day 45	25-10-2023	Exit Formalities: Completed all necessary exit procedures, including returning access badges, completing final paperwork, and ensuring compliance with the company's exit protocols.

Madala Dharmateja
Signature of the Student



Assistant Manager

APPENDIX 5A

MASTER THESIS WORK

WORK DONE DIARY FOR ORGANIZATIONAL RESEARCH

Sl No	Work to be Done	Date/s of Work Completion	Remarks	Signature of the Guide
01	Review of Literature and Research Design	26-08-2023	<i>Approved</i>	<i>pvt</i>
02	Pilot Study	28-08-2023	<i>Approved</i>	<i>pvt</i>
03	Synopsis Submission	31-08-2023	<i>Approved</i>	<i>pvt</i>
04	1. Organizational profile 2. McKinsey's 7-S Framework or Business Model Canvas 3. Theoretical Background of the Study	11-09-2023	<i>Approved</i>	<i>pvt</i>
05	Collection of Data	18-09-2023	<i>Approved</i>	<i>pvt</i>
06	Data Analysis and Interpretation	25-09-2023	<i>Approved</i>	<i>pvt</i>
07	Summary of Findings, Conclusions, and Suggestions	09-10-2023	<i>Approved</i>	<i>pvt</i>
08	Preparation and Submission of Report	25-10-2023	<i>Approved</i>	<i>pvt</i>



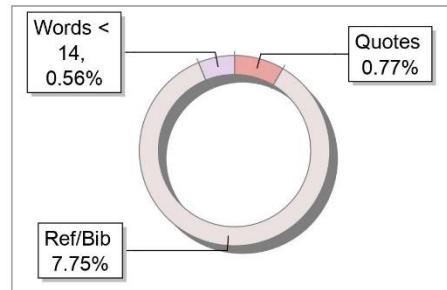
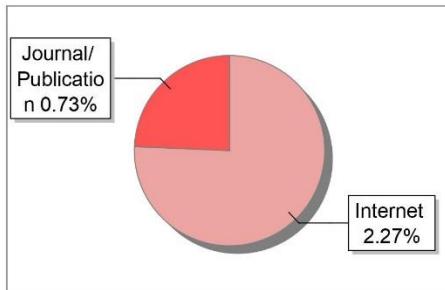
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Submission Information

Author Name	MADALA DHARMA TEJA
Title	AN EMPIRICAL STUDY ON BUSINESS ANALYTICS AND IT..
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Submission Date	2023-11-10 10:44:40
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3	Using Business Analytics to Enhance Dynamic Capabilities in Operations Research by Conboy-2019	<1	Publication
4	Thesis Submitted to Shodhganga Repository	<1	Publication

EXCLUDED PHRASES

1 st. francis college