

## Summary

E-HRM is the hottest research topic in the FMCG sector. Like Electricity, HR professionals also have chosen E-HRM for its advantages and user-friendliness in the working field. The advancement of IT and its presence everywhere (like God particle) become the principal factor to assist any organization or business. The advancement of IT is the primary influencer to rapid change in Human Resource Management practice, and it helps in the reengineering of the HR functions. This study aims to investigate the impact of e-HRM on the transactions of FMCG companies in West Bengal.

This study aims to identify the principal influencing factors and measure the impact of e-HRM over traditional HRM in the selected FMCG organizations. In this Research work, 150 respondents (n=150) are taken as sample size who are specially working with the e-HRM system. Data was collected with the help of the survey method. Correlation, Multiple Linear Regression (MLR), Paired sample t-test has been used to determine the relations between drivers of E-HRM and the benefits of E-HRM. Box plot and paired sample t-test have been used to determine the significant difference in E-HRM and traditional HRM. E-T graph was build to find out the relation between E-HRM efficiency and transactional time.

The result shows a significant positive interrelationship among three key dimensions about the impact of e-HRM (Financial benefit, Employee satisfaction, and Strategic capability) with different types of e-HRM practice (Operational, Transformational, and Relational). The overall impact of e-HRM has a positive and significant relationship with all types of e-HRM practice. It also shows a clear difference in E-HRM and normal HRM, and E-HRM has the most advantages over traditional HRM. Efficiency and transactional time (E-T graph) have a negative relation. Four Zones of E-T graph specifies HR professionals' conditions from skill, performance, and innovation perspectives.

It can be concluded that FMCG companies are mainly practices three types of e-HRM function (Operational, Relational, and Transformational). Most of the FMCG sector adopts E-HRM for its principal three benefits: financial benefit, strategic capability, and employee satisfaction. The operational, relational and transformational functions positively lead to the financial benefit, strategic capability, and employee satisfaction. E-HRM has advantages over HRM functions over normal HRM. E-HRM efficiency leads to decreasing the transactional time. There is a flow from competitive disadvantage to competitive advantage using E-HRM to take advantage of the market.