



A Study On Role Of Technology In Hr Process At Otto Clothing Pvt Ltd

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Abstract: This study explores how Otto Clothing Pvt. Ltd., a leading men's fashion brand in South India, integrates technology into its Human Resource (HR) processes. Digital tools like biometric attendance, online onboarding, and HRIS are used to enhance recruitment, documentation, and employee engagement. Primary data from 113 employees was analyzed using Chi-square, Correlation, and ANOVA. The study finds that while technology improves speed and transparency, challenges remain in training and technical support. Suggestions for improvement are also discussed.

Index Terms - HR Technology, HRIS, Biometric Attendance, Digital Onboarding, Recruitment Process, Employee Engagement.

I. INTRODUCTION

Technology plays a vital role in transforming traditional HR practices into modern, tech-driven systems. Otto Clothing Pvt. Ltd. uses various digital platforms to streamline HR functions such as onboarding, attendance tracking, leave management, and employee communication. The adoption of HRIS and mobile applications has enabled better data handling and improved operational efficiency. This paper investigates the role and effectiveness of these technologies in Otto's HR framework.

II. REVIEW OF LITERATURE

Dr. Rekha N. Patil (2024) emphasized the role of the Technology Acceptance Model (TAM) in HRIS adoption, stating that perceived ease of use and perceived usefulness are critical for successful implementation. The study showed that employee participation and feedback significantly influence HR tech adoption. **Neha Prasad and Shruti Bhonsle (2024)** studied the challenges faced by HR professionals while adopting digital tools. Their research identified gaps in employee training, resistance to change, and lack of digital literacy as major hurdles in smooth implementation. **Ankita U. Manekar (2024)** highlighted how cloud-based HR systems are transforming mid-sized firms. The study emphasized the role of Software-as-a-Service (SaaS) platforms in reducing manual errors, improving record keeping, and enhancing employee access to HR services. **Amit Singh and Neeraj Sharma (2023)** investigated the adoption of biometric systems for attendance and access control. Their study concluded that biometric tools improved punctuality and minimized payroll fraud but required proper maintenance and data privacy protocols. **Sahar Vahdat (2021)** examined the influence of technology on HR practices during the COVID-19 pandemic. The study revealed that organizations that had already invested in digital platforms were able to maintain employee communication and engagement effectively during remote operations. These studies show that while technology enhances HR's capacity, proper implementation and employee training are key to success.

III. OBJECTIVES OF THE STUDY PRIMARY OBJECTIVE

- To study the role of technology in HR process at otto clothing Pvt Ltd.

SECONDARY OBJECTIVES

- To explore the recruitment process and onboarding procedure.
- To identify areas for improvement in the documentation process for employee.
- To explore attendance tracking and leave management system.

IV. RESEARCH METHODOLOGY

RESEARCH DESIGN

Descriptive research design is a powerful tool used by scientists and researchers to gather information about a particular group or phenomenon. This type of research provides a detailed and accurate picture of the characteristics and behaviours of a particular population or subject.

AREA OF STUDY

- The research was conducted at **Otto Clothing Private Limited**, from **February to May 2025**.

POPULATION AND SAMPLING

- **Population Size:** The total employee population at the selected location was approximately **230**.
- **Sample Size:** A sample of **113 employees** was selected for the study.
- **Sampling Technique:** The study used **Simple Random Sampling**, a probability sampling technique, ensuring that every individual had an equal chance of being selected.

DATA COLLECTION METHOD PRIMARY DATA

- ❖ The primary data is collected with the help of questionnaire. The questionnaire will be designed to obtain necessary information that can help to fulfil my research.

SECONDARY DATA

- ❖ The secondary data were collected from the Articles, Journals, websites etc.

V. TOOLS USED FOR ANALYSIS

CORRELATION: Used to measure the relationship between technology usage in HR and employee satisfaction, indicating how digital systems impact HR effectiveness.

CHI-SQUARE: Used to determine the association between the job source and recruitment satisfaction, identifying statistically significant relationships.

ONE-WAY ANOVA: Used to assess whether there are significant differences in HR technology satisfaction across various employee groups, such as departments or age groups.

V. ANALYSIS AND INTERPRETATION

Test Type	Variables Tested	Test Statistic	Significance (p-value)	Inference
Chi-Square Test	Job Opening Source VS Hiring Experience	$\chi^2 = -41.604$	$p = 0.000$	Significant relation between Job Opening Source and Hiring Experience
Correlation Test	Document Updates VS Document Clarity Instructions	$r = +0.482$	$p < 0.01$	Positive correlation between Document Updates and Document Clarity Instructions
One-way ANOVA	Attendance Difficulties VS Leave Apply Method	$f = 4.211$	$p = 0.003$	Significant relationship between Attendance Difficulties and Leave Apply Method

VI. FINDINGS

- ❖ It is found that 80.5% of the respondents are male.
- ❖ It is found that 41.6% of the respondents are Under Graduate.
- ❖ It is found that 44.2% of the respondents are working as sales executive.
- ❖ It is found that 34.5% of the respondents get their job through Employee Referral.
- ❖ It is found that 80.5% of the respondents said Yes to receiving proper training during onboarding.
- ❖ It is found that 84.1% of the respondents said yes on all time receive the necessary resources on time.
- ❖ It is found that 85% of the respondents said that they yes on all time received clear instruction about the required documents.
- ❖ It is found that 65.5% of the respondents said they always updates the submitted documents.
- ❖ It is found that 47.8% of the respondents said that the documentation process will take 1 to 3 days.
- ❖ It is found that 80.5% of the respondents said Yes, they upload documents through an HR platform.
- ❖ It is found that 51.3% of the respondents said that attendance is marked through biometric.
- ❖ It is found that 36.3% of the respondents said they face other difficulties with attendance tracking
- ❖ It is found that 95.6% of the respondents said yes to having clear information on leave balances and approvals.
- ❖ It is found that 84.1% of the respondents said they plan their leaves in advance efficiently.
- ❖ It is found that 54.9% of the respondents agree that HR technology improves their overall experience.

VII. SUGGESTIONS

- From the data analysis it is found that 44.2% of respondents are sales executives, it's advisable to implement targeted on boarding and coaching programs tailored specifically for this role to enhance their productivity and engagement.
- With 80.5% of respondents confirming effective onboarding training, standardizing the process across departments and incorporating interactive learning modules can further enhance consistency and engagement.
- As only 47.8% of respondents completed the documentation process within 1–3 days, so can introducing automation and real-time verification systems can streamline the process and reduce delays and the process can be effectively done.
- From the data analysis it is found 51.3% of respondents use biometric systems for attendance, expanding biometric infrastructure and offering alternatives like mobile check-ins can improve accessibility and accuracy.

- From the data analysis it is found that 36.3% of respondents are facing difficulties with attendance tracking, so we recommended to implement automated attendance management systems that offer real-time tracking, reduce manual errors, and enhance overall efficiency.

VIII. CONCLUSION

The study conducted at Otto Clothing Pvt. Ltd. emphasizes the vital role technology plays in enhancing HR processes and workforce management. The findings show that most employees are satisfied with digital recruitment, onboarding assistance, and attendance tracking, indicating successful implementation of HR technology. Respondents shared that digital tools have improved efficiency, job clarity, and communication. However, areas such as technical support during onboarding and performance-based motivation still require attention. Despite these gaps, Otto demonstrates strong efforts in adopting modern HR systems. The integration of HRIS, biometric tools, and document automation reflects the company's commitment to digital transformation. Continuous training, feedback mechanisms, and system upgrades are essential. Strategic use of AI and mobile platforms can further improve engagement. Overall, Otto is on the right path toward building a tech-enabled, productive HR environment.

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