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AN ANALYTICAL STUDY ON THE IMPACT OF HR AUTOMATION TOOL ON HR EFFICIENCY AT AARDHRAA TECHNOLOGIES PRIVATE LIMITED, KURICHI, THANJAVUR

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ABSTRACT:

The rapid advancement of information technology has significantly transformed traditional human resource management practices. HR automation has emerged as an essential tool for improving efficiency, accuracy, and effectiveness of HR functions in modern organizations. The present study entitled "An Analytical Study on the Impact of HR Automation Tools on HR Efficiency at Aardhraa Technology Private Limited, Kurichi, Thanjavur" aims to analyze the role and impact of HR automation tools on various HR activities and overall organizational efficiency.The study focuses on understanding employee awareness, usage, and satisfaction levels towards HR automation systems such as payroll management, attendance tracking, leave management, and employee data management. Primary data were collected through a structured questionnaire administered to employees of the organization, while secondary data were collected from books, journals, websites, and company records. The collected data were analyzed using statistical tools such as percentage analysis, mean score analysis, and correlation analysis to derive meaningful interpretations.The findings of the study reveal that HR automation has considerably reduced manual work and paperwork, improved accuracy in payroll and record maintenance, and saved significant time in HR operations. The study also highlights that HR automation has enhanced transparency, communication, and accessibility of HR services, leading to improved employee satisfaction and engagement. Although a few employees faced minor difficulties during the initial implementation stage, training programs and continuous support helped in overcoming these challenges.Overall, the study concludes that HR automation tools have a positive and significant impact on HR efficiency and contribute to better decision- making and strategic HR management. The study suggests that continuous system upgradation, training, and effective utilization of HR automation tools will further strengthen HR performance and organizational growth.

Keywords: *HR Automation, HR Efficiency, Human Resource Management, Technology, Organizational Performance*