(12) PATENT APPLICATION PUBLICATION

(19) INDIA

(22) Date of filing of Application: 10/05/2022

(21) Application No.202241026857 A

cottam campus, Kannampalayam, Coimbatore - 641402 -

(43) Publication Date: 13/05/2022

(54) Title of the invention: IMPACT OF HR STRATEGY LINKAGE WITH BUSINESS STRATEGY ON ORGANIZATIONAL **EFFECTIVENESS**

 $(51) \ International \ classification \ \ \frac{:}{G06Q0010060000}, \ G06Q0010100000, \ G06Q0099000000, \ G06Q0030020000, \ G09B0019180000$ (86) International Application :PCT// :01/01/1900

Filing Date (87) International Publication : NA (61) Patent of Addition to Application Number Filing Date (62) Divisional to Application :NA :NA Number Filing Date

3)Dr. P.Bhanumathi

4)Mr. Sarath Kumar Y

(71)Name of Applicant:

4)Mr. Sarath Kumar Y 5)Mrs. G. Revathi 6)Ms. A. Harini 7)Dr. S. Umamaheswari 8)Dr. K. Ravindran 9)Mrs. Varshini S K 10)Dr. R. Ramprabu 11)Dr. S. Parameswaran Name of Applicant: NA 4ddress of Applicant: NA (72)Name of Inventor: 1)Dr. J. Niruba rani 4ddress of Applicant: Profes

Address of Applicant :Professor / Head, RVS institute of management studies, Kumaran kottam campus, Kannampalayam, Coimbatore - 641402 ------

2)Dr. Raji Jennet

Address of Applicant : Assistant Professor, Department of Management – MBA KV Institute of Management and Information Studies, Sathy Road, Kurumbupalayam Post, Coimbatore –

1)Dr. J. Niruba rani
Address of Applicant :Professor / Head, RVS institute of management studies, Kumaran

3)Dr. P.Bhanumathi

3)Dr. F.Banumatni Address of Applicant : Assistant Professor, Ramaiah Institute of Management, Gate No – 8, General Science Building, 'C' Block, MSRIT Post, MSR Nagar, MSRIT Campus, Bangaluru -560 054

Address of Applicant :Assistant Professor, School of Commerce, Reva University, Rukmini Knowledge Park, Kattigenahalli, SH 104, Srinivasa Nagar, Bengaluru - 560064

5)Mrs. G. Revathi

Address of Applicant: Assistant Professor, Department of Commerce, AIMAN College of Arts and Science for Women, K.Sathanur, Trichy - 620021

7)Dr. S. Umamaheswari Address of Applicant : Assistant Professor, Department of Commerce, VET Institute of Arts and Science (Co-education) College, Thindal, Erode -638012 ------

8)Dr. K. Ravindran

Address of Applicant :Associate professor, Department of Business Administration, Kalasalingam Academy of Research and Education (Deemed to be University), Krishnankoil -

9)Mrs. Varshini S K Address of Applicant :Assistant Professor, Department of Commerce and Management, Seshadripuram College, Nagappa street, kumara Krupa road, Seshadripuram, Bangalore-

Address of Applicant :Assistant Professor, Department of Social Work, Periyar Maniammai Institute of Science & Technology, Vallam, Thanjavur - 613 403

(57) Abstract:

[010] The research work determined to know the nature of strategic human resource management, people and process-oriented role of HR, HR architecture dimension, quality of linkage of HR strategy with business strategy and the impact of HR strategy linkages with business strategy on organizational effectiveness. The causal relationships between 19 independent variables and four dependent variables have been established. The subject matter of the work was 60 sample firms under Fortune 1000 companies operating in India. The results indicate that strategic human resource management is having considerable impact on firm performance in the form of financial, customer, employee and social performances. The empirical data were provided by 60 top and line management respondents, 60 HR professionals and 360 employee respondents covering 60 sample companies. It has been observed that strategic human resource management is firm-specific and industry-specific. The success of SHRM relies on top and line management support, encouragement, and commitment. The HR professionals have learnt the rope of business paradigms in terms of the knowledge, exposure, and wisdom of corporate strategy, corporate objectives, technology, customer focus, production intricacies, and economic conditions.

No. of Pages: 25 No. of Claims: 6