

HUMAN RESOURCE ANALYTICS ADOPTION MODEL IN INDIAN STARTUPS

S. Singh* and N. Chatterjee

IBS Business School, IFHE University, Hyderabad, India

**sharda.singh@ibsindia.org*

Abstract

The purpose of the study is to examine the relevance of Vargas et al., (2018) HR analytics adoption model among Indian startups. The data was collected using a structured questionnaire from founders & managers, and the employees of Indian startups. Structural equation modeling is used to test the multiple mediator models. The results indicate that technological and quantitative self-efficacy determines an individual's attitude toward HR analytics adoption. If the self-efficacy is high, the individual's attitude will be positive towards adopting analytics. Further, the positive attitude coupled with positive social influence and ease of trialability can positively impact the level of HR analytics adoption. This is one of the initial studies that tries to examine HR analytics adoption in Indian startups. Ninety percent of Indian startups have failed within five years of their conception. This study will help the startups deal with one of the biggest challenges of people & talent management.

Keywords: Adoption, Analytics, Human resource, Startups, India