HR YOUNG GUNS

HR FROM THE CLASSROOM

Every month in this section, **HRM** speaks to a young and precocious university talent hoping to carve out a career in the HR industry upon the completion of his or her studies.

What attracted you to HR? Why are you studying it?

My first brush with HR was an unpleasant one in my first job experience immediately after my A levels. Although I had almost no experience in HR at that time, I could easily list out a number of things I felt I could have done better if I had worked in the HR department. Through that bad experience, I realised first-hand how HR policies can have a direct impact on employee satisfaction and in turn, the overall performance and culture of a company. In addition, I often find myself playing the role of a mediator during conflicts and I find that I am comfortable in analysing difficult situations and providing guidance to my peers. I think these traits are especially relevant to HR. HR also provides a unique environment where I can further hone and develop them.

What aspect of HR do you hope to specialise in upon graduation?

I would really like to specialise in the area of HR analytics. Being an undergraduate in Information Systems at SMU with a second major in Organisational Behaviour and HR gives me a unique perspective on how analytics can possibly disrupt (in a positive way) HR as we know it today. Having worked on analytics solutions, I have seen how analytics plays a critical role in key business components such as Marketing. I envision that HR analytics will have huge potential in improving and helping HR managers make more informed decisions in areas such as talent management, recruitment, training and development, and retention.

The top three things you want from your HR career

Firstly, I would like to hone my skills sufficiently to become an expert in the HR analytics field so that I can make use of analytics to predict internal HR trends for my company. Secondly, I would like to work as an HR analytics consultant and provide strategic advice to organisations on analytics best practices that can be applied across the HR field. Lastly, I would like to be a mentor to those who are interested in pursuing analytics in HR and provide them with insightful guidance based on my experience.

What challenges do you anticipate?

As analytics is still relatively new to HR, I foresee challenges in shifting the mindsets of HR professionals and normalising the usage of analytics in the decision-making processes. It will indeed be a challenge to not only be able to identify key matrices for analysis, but also to be able to draw clear lines between system-made decisions and human-made decisions.

My HR career five years from now

I would work towards becoming a specialist in HR analytics but before that, I would like to expose myself to different projects in different areas within HR to gain more experience and greater insights. I think having broader experience will better prepare me for furthering my career in HR analytics.

Joey Zeng Ying

Final year student, Second major in Organisational Behaviour and Human Resources, SMU School of Information Systems

Hobbies and inspiration

I like travelling because it increases my exposure and gives me the unique opportunity to learn new things about different people and cultures. Having said that, I also appreciate the pleasure of just picking up a book and spending some quiet time alone to recharge over a cup of tea.