

BACKGROUND OF HUMAN RESOURCE MANAGEMENT (HRM)

- Human resources are the most valuable asset of a nation and organization.
 - National development depends largely on human capability.
 - Effective HRM leads to economic, political, and social stability.
 - Countries focus on developing high-performance HR systems.

EVOLUTION OF HRM IN THAI PUBLIC SECTOR

- Sukhothai Period: Patronage-based appointments.
 - Ayutthaya & Early Rattanakosin: Division of labor, discipline, loyalty.
 - Reign of King Rama V: Administrative reform into ministries.
 - Shift toward merit-based recruitment and competency.

HRM IN THAI BUSINESS SECTOR

- Influenced by foreign investment and globalization.
 - Faster development than public sector HRM.
 - Focus on competitiveness and sustainable development.
 - Growth of labor protection and labor relations laws.

GLOBAL EVOLUTION OF HRM

- Ancient Era: Early division of work and wage systems.
 - Industrial Revolution: Factory system and labor specialization.
 - Modern Era: Scientific Management and Human Relations.
 - Contemporary Era: Strategic and integrated HRM.

SCIENTIFIC MANAGEMENT – FREDERICK W. TAYLOR

- Time and motion studies to improve efficiency.
 - Scientific selection and training of workers.
 - Clear separation between planning and execution.
 - Performance-based compensation systems.

HENRY L. GANTT

- Developed Gantt Chart for project planning and control.
 - Introduced bonus systems for supervisors and workers.
 - Emphasized social responsibility in management.

HUMAN RELATIONS APPROACH – HUGO MÜNSTERBERG

- Applied psychology to industry.
 - Aptitude testing for job matching.
 - Psychological training and worker motivation.

MARY PARKER FOLLETT

- Management as a social process.
 - Conflict resolution through integration (win-win).
 - Authority based on situation, not position.

ELTON MAYO AND HAWTHORNE STUDIES

- Group norms influence productivity.
 - Psychological rewards more important than monetary incentives.
 - Workers act as members of social groups.

CONTEMPORARY CHANGES IN HRM

- Labor laws, safety, and anti-discrimination regulations.
 - Globalization and technological advancement.
 - Knowledge workforce and intellectual capital.
 - Digital HR systems and internet-based value chains.

INTEGRATED HR DEVELOPMENT MODEL

- Individual Development (ID).
 - Career Development (CD).
 - Organization Development (OD).
 - Integration of individual, team, and organizational learning.

MODERN HRM PARADIGM

- System redesign and strategic HR cycle.
 - Technology-driven recruitment and evaluation.
 - Performance and competency-based rewards.
 - Data-driven decision making.

CURRENT HRM CHALLENGES

- Overemphasis on money over people.
 - Inconsistent organizational policies.
 - Compensation and performance evaluation issues.
 - Limited creativity due to rigid job specialization.

CORE PRINCIPLES OF HRM

- Recruit, develop, retain, and utilize talent.
 - Flexibility according to environment.
 - Balance employee compensation and fairness.
 - Respond to labor market conditions.

DESIRED CHARACTERISTICS OF MODERN HRM

- Systematic and measurable HR practices.
 - Short-, medium-, and long-term goals.
 - Effective recruitment and KM-based development.
 - Technology adoption and psychological awareness.

CASE STUDY: SCG HRM

- Selective recruitment of high-quality employees.
 - Strong emphasis on continuous development.
 - Alignment of HR strategy with corporate vision.