

The Effect of Digital HR Practices on Learning Culture and Organizational Efficiency: An Empirical Economics Study

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Abstract: This study aims to examine the relationship between digital HR practices (DHR), a corporate learning culture (LC) and organizational efficiency (OE). The design of the study was quantitative cross sectional with N = 200 IT professionals from two software companies of the city of Hyderabad in India. Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to assess the structural model. The empirical results show that digital HR tools have a strong direct effect on the formation of a learning culture ($\beta = 0.659$, $p < 0.001$) and significant direct effect on organizational efficiency ($\beta = 0.298$, $p < 0.001$). Besides, learning culture also significantly affects efficiency measurements ($\beta = 0.410$, $p < 0.001$), and it acts as a partial mediator. The detailed system explains 51.1% of the variance of organizational effectiveness

Keywords: Digital HR Practices, Learning Culture, Organizational Efficiency, Mediation Analysis, PLS-SEM

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