Title: How your I-O psychology training has prepared you handle the big, complex, and scary world of data analytics

Presentation Abstract

Organizations, looking for new ways to collect and harness big data, are scouring the Internet in search of untapped outlets of information about job applicants and are using analytics on their internal big data generated by internal HRIS and processes. Despite being experts in organizational systems, quantitative and research methodologies, human behavior, and organizational change, human resource professionals are often intimidated by big data and analytics and are left out of critical analytic business planning, implementation, and evaluation conversations. While it is undeniable that technology has the capability to enhance human resource decision-making, the strong emphasis on technology also highlights the importance of asking the right questions, having the right measures, using the proper analyses, correctly interpreting the results, and knowing social, business, and legal environment in which results will be used. This presentation will illustrate how the training in industrial–organizational psychology and the knowledge and expertise that human resource professionals have make them perfectly poised to partner with technology experts and shape the future use of technology, data, and analytics in human resource management.

Press Paragraph

Organizations are continually looking to leverage internal and external data to improve their HR practices. Despite being experts in a number of related areas, those with I-O psychology and HR training are often intimidated by big data and analytics and are left out of critical analytic business planning, implementation, and evaluation conversations. This presentation will illustrate how the training in industrial–organizational psychology and the knowledge and expertise that human resource professionals have make them perfectly poised to partner with technology experts and shape the future use of technology, data, and analytics in human resource management.