

HUMAN RESOURCE MANAGEMENT: THE TRANSFORMATIONAL PHASE

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The phase of the COIVID 19 Pandemic has introduced a drastic transformation to the field of Human Resource Management requiring immediate acceptance, learning, and adaptability of technology and changes in the mannerism of operations. i.e., from a contact-based approach to a new contactless digital presence, from that of round table conferences to web-based conferences. Presenting a big challenge to the field of Human Resource Management to ensure the efficiency of operations in the organization with the limitations on the freedom of movement and access and the threats presented to the physical and mental health whilst also preparing to face the challenges to come for the post-pandemic era and opening of the economies challenges to balance the changes in the work environment pre and post-pandemic. The emergence of accelerated development in the field of technology and communication has led to the introduction of new trends in the field of Human Resource Management.

Key Words: Human Resource Management, New Trends, Pandemic

Introduction :

The era of the COIVID 19 Pandemic has introduced a drastic transformation to the field of Human Resource Management requiring immediate acceptance, learning, and adaptability of technology and changes in the mannerism of operations. i.e., from a contact-based approach to a new contactless digital presence, from that of round table conferences to web-based conferences. Presenting a big challenge to the field of Human Resource Management to ensure the efficiency of operations in the organization with the limitations on the freedom of movement and access and the threats presented to the physical and mental health whilst also preparing to face the challenges to come for the post-pandemic era and opening of the economies challenges to balance the changes in the work environment pre and post-pandemic. The emergence of accelerated development in the field of technology and communication has led to the introduction of new trends in the field of Human Resource Management.

Definition :

Human Resource Management: The productive and methodical management of people in a company or organization in a scientific, systematic, and rational manner to ensure their contribution towards being able to gain a competitive edge. In simple words, it is aimed at all activities aimed at enhancing the performances of the employees and motivating them towards the achievement of the strategic objectives of an organization.

New Trend: A new trend is a direction in which something is transforming, growing, deviating, or moving forward

Pandemic: a disease epidemic that spans a large geographic region (such as many continents or nations)

and often affects a sizable section of the population.

Objectives of the Study

To study the recent trends in the field of Human Resource Management

Methodology

The study aims to explore the recent trends in the field of Human Resource Management emerging on the backdrop of the COVID-19 Pandemic and the advancement of technology. Relevant research articles and reports were discovered for this review using the databases of Google scholar, ResearchGate, and other research journals

Limitations of the study

The study aims to explore the recent trends in the field of Human Resource Management emerging on the backdrop of the COVID-19 Pandemic and the advancement of technology based on secondary information published, however the study covers the impact of the new trends on the performance of the employees and the organisational overall.

Review of Literature

Human resource management (HRM) is a terminology used extensively in the current organizational environment. HRM can be defined as the sum of policies developed and designed to optimize the process of integration of organizational human resource, dedication, and commitment of the employee, work flexibility, and the quality of work. (Guest, 2007).

The Process of Globalization and integration is what contributes largely to the world economy which is existent in the current times and leads emergence of strong competition among businesses where each business seeks a stable position whilst aiming for a prospect of future growth and development. (Horska et al., 2008).

The growth in the organizations in the Czech Republic and Slovakia as a result of rapid globalization brings forth the necessity for adaptability and flexibility in understanding and meaning of the term Human Resource Management (HRM) which is being used extensively but imprecisely defined. Based on theoretical work in the field of organizational behavior, HRM can be defined as a set of policies designed to maximize organizational integration, employee commitment, flexibility, and quality of work (Guest, 2007). The current developments in the world economy stem mostly from globalization and integration processes. Under the strong competitive forces, so significant in the current business environment, businesses seek a stable position with a perspective of further development (Horska et al., 2008).

HRM functions as a formal system established in an organization that contributes towards the efforts of attempting to achieve its vision and mission can be achieved. Procurement of employees, selection, onboarding, performance appraisal, on-the-the-job training, performance evaluations, training, retraining, performance evaluations, and norms for employees are the aspects of human resource management.

Organizations across the world have adapted to the advantage of globalization for customer acquisition across borders. Globalization has therefore enforced the necessity for value addition to HR practices through transformation and integration of Human Resources as one of the primary processes in the

business (Chambers, 2013).

According to Colin, Ng, and Lee (2016), there is evidence indicating the significance of the contribution of Human resource management practices adopted on the overall performance of organisations and successful implementation of good human resource practices have contributed to the well-being of various organizations.

Discussion : The Recent trends in Human Resource Management leading to transformation

- 1. Remote Work/ Work from Home:** Remote Location work Culture One of the major transformations witnessed on account of a sudden outbreak of the COVID 19 Pandemic leading to a global lockdown. The Organisations are not being equipped infrastructurally and technologically enforced to adapt to the work-from-home culture leading to a state of emergency in providing the employees with the necessary tools and training.

Remote work culture has now become a regular practice even after the subsiding of the pandemic and has proved to be equally productive and at times more efficient as compared to the traditional approach. Many organizations have also adopted the hybrid model of work in the office blended with work-from-home culture.

- 2. Platforms for Digital Collaboration and Exchange:** Workspace being transformed from physical to digital led to the emergence of the development of various technological tools and platforms to ensure the establishment of efficiency in the process of collaboration across remote digital locations. Various platforms such as Google Meet, Zoom, Microsoft Teams, etc. were developed and gained mass acceptance. To ensure safety and security many organizations developed in-house software and platforms to ensure digital collaborations. The current technological research is aimed at the improvement of digital collaborations to mirror the human-to-human interaction interface.
- 3. Remote learning:** Learning is an important factor for an efficient workforce was however limited to the constraints of infrastructure, time, finance, place, number of beneficiaries, and their immediate evaluation. The Pandemic led to the emergence of the importance of the E-Learning Module introducing a larger number of beneficiaries to video conferencing, virtual rooms, and online evaluation also opening a world of opportunities to upgrade one's knowledge related to an employee's area of specialization and beyond. Remote learning is now adopted by organizations and led to the creation of time and space utility.
- 4. HRM and Big Data:** Big data has been one of the prime drivers for organizations across the globe and the science of data analytics is being adopted worldwide as a part of strategic planning and implementation. The use of Data, Machine Learning, and Artificial Intelligence has now become an important element of the Human Resource Management processes of recruitment, selection, employee engagement, appraisal, etc.
- 5. Digital Friendly Recruitment:** In the current globalized competitive business markets it is a challenging task to announce the organizational requirements on a global level and to identify

and acquire the top talent from across borders, this has led to the revolutionary change in process of recruitment with at many organizations adopting 100% digital recruitment process through various software and mobile applications, digital interfaces accessible to the prospective candidates from their PDA's.

6. **Ethical Leadership:** The introduction of the world of technology, data science, and digital tracing and tracking of employee work and progress and an open platform for communication and discussion across all levels of management has ensured a higher degree of transparency in the process of recruitment, selection, appraisals (monetary and otherwise) leading to an increase in the ethical leadership practices also eliminating biased practices to a significant level.
7. **Augmented Reality and Virtual Reality:** Augmented reality which recreate a real-world scene and virtual reality which lead to the creation of an immersive environment have added a new dimension to the field of Human Resource Management, especially in the areas of training and development of skills of interns and employees.
8. **Upskilling:** in the current era of Industry 4.0 there is a demand for highly trained professionals with varied skills and knowledge that far outstrips the supply of such professionals. With the availability of the advancement in technology and the phasing out of dependence on infrastructure and constraints of time and place organizations have discovered a more feasible and viable option of motivating the employees for upskilling which not only leads to boosting employee morale and productivity but also contributes towards bridging the gap between demand and supply for trained professionals, reduction in cost, reduction in the retrenchment rate. Upskilling has thus become a trend to pursue in the area of HRM.
9. **Digital Tracking:** Pre-COVID-19 employee tracking was done at the physical workplace. The work-from-home trend and the Hybrid model have led to a 360° turn of shifting to the digital tracking of attendance and performance, establishing digital communication and control whilst ensuring the safety of vital information. It is also become essential to ensure the prevention of Moonlighting by the employee to protect the interest of the organization which creates a necessity for the development of software and other digital tracking tools.
10. **Mental and Emotional well-being:** The COVID-19 Pandemic has made an enormous and in some instances irreversible impact on the mental and emotional well-being of citizens across the globe. The growth in the level of work stress, issues such as sexual harassment at the workplace (physical and digital), Gender gaps existing within the organization, and stress on account of personal issues are leading to a negative impact on productivity and interpersonal relationships within the organization. Mental and Emotional support activities which were supplementary activities are now being established as mandatory HRM practice in many organizations.

Conclusion:

The field of Human Resource management has undergone a 360° turn leading to a phase of drastic transformation with the immediate need for innovation and adaptability. With the growth in

technological advancement, the new trends in HRM are presenting a new challenge of trying to establish a balance between technology and the Human element of HRM. The advancements in the ever-changing digital world and innovations the HRM activities have become more and more dynamic in nature leading to the introduction of newer and varied HRM practices as against the traditional approach.

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