

## CONTEMPORARY ISSUES AND OPPORTUNITIES IN MANAGEMENT (HR AREA)

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### ABSTRACT

A highly felt need of knowing specifically the impact of COVID-19 on employees from the management area. The epidemic has disrupted organizations and caused labour managers to think differently about their role as they adjusted to social exclusion and a new work environment they had never considered. With information from the government, health authorities and ever-changing organizations, companies need to contact their employees as soon as possible as they respond to changes very quickly. Technological advances can have a profound effect on an organization's HR department. It allows the company to improve its internal processes, advanced skills, relevant markets and organizational structure. Human resource software is used by businesses to integrate the required HR functions such as employee data retention, employment, etc. Many organizations in order to protect HR is providing them with Insurance cover, HR are given the basic electronic gadgets to make use during work from home. It is very significant that businesses pay attention to their HR Department during this time as they have the best practise in protecting employees.

**KEY:** *HR, Covid 19, Health, Communucation, Opportunities, Software Updation, Techonlogy Impact*

### INTRODUCTION

Human resource management (HRM) is a term which is now widely used but very loosely defined. In this paper it is argued that if the concept is to have any social scientific value, it should be defined in such a way as to differentiate it from traditional personnel management and to allow the development of testable hypotheses about its impact. Based on theoretical work in the field of organizational behaviour it is proposed that HRM comprises a set of policies designed to maximize organizational integration, employee commitment, flexibility and quality of work. Within this model, collective industrial relations have, at best, only a minor role. Despite the apparent attractions of HRM to managements, there is very little evidence of any quality about its impact. Furthermore, very few UK organizations appear to practice a distinctive form of HRM, although many are moving slowly in that direction through, for example, policies of employee involvement

### REVIEW OF LITERATURE

New Research Suggests HR Rethink Talent Management for the 'Pandemic Generation'

New research highlights the need for employers to change the way they approach attracting and retaining the next-generation in this challenging job market. While many previous studies have shown that employees measure a sense of meaning or purpose before compensation when asked what they value most from an employer, this new study shows that the reverse will be true for older people now; Compensation will be prioritized for the purpose of job evaluation in the coming years. The study also challenges the support of generic groups such as Gen Z, Gen X and Millennials in understanding psychological differences. The authors found that these collections were too broad to say anything, as they included the elderly (18-25 years old) in both the "lucky" and the "bad" economic spheres; the interests of individuals are shown to be closely related to the economic environment in which they grew up.

Hellmann: "Why don't the current generational groupings work when trying to understand what motivates job-seekers and employees?"

The research done by (Henarath H. D. N. P Opatha from university of Sri Jayewardenepura) say that, Because of the fact that there is a deadly pandemic called COVID-19 all organizations irrespective of the size, industry, ownership, and location will have to face a serious challenge, i.e., how to protect employees from it. Employees are the lifeblood of the organization. All the types of the organizations or employers are required to take precautions to ensure employee protection from this pandemic. It does seem that WHO, public health authorities around the world, security forces (particularly in Sri Lanka) and other related personnel have been taking action to contain the COVID-19 outbreak. Long term success cannot be taken for

granted, and therefore all sections of our society –including businesses and employers – must play a role if we are to stop the spread of this disease (World Health Organization, 2020). Ensuring employee health through the prevention and preventive actions will have to be taken before employees become infected and corrective actions will have to be taken after employees become infected and control of COVID-19, and how organizations have actually encountered this danger.

**Figure: 1** Types of Employee Fear owing to Coronavirus



## RESEARCH DESIGN

As a majority of the workforce has shifted to working online over the past year, all HR activities including any welcoming, induction, team building activities, as well as training or appreciation, have been forced to shift online.

### Hiring process

Today, most professions are becoming increasingly data-driven and the realm of a People Analyst or an HR Analyst is no exception. Research by Kronos Incorporated (American multinational workforce management and human capital management cloud provider) shows that 36% of HR professionals blame inadequate technology for their inability to automate and better organise onboarding programmes. With the workforce making an unexpected and sudden shift to homes and remote workspaces, this gap will be quickly erased to prevent work from getting hindered. Processes like training, appraisals, termination, general feedback, document verification, screening candidates, etc. are steadily becoming digital.

### Analytics

Apart from these digital processes, advanced HR analytics has become an integral part of all organisations. Here the HR team collects, stores, analyses and reflects on data to help each team meet their strategic goals without compromising on the quality or team health. This elaborate process of data manipulation requires the HR team to be equipped with skills and know-how in artificial intelligence, machine learning, Excel, Python, Tableau, etc. Being an HR professional who is well-versed in advanced digital technologies will definitely put one on the pedestal for being able to deliver effectively and on time in a post-Covid world.

### Skills required

Analytics helps a team to effectively carry out all HR-related activities online, with the same efficiency of traditional HR practices. The HR teams today are no longer a set of invisible people whose only time of contact with you is when you are joining or leaving an organisation. Today, they are the driving force of any organisation and play a major role in ensuring the social, mental and economical culture of an organisation. With the need for them to go digital, most of their work tends to get automated, giving them enough time to focus on the well-being of the company's employees and other pressing matters.

## DATA ANALYSIS AND INTERPRETATION

To prevent the spread of coronavirus, companies have switched to a performance model remotely at a scale and they have never seen before. With face-to-face collaborations being replaced by email and video conferencing, HR managers have to work hard under difficult circumstances.

### COVID-19 CORONAVIRUS PANDEMIC

Last updated: June 01, 2021, 09:03 GMT

Coronavirus Cases: 171,491,205,

Deaths: 3,565,891

Recovered: 153,804,134

## **MENTAL HEALTH AND WELLBEING**

The sudden change in the work culture had an impact on the health and well-being of all people. Depression, anxiety and other mental health problems have been around for a long time, and they are not new. Organizations have been developing well-being programs and providing employees with safety, health benefits, and flexibility to help them overcome their health problems. But a sudden outbreak of COVID-19 brought psychological problems to workers in the front seat. If you have your employees working in an office environment, you at least understand their sensitivity and empathy, and that helps you a lot to deal with problems. As far as staff travel is concerned, communication channels have been severely disrupted, leaving management with little or no knowledge. In a recent study of the COVID-19 pulse, HR experts around the world have responded to the health and well-being of employees as a major problem. Activision Blizzard, a video game company based in Santa Monica, Calif., Has removed 99 percent of its 10,000 employees (excluding housing, security and other key employees) from remote work. Human resource management software, business processes and data. Human resource management system (HRMS) or human resource information system (HRIS) is a type of human resource (HR) software that integrates multiple methods and processes to ensure easy human resource management, business processes and data.

### **Economy**

Many talented people have decided to leave traditional workers in order to find self-employment in their professional field, this gives them the desired flexibility in their lifestyle, and is a great marketing tool for potential customers, because the less you have a contract. If good talent is no longer available in an internal position, human managers must find ways to build long-term contracts or develop other relevant talents.

### **Innovation and Automation**

Human resources are often given the task of training and nurturing staff. This means that when the launch of a new company involves technological advances, the department of labor needs to be prepared to train people. In some cases, this means working with technology developers to create programs that are easily sent to employees. In some cases, the department of labor should assist with the roll-out of the program and assist in conducting internal training programs.

### **Changing Control Issues**

Compliance management is a key function of human resource management. While this workload has not changed over the years, what converts is constantly changing. This means that human resource managers need to be above all changes. An example of change is the new rules regarding health benefits.

### **Hiring and retaining top Talent**

Finding and maintaining good talent is difficult, especially for small businesses that do not have the resources to provide great compensation and profit packages. This means that human resource managers are always looking for talent, the company's sincere expectations. It's important for human resource managers to look at talent internally and externally, because it's not enough to just go to job shows or reach people on LinkedIn. HR managers must not only develop these relationships, they must also develop internal staff who are ready for development and promotion.

### **Remote Activity Can Be Permanent**

Even before the coronavirus pushed the activity of the controller far to its limits, visible activity had increased. The number of telephone operators in the US increased by 159 percent between 2005 and 2017, according to data from Flex operations. The data also shows that 4.7 million people in the U.S. are currently posting communications, up from 3.9 million in 2015. There are already studies showing that organizations want more of their site staff to continue working remotely after the epidemic. This change will come with its own HR challenges. "We will see more people working remotely after the end of the coronavirus," said Erin Makarius, a professor of administration at the University of Akron in Ohio. "Therefore, the skills used during this time will continue to build and develop. One of the strengths [of HR professionals] is to build relationships, and I think the challenge is how you can continue to build that relationship as the nature of work changes and as the role of HR role changes."

Flex Time is a program that allows an employee to change the start time and / or end of his or her work day. Employees still work the same number of scheduled hours as they can work under the traditional system. And it is a flexible approach to positions that do not easily support remote work. Technological advances can have a profound effect on an organization's HR department. It allows the company to improve its internal processes, advanced skills, relevant markets and organizational structure. Management Summary Technology is expected to improve the performance of Human Resource Management (HRM) by shifting its focus from human resource management or management to strategic HRM. The role of the HRM strategy should increase the value of the HR function, and lead the total HR function to convert.

## **FINDINGS, SUGGESTIONS**

### **Hiring**

Hiring is one of the first things that comes to mind when you think about human resources. Although this is not an isolated case, it is undoubtedly an important aspect of the work. The success of a company depends largely on its employees.

**Method:**

To get the right job, the hiring team has to check a lot of things. Some of these are skills tests, past work experience, future nominee goals, and employee performance. In applying this, hiring tools are very helpful in this regard.

Due to the fast-paced business world, it is also not uncommon for HR teams to hire a third party in this process. These third parties are recruitment specialists who place temporary or permanent employment in companies where necessary.

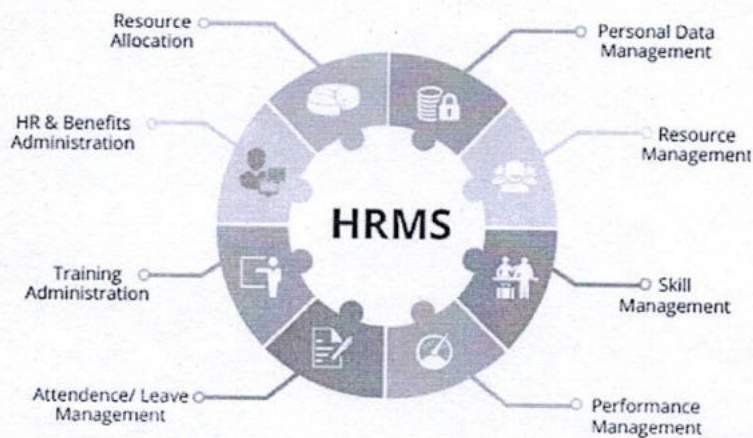
**Staff Training**

Staff training and development programs are a big part of staff preparation. Training is important as it helps reduce the cost of bringing in new specialists in all new openings that may arise. It also helps to improve staff motivation.

Method: One of the easiest ways to find this HR challenge is to use the company's senior and junior counselling system. It works by having your top managers train the youngest, and this has a double benefit.

**Changes to Company Rules**

Transformation has never been easier, but it is a business case. In order to continue operating, the company must adapt, and this means bringing about change. It is safe to assume that employees will not embrace all these changes with pure support. In some cases, these changes can lead to job choices, new job challenges, disrupt team balance, and so on. The HR team needs to ensure that these changes to the law occur smoothly in these times.



**Figure 2: HRMS**

**CONCLUSION**

In conclusion, because of the challenges facing labor departments, there is a need for organizations to adopt appropriate and effective policies that will not only ensure that they alleviate these challenges, but also develop ways to address these challenges in the future. In this paper, a detailed study of the management problems faced by organizations around the world has been conducted. Wage-related legislatures are considered to be the most important as they affect the performance of a company. Walmart and McDonalds appear to be the victims of changes in state law and therefore a much needed reform.

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