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THE ADVANCEMENT OF HUMAN RESOURCE MANAGEMENT IN THE NEW AGE

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ABSTRACT

COVID-19 pandemic has greatly influenced how countries deal with it and simultaneously, it has impacted organizations in various ways too. Organizations have no choice but to adapt to the changing environment. One department that is highly affected by this pandemic is the human resource department. If previously, various responsibilities have been done in the traditional ways, now they have to be conducted in more modern and technologically advanced manners. When dealing with personnel, many considerations have to be done to ensure all parties are prepared to face the changes. This article highlights the impact and changes that the human resource department has to modify in order to keep the employees safe but also to ensure that the running of the organization is not interrupted to warrant the longevity of the organization.

Keywords: Human resource; selection; training; employer branding; workplace.

IMPACTS OF THE PANDAMIC IN HUMAN RESOURCE PRACTICES

In this current situation, the human resource department has to adapt to the state of affairs at hand which is the COVID-19 pandemic. When the recession took place in 2008 – 2010, it was the finance or the IT department that had to play its role. However, in this new age, the HR Department has to significantly adapt to the present situation (Collings, McMackin, Nyberg & Wright, 2021). Looking back, people used to work in the office from 9am - 5pm; hiring and training were done face-to-face but currently, most of these human resource tasks need to be conducted online. Other than this, HR needs to consider workers' welfare, company positions, and what they can do to serve the society and many others. Therefore, several huge impacts in the new millennium are taking place in today's HR practices which details are discussed below.

SOCIAL MEDIA AND EMPLOYER BRANDING

In recent years, to have a sustainable competitive advantage, the employer brand has become an imperative basis. There is increasing evidence that employers need to place greater emphasis on communication with talented young people (Byrd, 2021). Jobseekers usually have minimal information and imprecise knowledge and experience about a job and organizational characteristics in the initial phase of the recruitment process, and the brand of the employer becomes significant (Byrd, 2021). Nowadays, prospective applicants search for information about future employers by using their recruitment websites and social media. The existence of social media has enhanced a company's ability to showcase their values and culture (Li, 2020).

Regular daily post become one of the common ways in promoting comprehensive programs while at the same time, promoting their workplace environment and team spirit. According to Li (2020), jobs applicants may provide their reviews in the comment section or ratings provisions or even anonymously write or share their thoughts on their work environment. These practices have

significantly helped new trainees to know more about their future company. They specifically look at the organization's online reputation as well as what other past and present workers have said about their experiences. Therefore, this is a new path that the HR Departments should embark on so that their organization can be at par with others.

FUTURE HIRES AND MODERN CONVENIENCE APPLICATIONS

Besides that, in this new age of working, there has been changing rules on HR responsibilities. Li (2021) stated that in the new epoch of human resource, recruitment process could be accomplished either physically or non-physically. Although many people still have the mindset that recruitment should be done professionally, the reality is somewhat different. Nowadays, many organizations have taken a step forward in their efforts in becoming closer to their target market (Byrd, 2021). The organizations can be found on Facebook, Twitter, LinkedIn, and even Instagram. Work opportunities, announcements and labor force needs can be found anywhere easily. Practices that were impossible before the COVID-19 pandemic, now have become the new norms such as to hire, train and even attend to queries and complaints via live communication applications like Google Meet, Zoom or Webex. These platforms are currently used to perform the recruitment process, hold meetings or even conduct seminars and trainings. Thus, the HR department should increase these efforts as they are not only less costly but also cater to larger audiences from diverse places. This is to ensure the organization is relevant and can sustain its place in the market.

TECHNOLOGY AS THE CORE OF HUMAN RESOURCE GIVEN THE SHIFT TO REMOTE WORKING

Prior to COVID-19 pandemic, technology was used in certain part of the human resource tasks. It is more relevant now when remote working is here to stay. If in the past, employees were grumbling about their uncomfortable 'online' working condition, today as many as 3 of 5 employees want to keep working remotely whenever the situations are possible (Li, 2020). Considering people today have lived along with technology and it has become a necessity for the people, it is important to acquire some skills in dealing its intricacies. Consequently, by taking the fact they have to work remotely with the new regulations imposed by the government for controlling the infections of the viruses, it has made them comfortable and indirectly become used to managing their work day by day from home. Therefore, the HR teams need to familiarize themselves with the new scenario in working (Li, 2020). For the usual work activities, managers need to connect to their employees by messaging through the WhatsApp group, Telegram or any other online communication medium. The assessments and feedback surveys could be forwarded and received via for example, the google form method. Managers could still monitor their employees as the tasks could be submitted in a timely manner. Therefore, managers could take actions efficiently and decisively.

CONCLUSION

From the review above, it is noticeable that the HR function has go beyond its limitations. They are no longer serving themselves only; rather, they serve numerous groups and areas with their focused knowledge and capability. Retorting to the encounters of an altered setting means that provision to their shareholders is now straight-forwardly connected to their readiness as a community of preparation to be open, adapt to adjustment, to evaluate and adjust, to try out fresh ideas, and to learn (Byrd, 2021). Consequently, HR needs to adapt to the rapidly changing technological environment and embrace the changes to establish the organization's place in the fast-shifting environment.

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