

# FPP BizNewz

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MANAGEMENT • INVESTMENT • ECONOMICS • ENTREPRENEURSHIP • TECHNOLOGY

## **Mengapa Pelaburan *Emas* Menjadi Pilihan?**

**Telur Mana Telur?**

*you  
are  
what  
matters*

## **An Affair of Online Learning and Covid-19**

***Pembasmian Kemiskinan Dalam RMK  
Ke-12***

**Bukit Harimau Menangis**  
Tarikan Pendakian di Kemaman



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# THE CHALLENGES INNOVATION IN HUMAN RESOURC

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***“...innovation is a way  
for organisations to  
survive and be well-  
known in the world  
market...”***

## INTRODUCTION

In today's COVID-19-affected situation, there are many changes that occur in the workplace. At the same time, many innovations are created to improve system performance and management in organisations. Innovation has to do with restructuring plans or methods in management to achieve organisational goals. It also includes modifying current ideas and ways of handling management. For example, management leaders introduce new systems for recording data to improve efficiency. Furthermore, system improvements can help organisations to achieve competitive advantages and make companies' reputations higher than other companies. Innovation can be defined as developing new strategies to further long-term goals within the organisations. Many organisations implement innovation in the workplace by using technology, which is by implementing online work to prevent being infected by the COVID-19 pandemic.

New internal processes in management can be generated by creating new ideas, developing, and implementing them to be practised within organisations. There are various types of innovations in technology that can be seen throughout the past experiences by other organisations. This can help other organisations to find ideas for different processes to implement in their organisations. Developing new ideas or processes is not easy as it requires efficient communications and the right organisational structures. The existence of technology in virtual-communication platforms will help save management and facilitate new processes in management from being left behind. In addition, the strategy of this plan will be achieved in the long run as the strategy is the most important element in management. This will help organisations to improve their performance as well as give greater profits. Innovation prevents organisations from changing the economy, changing

# OF ADAPTING TECHNOLOGY IN THE MANAGEMENT

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the environment, and staying globally competitive.

One of challenges facing organisations today is adapting to innovation in technology due to the organisations' failure to introduce in-depth technology to employees. To make innovation better in the organisations, we must know problems and find the best solution for improvement. Furthermore, innovation is a way for organisations to survive and be well-known in the world market as the use of technology is now expanding and often introducing new systems within the organisations. There are many advanced tools provided in the system to help employees and managers to adapt to innovation. Innovation can also be implemented through research and development where the study and monitoring of this method will help to obtain more information on the new process.

Knowing on when and how to innovate in this volatile, uncertain, and ambiguous era is a challenge for every organisation. Human resource is uniquely placed to both support and restrain innovative behaviours and processes. So, what are the challenges of adapting to innovation

in technology in Human Resource Management?

## ***Resistance among employees due to technical changes***

In this era of globalisation, technology is constantly changing the way workers across every industry doing their jobs. Every employee needs to adapt with technology changes that might be difficult to learn in a short period of time, especially those workers from the elder class. This may result in anxiety and even resistance among the employees. Moreover, technological changes can also be seen specifically as threats by employees who envision that their roles within a company will be replaced by machines. It will also lead to dismissal of the employees because of resistance or slow adaption to the technology changes. Thus, the employees might strike because of fear of losing their jobs and, hence, resist to go out from their comfort zone.

## ***Miscommunication during remote work***

With the advancement of technology, employees nowadays tend to work remotely, especially in this pandemic of COVID-19. This leads to the change of



office cultures in which workers were often required to work onsite or in the office. However, today, they need to attend online meetings and do online work by using applications, such as Google Meet, Zoom, Microsoft Teams, and others. These changes might create a stressful environment and trigger miscommunications between the employees. It happens because they cannot communicate face to face and they cannot fully understand information, which eventually leads to misunderstanding. Therefore, employees cannot perform their duties well and might therefore trigger mental-health problems.

### ***Irrelevant and ghosting candidates during digital interview***

Finding qualified candidates is more challenging, complex, and time-consuming. Interview via digital platforms is one of ways companies use in hiring workers that can adapt with innovation in technology. It has become a challenge to human resource management because of the lack of information about the candidates and the increased probability of irrelevant and under-qualified candidates. Other than that, human resource management also gets ghosted often by some candidates who either do not show up for interview or do not respond to their communication. Consequently, human resource management gets frustrated with the situation and wastes other valuable candidates.

To solve the problem of resistance to change, human resource management can provide adequate training to employees who are interested in adapting with technical changes in the workplace. Human resource management can offer a variety of training programmes at work or outside the workplace by identifying key areas of their businesses. For example, the use of technology, such as sophisticated devices at work, has a disadvantage, which is it will pose an organisation to a very high risk of leakage and misuse of information. Leakage

of information can cause the reputation of the organisation to be affected. Hence, to avoid the issue, human resource management can provide training to their employees on machine usage and data-integrity standard training, such as desktop rules and passwords. Therefore, this will make the employees feel that they are important to the organisation by helping them to see technology as a help, not a barrier.

In the meantime, human resource management can resolve communication problems among the employees by arranging regular virtual meetings. For example, human resource management can regularly hold virtual meetings with the employees, especially those with weak Internet coverage in their respected areas to communicate during online meetings. This can improve their level of communication and understanding of their job and will indirectly help the workers to become more productive and more passionate in changing technological advances today. In addition, human resource management can also monitor this situation by using digital data to assess the performance of their employees because remote work during the COVID-19 crisis will make it very difficult for top managers to monitor and control their employees' activities.

On top of that, human resource management can also solve the problem of interviewing via online by specialising the required areas of work in the organisation on billboards and advertise them across all available platforms. This will make the company receive a low number but high-quality candidates in the desired field. By conducting a digital interview, when an unqualified person requests a vacancy, this digital platform will automatically reject that candidate. For the problems of candidates lacking adequate communicative skills, human resource management must solve the problems by engaging them with interesting things about the company and

being friendly to make candidates more responsive.

## CONCLUSIONS

In the age of evolution, many organisations faced with challenges that make them want to be different from other. Innovation is definitely the answer. Innovation is what makes an organisation go further and survive in the market. The organisation must stay ahead from other competitors by proving and showing that they are qualified to be at the top. Dynamic innovation alongside with good engagement among employees and employers will produce great outcomes.

Innovation helps organisations to improve productivity, reduce costs, increase competitiveness, and improve values of their organisations. Other than that, it allows analytical thinking and unique perspective in modifying new products or systems. Furthermore, proper innovation increases customer satisfaction and clients with improved and quality systems. Working from home due to COVID-19 is disappointing to workers. Therefore, they have to be smart and use online platforms available for them to communicate and discuss about the innovation in their workplace to manoeuvre in order to achieve certain goals despite having difficulties.

The management contributes a lot to the society from taking risks in making changes and improvement for the betterment in providing better services. Therefore, companies must train workers to develop critical thinking and be creative so that they can prepare for any risks and problems in the future. The companies must provide training and programmes to build their skills and increase their abilities in brainstorming ideas. Besides, the companies that are well-structured and have good abilities will have good reputations among other competitors. Therefore, managers and employers must actively work together in ensuring that the process is absolutely perfect.

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