

ROLE OF HUMAN RESOURCE MANAGEMENT IN THE POST COVID-19 ERA -Experiential study

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ABSTRACT

Managing the physical and emotional wellbeing of employees is important for companies post Covid-19. The pandemic has had a significant impact on the way representatives are committed to fulfilling their obligations under a representative commitment command. The leadership of human resources is playing a very important role in this journey. Human Resource Managers need to be able to change and adapt quickly in order to keep up with the latest trends. The Covid-19 emergency has hastened a few workplace changes that can be associated with work and labor force, such as a distant work culture, virtual work environments, and the increasing utilization of innovation. The Covid-19 crisis additionally causes shifts in ability the executives. In a post-covid climate, how might far off work be changed for all time? Some HR managers believe that some manual operations may have been automated, providing some opportunities to implement telework in a time when it was not always considered. HR professionals and leaders will revamp job descriptions to incorporate more automated technologies, while providing employees with more remote work opportunities while continuing to provide customer service without negatively impacting the organization's performance or mission. Human resources managers or professions have more opportunities to secure their workforce to expand their profitability and benefits to increase the associations in the post-Covid-19 period. Covid-19 has rattled at humankind, upsetting practically varying backgrounds. In organisations, HR groups have been at the cutting edge, rapidly giving workers the organisation's reaction to the pandemic disaster. They have been rotating out new rules for working and giving social and infrastructural help while trying to keep the representative spirits and success levels high during the COVID lockdown.

Keywords: HR Manager, Post Covid-19, HR Professionals, HR leaders, Work place changes, challenges, Virtual work environment, covid lockdown, and remote working.

Introduction

The recent pandemic has forced organizations to speed up their transition to digital operations. The human resources management has had to adapt to the new situation, which has prompted them to take care of their employees. Human resource management can play an important role in helping employees use digital platforms to access their jobs and support organisations in their efforts to continue business processes.

Human resources management to play a bigger role in the post Covid-19.

The pandemic has thrown our reality out of balance. The specialists agree that Covid-19 may have a significant impact on the Indian IT sector worth \$180 billion. The silver coating is a reliable test for the IT industry. Despite the fact that IT spending will initially go down in 2020, IT organizations will eventually see an increase in market opportunities, particularly in the ITES sector. The requirement for virtual working would spur the development of curiosity tools and tools for coordinating effort, and this would lead to an increase in the use of computers. Keeping employees inspired and enthusiastic about the future is essential for success. The human resources department is responsible

for ensuring that groups are happy and committed to their work, while also preparing for difficult decisions.

They will have to look ahead and make adjustments to their strategies, structures, and methods in order to align with the better way to work. The changes needed to be implemented successfully call for teamwork and cooperation with all of the stakeholders in the organisation. There are some studies that need a response before they can be used to forecast, and the new way of working is causing some problems.

Challenges emerging from the 'new' normal

HR teams have a lot of challenges to deal with, with most of the staff working remotely. For example, a model in which participants are encouraged to be active and engaged in the program. If necessary, HR managers will need to set new procedures and change rules in order to keep up with changes. A new set of expectations should be developed to accommodate the different working definitions for part-time, full-time, and remote employees. A new policy will be required to test the performance of virtual representatives. The performance management outline may need to be completely revised in order to meet new targets, expectations, and rewards. The revised policies and rules should be incorporated into the cycle of asset readiness and use so that the workforce has the option to work virtually. HR managers also need to have innovative ideas, in order to keep the company's culture is highly determined – both for current employees as well as for newly hired employees. As HR teams plan for the future, they will be aware that many practices will change, which will necessitate a redesign of their jobs.

Remote working is becoming new normal

A Gartner analysis predicts that a majority of workers will work virtually at least part of the time after COVID-19. A growing number of industry leaders believe that the far-off working culture is having a deep impact, and this figure is higher for organisations that are taking a look at decreasing interests in land to counterbalance the consequences of the lockdown. This would require digitizing and higher selection of technology, as well as re-designing physical work environments into technology-empowered virtual ones. This model is one of the great advantages is that, in receiving from all over the country more employment request, the Directors present may choose to find the most reasonable competitors-because hiring will become a region of rationalism person.

Resurgence of the gig economy

Employers who use unexpected workers have a more adaptable workforce, which can be advantageous in times of change. A study by Gartner finds that some organizations are substituting full-time representatives with contractors in order to save costs. HR managers will have to manage difficulties concerning the relevance of working situation laws to the workforce.

Emphasis on employee social safety

Organisations will continue to focus on worker safety and employee well-being post COVID-19. HR teams will be more involved in the realities of workforces and this will improve people's connections.

Shift in focus from being efficiency to resilient

Organisations traditionally place a high importance on employee productivity, but in the post-COVID-19 world, flexibility will be the key to success. Specialists in staffing will consider an applicant's computerized skills and ability to work cooperatively in a team when hiring.

Employees need to be trained on how to do their jobs properly

Learn about cutting-edge tools for training employees-managers, mentors, and coaches-that specifically revolve around the idea of working remotely. Programs to help manage stress, build a positive attitude, and stay productive under a distant working model are likely to be helpful.

Use of Artificial intelligence (AI)

Artificial intelligence (AI) can be used to help with a variety of tasks. It can be used to help with things like identifying patterns or trends, or even making decisions on its own. The future will see an increased use of artificial intelligence (AI) in human resources (HR) management. AI will help recruiters find promising candidates from terabytes of job applications and help organizations not only

achieve their diversity goals in the hiring process, but also retain top talent and engage with employees through smart applications.

Issues in HRM

The three main problems with organizational and HR management in global companies are that they are inaccurate, inflexible, and slow. Resilience in human resources management (accuracy) - This will include increasing resilience in employees, the cost of employing workers, and beyond those topics, the quality of workers. We will discuss the issue of preparing nearby employees and flexibly using the workforce to best meet current needs.

HRM function will be the key to success in the post-covid era.

The role of human resources (HR) is changing rapidly and is likely to continue to evolve in the future. HR managers play an important role in this process. HR managers should make sure the Organization is prepared for the future, and create the necessary capacities to do so. They will have to re-evaluate their organizational structure and human resource processes to better match an organization that is high on automation. The rate at which technology is advancing is unprecedented. HR managers must take the lead to effectively manage this change at the enterprise level. They need to develop creative but useful and acceptable method to ensure that they manage, lead, organize, motivate, and attract, including the “Z Generation”, including employees, or face being abandoned risks. They should be the key resource for overcoming any barriers between what employees need and what the organisation offers in terms of facilities, pay, adaptability, learning and career advancement opportunities. They should create learning experiences that will help leaders be successful in the post Covid-19 world. HR managers should shift from being strictly focused on expenses to taking on a more strategic consultancy role, which includes attention to talent management, transportation assistance, and a comprehensive plan for the working environment. HR managers should be the key players in driving change in their organisations.

Role of HRM in the post-covid situation

Most organizations are focusing on planning for scenarios that could happen after Covid-19, in order to ensure business continuity. Organizations need to focus on rebuilding communication, trust, and transparency with the covid pandemic in order to regain profitability and convey an accurate representative experience.

Organizations have had to make a lot of alterations to their occupational plans and the way they work since the pandemic came to an end. They need to connect more with workforce members in order to get through this difficult period. The workforce may feel uncertain, isolated, and not in the know. Since the role of HR experts is so important in this situation, their involvement is pivotal. With social distancing in place, it's difficult to follow standard methods for approaching a new challenge in HR management.

Considering all the challenges we're facing, human resources are going to be the key to any organization's survival and they need to be extremely careful and efficient in handling this post-covid situation. The most pressing HR problems tend to revolve around people, and HR managers will see a major transformation in their role after the pandemic is over. Therefore, the new role of HR cannot incorporate many of the accompanying exercises, but can be diversified by considering the impact of a pandemic.

To ensure communication efforts truly help engagement, HR managers need to have a two-way conversation with the workers they're trying to engage. Offering advice-giving meetings to help workers deal with anxiety, stress, and isolation.

- Sense workers' requirement for help
- Strengthening Organizational qualities
- Recognizing employee efforts
- Driving commitment through advancement
- Educating and preparing the workforce
- Focus in on Employee Welfares

- Employee skill development
- Framing New Age Strategies

Focusing future

While these activities may be common in HR management, each organization may find different ones to be more effective. No matter what the future holds for HR management, all managers should continue to work in a more human-centered way. The HR managers are working cooperatively to implement several initiatives that can improve employees' trust in the organization and improve their impressions based on how HR managers respond or react in the face of emergency and uncertainty.

Covid-19 has helped to improve the working environment substantially. In these times of change, organisations are regaining their sense of direction and moving quickly towards their networks.

How will HR practices adapt and evolve?

With plans to stunt the physical presence of employees in workplaces, fewer people in one place may mean fewer human resource problems and also mean the need for creative ways to engage with basic camaraderie within groups just as with informal organisations. There seems to be a negative impact on recruiting practices during the hiring process. The use of global positioning frameworks (GPS) through online applications has been found to be some successful changes in the hiring process, which have been received by organizations.

Nine future of work trends Post-Covid-19

Nine trends that will affect human resources in the future those arise as the enduring aftereffect of workforce and working atmosphere alterations coming about because of Covid pandemic disruption, as indicated by HR practitioners.

1. Increasing remote working:

A recent research survey found that most of the employees will likely work remotely at some point in the future, rather than in person, due to the Covid pandemic. As companies move to more far off works and tasks, investigate the basic competencies, management representatives should collaborate carefully, and be set up to change Methods for measuring employee experience include surveys, interviews, and observations. Can we consider adjusting our performance targets and employee assessments for a far-off context?

2. Extended Information Gathering:

Recent research indicates that some employers are using technology more often now and again to monitor their employees through modern techniques, for example, virtual checking in and out, following work personal computer utilization, and observing employees mail. Internal communications are important for any company. Some companies track the amount of output produced by their employees, while others track the level of commitment and welfare of their workers in order to better realize their experience.

Companies have been using nontraditional workers for a while, but this trend will be accelerated by new monitoring of far-off workforces and the welfare and safety information collected from them. Try to follow best practices to promise talented employees the use of information and analytics.

3. Contingent employee development:

The pandemic has made many specialists lose their jobs and uncovered others who are doing work that is not usual for them. Many organizations reduced their contractor for hire spending plans after the pandemic hit, but now they're beginning to shift their spending to other areas.

Research suggests that the company will continue to expand for temporary employees to the covid-19 era and after maintain workforce management better flexibility and will consider showing their in the covid pandemic seen during other operating modes, for example, the talent distribution and high maximum workload rewards.

4. Expanded employer role as a social safety network

The employer's expanded role as a social safety network can help to improve the safety of employees and prevent workplace accidents. The pandemic has increased the trend of employers taking an increasingly active role in their employees' monetary, physical and psychological well-being. They

support the integration of enhanced sick leave into their company culture, monetary help, altered long hours of operational activity and child care engagements. Some organizations have supported the local community, for example by shifting the focus to accumulating food or assistance to help deal with the pandemic, and by offering a local community relief fund and free community services such as. Something like free vaccines.

The current economic crisis has pushed the limits of what companies see as an acceptable employee experience. People's personal features are more important to companies and workforces than their external features. Encouraging physical health and improving emotional wellbeing through workplace measures can be an effective way to help employees stay healthy and happy.

5. Separating of critical skills and roles

Separating the critical skills and roles of an organization is important to ensure that the work is done effectively and efficiently. Prior to Covid-19, critical roles were seen as jobs with basic capacities, or the abilities an organisation believed would help it meet its tactical objectives. Employers are now realizing that there is another classification of critical roles - roles that are critical to enabling critical work procedures. Help workers in important roles develop the skills they need to grow their careers.

HR managers need to focus less on roles and more on the skills and work processes that will help the organisation stay ahead of the competition. Encourage your employees to focus on developing critical skills that can help them grow in their careers, instead of focusing on knowing what their next job will be. Help employees who play critical roles in the company but lack specific skills to improve their careers.

6. Humanization of employees

One important way to humanize employees is to make them feel like people, not just pieces of machinery. This can be accomplished by treating them as individuals with feelings and needs, and by providing them with opportunities to develop and grow. While a few organizations have recognized the compassionate emergency of the pandemic and focused on thriving actors as individuals rather than employees as workers, others have pushed employees to work in high - risk conditions with little support-treating them as workers first and people second.

Be mindful of how you approach HR management and be aware of the long-term consequences of worker experience. If there are disparities in the way that far-off and on-site workers have been treated, address them. Encourage team spirit and create an inclusive culture by involving task workers in it.

7. The emergence of new top-tier employers

The emergence of new top-tier employers is contributing to population growth in certain areas. Earlier Covid-19, organizations were resisting employees' requests for more transparency. Employees and people considering joining a company during the pandemic will judge it by how well it treated its employees during the outbreak. Stability of choices made today can help to reduce rapid uncertainties during the pandemic and have a longer-term impact on the employment brand.

Advise CEOs and executive leaders on decisions regarding executive pay cuts, and make sure that monetary impacts are absorbed by executives, rather than the broader employee base. Progressive organizations regularly let their employees know how they're using cost-cutting measures, so that employees know what sacrifices are being made and what support is available. Where possible, try to work together with other organizations to relocate employees who were displaced from their jobs because of the Covid-19 pandemic.

8. Advancement from planning for proficiency to planning for flexibility

A recent study found that most organizational redesign efforts were focused on making the work process more efficient. This methodology was effective in finding efficiency, but it also created instability, as frameworks have no flexibility to respond to changes.

To create an organisation that is more responsive, design roles and structures around results to increase agility, adaptability and formalize how cycles can flex. Provide employees with varied, versatile, and flexible jobs so they can learn about different aspects of work and develop cross-functional skills. Managers who are well-versed in diversifying their workforce should be involved in

the design of flexible work frameworks so that employees' needs are taken into account when new workflows are created.

9. Rising difficulty in organizing

After the global economic crisis, there was an increase in global merger and acquisition activity. This was done to avoid many companies from failing. As the pandemic subsides, there will be an increase in Merger and Acquisition and nationalization of organizations. Organizations will focus on extending their reach and attention to adjacent markets during times of disruption, to manage risks. This increase in the multidimensional nature of size and organizational management will create challenges for managers as working models develop.

Allow business units to modify their performance management systems, since the same system might not work in all locations. Providing career development support for individuals who are faced with increasing organizational complexity can be difficult. This can be due to a lack of training or experience for certain positions, or because people are moving around frequently. By developing human resources and building out platforms to provide visibility into internal positions, companies can improve their ability to recruit and promote the best employees.

Conclusion

The paper focused on the impact of Covid-19 crisis on HRM practices and its role contributions and commitment towards the work-life balance issues in global companies. For this practical study, the qualitative expert interview approach was introduced one way to help to alleviate the global pandemic crisis is to brainstorm ways to solve the various problems it has caused. The purpose of the study was to learn more about the role of human resources management during the Covid-19 crisis. The decisions of the HR experts were based on their understanding and personal expertise. Comparisons were made during the model development of the study, accompanied by explanations of evidence of the practical model, discussions of conceptual model, and conclusions.

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