

Impact of Technology on Human Resource During Covid-19

Archana Deshpande,¹ Shipra Jain ²

¹Associate Professor, Guru Nanak Institute of Management, Delhi

²Associate Professor, Guru Nanak Institute of Management, Delhi

ABSTRACT

Technology has become an indispensable aspect of today's environment, and human resource management around the world has been impacted in a variety of ways as a result of its adoption and deployment. Technology can have a significant impact on Human Resource Management. The internet and intranet revolutions have altered the way businesses are conducted around the world. As a result, rapid technical change is beneficial. As a result, rapid technological development aids major stakeholders in the long run in the growth and efficiency of organizations.

Given how technology has altered every part of our life, it is unsurprising that it has had a significant impact on Human Resources. The way we communicate with our employees, keep business data, and evaluate employee performance has all altered as a result of technology improvements. Technology, when used correctly, may have a positive impact on any company's HR operations. It accomplishes this by streamlining, organising, and streamlining the Human Resource department. However, it should be kept in mind that misusing it can have negative consequences for the company's entire structure. HR is changing in both positive and negative ways, and keeping up with these changes can be difficult. This article throws light on how Human Resources is evolving with technology.

Keywords: Human Resource Management, Technology.

Computing Trendz (2021). DOI: 10.21844/cttjetit.v11i1-2.1.13002

Objectives of Study

- To study the impact of technology on human resource management.
- To study the impact of artificial intelligence on human resource management.
- Post Covid impact on Human Resource.

Introduction

Technological advancements can have a significant impact on an organization's human resources department. It enables the business to strengthen its internal processes, core competencies, target markets, and overall

Corresponding Author: Archana Deshpande, Associate Professor, Guru Nanak Institute of Management, Delhi, E-mail: archana@ddprocess.com

How to cite this article: Deshpande; A., Jain; S., (2021). Impact of Technology on Human Resource During Covid-19. *Computing Trendz* 11 (1&2):1 723

Source of support: Nil

Conflict of interest: None

organisational structure. Human resources must be primarily focused on the organization's strategic goals.

HR departments are changing the way they communicate with employees, store files, and measure employee performance as a result of technological advancements. When used correctly,

technology may help HR operations become more efficient. When used incorrectly, it might obstruct the management of a company's human resources. HR best practises increase the advantages while minimising the risks.

HR departments are changing the way they communicate with employees, store files, and measure employee performance as a result of technological advancements. Technology makes it easier to collect and analyse data on personnel in order to acquire a comprehensive picture.

Human resources must be primarily focused on the organization's strategic goals. These tactics must be guided by an organization-wide IT strategic strategy. These are activities relating to any advancements in the entity's technological systems, such as product design (research and development) and information technology systems.

Technology development is a key part of the business's innovation process, and it might incorporate gained knowledge. All activities in the context may have some technical element, which leads to higher technological growth.

Organizations that operate in a dynamic environment may be more affected by information technology. Human Resources will be more efficient and effective as a result of this. As a result, adopting an IT programme for database management and an advanced recruitment system will improve the business' efficiency.

However, innovation in Human Resource Management can manifest itself in a number of ways:

- To identify solutions quickly and flexibly during a negotiation

- To identify new ideas for products and services
- To identify new markets
-

Bridging the Communication Gap

This is arguably the most evident benefit that technology devices have on a company's human resources department. Because of the various means that have been established, technology has made communication easier. Emails, text messages, and other messaging apps make it simple to communicate in a matter of seconds.

Many businesses stick to a single mode of communication and exchange data and messages through several internet forums. Companies employ a variety of communication tools, including Skype, Slack, and Basecamp, to name a few. These messaging apps have made it much easier for HR to communicate with the rest of the organisation. If the Project Manager, for example, wants to change the meeting time, he only needs to send an email to his team with a cc to HR. From there, the remainder of the arrangements will be taken care of.

However, like with any technical advancement, there are advantages and disadvantages. Technology can, in certain situations, be more time consuming. The information presented in a two-page email can be simply relayed verbally. The verbal mode of communication is still regarded as one of the most effective means of communicating current information. This is mostly due to the ease with which one can interpret facial emotions, which allows for more opportunities to ask inquiries.

Even if the HR technology hype and reality diverge, change is afoot, and not all of it is for the better. Here are some of the most significant

implications of current HR technology.

User-friendly analytics

With a growing variety of user-friendly IT platforms on the market, HR teams — and business leaders — have more power to determine what works and what doesn't.

Not only can HR benefit from user-friendly analytics, but so can other executives. They can evaluate client segments and budget data, and they can also gain insight into personnel management concerns.

HR workflow tools

Technology has an impact on HR not only when executives make workforce-related choices, but also on how HR functions. For example, Workflows are provided by organisations like as Workday and SAP Success Factors.

HR process automation

How companies tame their bureaucratic beasts reflects the impact of technology on HR.

HR technology has simplified some of the time-consuming paperwork, allowing HR professionals to focus on more strategic tasks.

HR technology can give employees access to benefits, payroll, retirement funds, and learning materials via their smartphones, in addition to streamlining internal operations.

Technology's Impact on Human Resources Management

Recruitment

The internet has the greatest impact on recruitment. Many multinational corporations use the internet to attract employees. Companies are using the internet to advertise positions and get resumes, which are also sent by e-mail, allowing them to receive the majority of their resumes in electronic format. Technology has lowered costs and time, and there are no geographical restrictions. Some of the web-based platforms to aid the recruitment process are Naukri.com, LinkedIn, and Monster.com. Online recruitment can reach a bigger pool of candidates and make the hiring process easier.

Selection

Employees chosen using an online procedure must have each stage systematised to meet procedural requirements such as shortlisting, requests for and evaluation of proposals, candidate feedback, and so on. Reducing the amount of time and resources needed to manage the selecting process. Online testing, phone interviews, and video conferencing can all be used to select candidates.

Training and Development

Through interactive multimedia, the Internet, computer conferencing, and satellite broadcasts, the employee will be able to receive tailored training. Employees could use the internet to get information on demand. It's also possible to train them without having to physically carry them from one place to another.

E-Appraisal System

E-Appraisal is a browser-based web-based solution. An appraisal document can only be uploaded by an appraiser. The responses obtained from the employees will be evaluated by appraisers. Appraisals are also stored electronically through E-Appraisal.

Electronic Performance Support System

Any computer software programme or component that increases user performance is referred to as an electronic performance support system. It assists a company in lowering training costs while enhancing production and performance. By implementing this approach, new employees, in particular, will be able to execute tasks quickly and accurately while simultaneously learning more about the job and the company.

Enterprise resource planning

Enterprise resource planning (ERP) is a computer-based system for managing internal and external resources, such as tangible assets, financial resources, materials, and people. ERP manages connections with stakeholders and improves information flow between all corporate functions. Human resource functions include Recruiting, Training, Payroll, Attendance, and Benefits. Data becomes visible across the organisation when ERP management is used. Decisions may be made faster and with fewer errors.

E-HRM

As computers sense and record an employee's presence, attendance and timekeeping will become completely transparent. It is a method of executing HR strategies, policies, and practises in enterprises by supporting or utilising web-technology-based

channels in a conscious and directed manner. The e-HRM is intended for human resource professionals and executive managers who require assistance in managing their workforce, monitoring developments, gathering information for decision-making and control, and coordinating their staff.

HRIS

Human resource information system (HRIS), often known as human resource management system (HRMS), is a system that combines human resources with information technology. HRIS enables a business to better plan its HR costs, improve HR decision-making quality, and raise employee and managerial productivity and effectiveness.

An HRIS can handle a wide range of tasks, from simple data storage and communication to more complicated transactions. The range of functions that an HRIS may perform expands as technology progresses. The HR function, line managers, and the rest of the organisation can all benefit from using HRIS. On one one, technology has been proved to result in faster, more accurate, and efficient operations, as well as lower HR expenses. Technology can also be utilised to offer HR information and allow managers and staff to complete minor HR duties on their own. On another level, using HRIS to relieve the HR function's administrative and transactional burdens can lead to a shift in HR's structure, allowing it to play a more strategic role in the organisation.

The Impact Of Artificial Intelligence In Human Resource Decision Making Processes

- Integrating AI with your HR department will improve the experience of your employees and recruits.

- AI integrated HR Software will facilitate the onboarding process for the new hires.
- The HR department can use AI to examine their employees' skill sets and offer a training programme based on their job responsibilities.
- Artificial intelligence (AI) is a game-changing innovation that influences real-time decision-making. It adheres to a specific set of algorithms and cutting-edge computer approaches. Integrating AI with your HR department will improve the experience of your employees and recruits.
- AI assists a company in determining its target audience and devising a strategy to meet its objectives. AI has enabled machines to mimic human intelligence. AI technology adapts and learns from data in order to make data-driven decisions.

Top Applications of AI in HR

The top three artificial intelligence applications in HR are the following:

- Talent acquisition,
- Employee onboarding, and
- Personnel development.

Talent Acquisition

One of the most important duties that human resources executives have is finding new talent for the firm. Screening individuals, analysing resumes, organising interviews, and working with potential new hires to address their questions are all part of this process.

Maintaining a database of potential customers can

be time demanding, and if done manually, it can divert valuable resources away from more value-added tasks. Manual methods, on the other hand, can extend the time it takes to hire a new employee. This schedule makes it difficult for both the department in need of assistance and the candidate seeking employment.

You can use chatbots to engage with potential clients and narrow down the list to only the people who best fit the job description using artificial intelligence and machine learning. The machine learning model can even arrange interviews with the best candidates, freeing up HR personnel to focus on the interview and other important responsibilities.

AI-assisted screening can not only aid in the selection of applicants with the most relevant skill set, but it can also do background checks and other analyses to ensure that you choose the best candidate.

Employee Onboarding

The HR department is in charge of onboarding the new employee after you've hired the best applicant. Artificial intelligence may assist workers learn everything from corporate policies and procedures to crucial information about their team members and specific assignments by incorporating it into the onboarding process.

Because an efficient onboarding process has been shown to increase employee retention and productivity, it stands to reason that machine learning may be utilised to streamline the process. The machine learning algorithm, for example, might answer frequently asked questions, check employment documents, handle device and access requests, and so on.

Personnel Development

Professional development and investing in your staff are two other major applications of AI in human resources. Companies can use AI-integrated systems to teach personnel and develop the skills required for specific occupations.

Employees must stay current with new technologies and industry advances as the competence required for a position may vary over time. The machine learning model can evaluate their present skill level and suggest learning programmes or training videos to help them develop.

Artificial intelligence can also examine enormous volumes of data to decide which staff require training and in which areas.

Artificial intelligence can also examine enormous volumes of data to decide which staff require training and in what areas. Because of the data that this technology can collect, your employees will be able to learn more effectively and quickly. You can even use them to find career paths based on the training plan you've chosen!

Technology and Adaptability: How HR teams are adapting in a post-COVID world

With increased duties for HR teams in the new environment, it's critical to figure out which crucial operations they can handle on their own and which non-differentiating sectors they should outsource to trusted partners.

COVID-19 has changed the way people work, the economy, and how companies operate. It will continue to have an impact on our lives for many years to come. According to a recent study by McKinsey & Organization, every company would

go through five stages throughout the pandemic. The first two are already underway: addressing the health emergency and making urgent business adjustments in reaction to the crisis, such as the widespread movement to work from home during the lockdown.

Planning for the new normal, reinventing business in light of the new reality, and recognising the transformed market are the three stages that must be overcome. Businesses must be more adaptive than ever before to embrace this shift for the best.

Businesses that had made measures to use these technologies prior to the pandemic had an advantage, but the outbreak has hastened the market's adoption of these software. Working virtually from home in roles that do not require physical presence has now become the norm, eliminating past fears and apprehensions regarding productivity.

Businesses must use smart technology solutions and rethink old processes to be more digital in order to enable the transition to working from home with least interruption and maximum productivity. Digitalisation has necessitated new ways of thinking about work, both practically (as firms increase their workforce's usage of digital technologies) and culturally (as a shift in mind-set is required to adapt to the new way of delivering products and services).

HR teams play a vital role in facilitating the cultural aspect of this transformation by modifying rules and coming up with creative ways to keep employees engaged in their new jobs. Simple, low-touch, high-connect solutions like ADP StandOut, which are backed by extensive research, are critical for forging strong bonds between employees and their leaders in this primarily virtual world with few in-person interactions.

Standout helps a leader understand the "feelings" and "needs" of their team members through a simple 5-question weekly check-in procedure. This allows the leader to take proactive steps. Employees receive relevant advice on a frequent basis thanks to system-based coaching powered by AI/ML analyses of "check-ins." Where necessary, the organisation might supplement it with dedicated coaches.

With increased duties for HR teams in the new environment, it's crucial to figure out which functions they can handle themselves and which ones should be outsourced to trusted partners. This would allow HR leaders to devote more effort to developing unique selling points for their company. HR leaders are crucial in evaluating which solutions are best for their company because they have a deep awareness of the culture and how it influences tool adoption. They also have a big say in how the solution should be implemented in their company to get the most out of its features.

Businesses can now manage massive amounts of data in a short amount of time thanks to the introduction of cloud technologies. More sophisticated IT infrastructures allow companies to minimise expenses and establish more efficient, adaptable, and controllable organisational models, as well as providing employees with the means to work remotely.

Conclusion

Without a question, technology has brought about the beneficial transformation that we require in our HR department. However, it is important to remember that technical breakthroughs fall well short of human decision-making ability. It is impossible to deny that AI will eventually overthrow what humans currently possess. The reality is a little different. There are still some roles that can only be filled by humans. This makes us

wonder if we really need technology in our businesses, but the answer is yes. It is critical to follow specific technological trends in order to build a reputation for yourself in the market. Following technical best practises can help you maintain your market position while also making your personnel more aware of what is going on in the globe. The extent to which you and your firm wish to rely on these practises is totally up to you.

References

- <https://www.profilesasiapacific.com/2020/01/21/information-technology-hrm/#:~:text=Technological%20advancement%20can%20have%20a, strategic%20objectives%20of%20the%20organization>
- <https://www.peplematters.in/article/hr-technology/technology-and-adaptability-how-hr-teams-are-adapting-in-a-post-covid-world-29805>
- https://www.researchgate.net/publication/350134343_Impact_of_Technology_on_Human_Resource_Management
- <https://smallbusiness.chron.com/technology-impact-hr-practices-37912.html>
- <https://www.profilesasiapacific.com/2020/01/21/information-technology-hrm/#:~:text=Technological%20advancement%20can%20have%20a, strategic%20objectives%20of%20the%20organization>
- <https://www.hrtechnologist.com/articles/digital-transformation/how-is-human-resources-evolving-with-technology/>
- <https://inc42.com/resources/the-impact-of-ai-in-human-resource-decision-making-processes/>
- <https://ukdiss.com/examples/technology-human-resources-management-process.php>
- <https://www.calibrant.com/blog/impact-of-technology-on-human-resource-planning>