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“Impact and approach to pandemic covid-19 on various sectors”

The challenges of human resource management and opportunities for organization during (COVID-19) pandemic situation

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Abstract

This study aims to examine the challenges and opportunities during the (COVID-19) pandemic situation. In this study, we give a different view that shows how this Coronavirus affects our personal and professional lives, and how HRM (human resource management) helps their employees during this complete lockdown situation. This study is divided into three parts, the first part that shows how Coronavirus creates an opportunity for all the employees by doing their work through a digital platform or we can say that through work from home, second part show what are the challenges faced by the employees during this pandemic, and the third part is how HRM help their employees to overcome their stress as well growth of the organization. In this study, we tried to examine all the aspects during this (COVID-19) pandemic situation, also how HRM plays their role to overcome the employees stress and to balance continence in work through this entire pandemic situation.

Keywords: HRM, COVID-19, employees' challenges and opportunities

Introduction

As per the current situation during this (COVID-19) pandemic situation everyone is facing lots of difficulties in their personal as well as professional lives. This may also affect our economy and become a huge challenge for all of us. In this pandemic situation, the most important challenges that we are facing, change in climate, downward economy, and political inconstancy and these all challenges directly affect our day-to-day life. Based on these challenges, it may affect our interconnected world; these problems may create lots of threats for organizations and their survival ("Coronavirus (COVID-19)", 2020). Every worldwide organization dealing with, lots of upland problem during this (COVID-19) situation. As per the latest data came up the number of (COVID-19) cases are increased day by day and there is a complete lockdown all over the world, (WHO) World Health Organization announced that this is a very serious virus, and only social distancing is the best way to get secure from this virus.

This (COVID-19) pandemic situation creates lots of difficulties all over the world, every organization dealing with this mess. Like every field is suffering from this pandemic situation so, as human resource management HRM also facing lots of difficulties during that time. Employees those who work in the organization are also suspended and some of them quit their job due to this pandemic situation.

As we all that there are some advantages and disadvantages are always there in this (COVID-19) pandemic situation, people are more interactive with their families usually sometimes they are so busy with their work and they cannot make it, but now this pandemic situation is there, and they have more time for their personal as well as professional life (Giurge & Bohns, 2020)^[1].

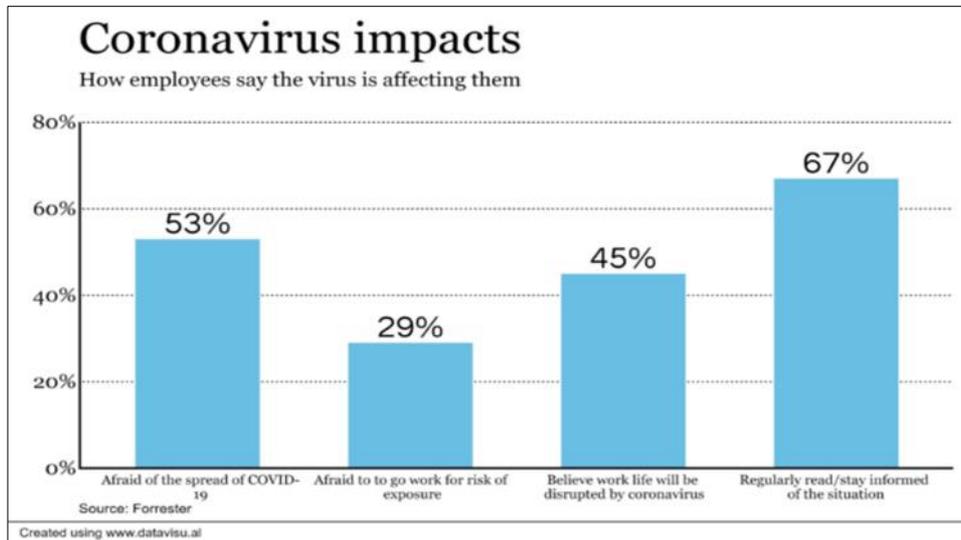


Fig 1: Coronavirus Impacts

In this current graph there is clearly shown that how COVID-19 is impact in our daily lives.

2. HRM challenges and opportunities during (COVID-19) pandemic situation

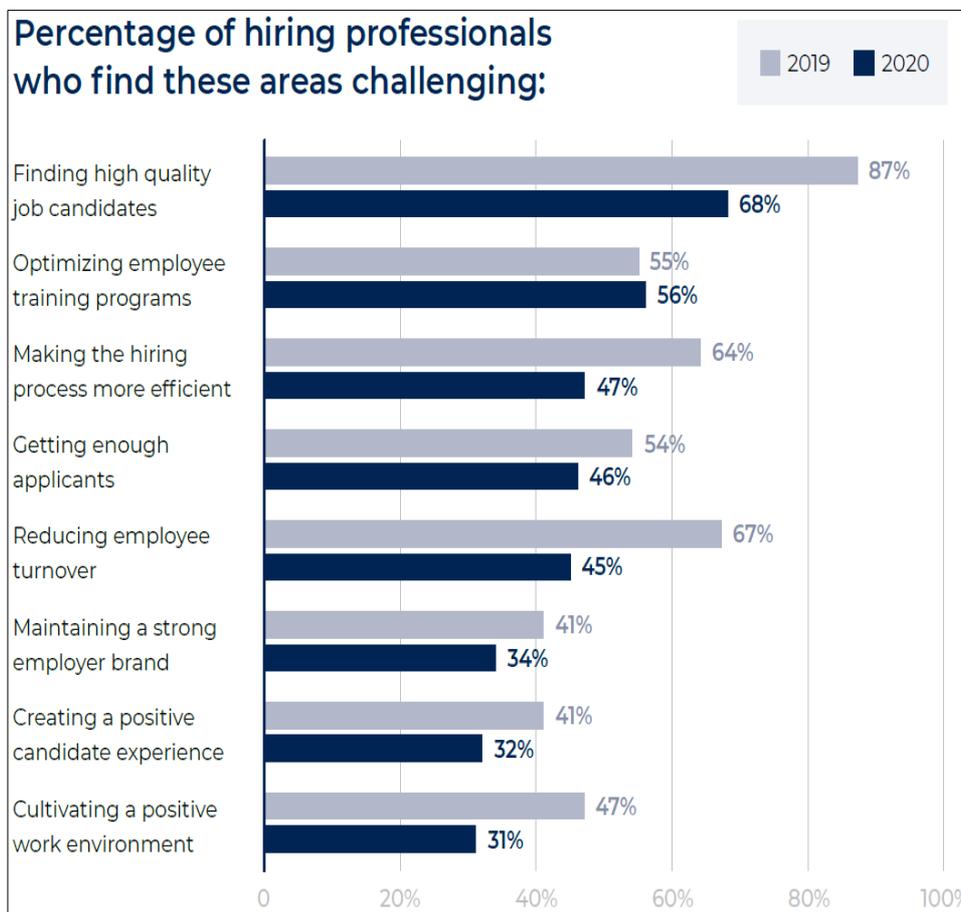


Fig 2: Percentage of hiring professionals

2.1 HRM and opportunities during (COVID-19) pandemic situation

In this (COVID-19) pandemic situation, everything is done through this digital platform, so as HRM did their work through an online platform, or we can say that work from home. As we all that in this situation nobody can physically interact with each other so that an online platform is the best way to get their work done. This digital technology and

virtual work have done make everyone life's more essayer. Employees are working in their (P-E fit) environment so; they give more attention to their work. Through this entire (COVID-19) pandemic situation HRM did their all work through a digital platform all the recruitments, meetings, internships, pieces of training, and work from home are done through an online platform. Work from home might be a challenge for all the employees also because usually, they

work in their office and now they have to work in front of their families sometimes this might be difficult for them also (Giurge & Bohns, 2020) ^[3]. Under this pandemic situation, everyone got more time to spend with their family in somehow, they do not get that much time for them and this whole thing creates lots of positivity between the employees.

2.2 HRM and challenges during (COVID-19) pandemic situation

During this pandemic situation, HR managers may have to deal with various employees related challenges, for example, initial days every organization faces lots of difficulties to do their work through digital platform because most of the employees are not usually doing their work at home, in front of their families and this Coronavirus give them a totally different experience. Sometimes the current employees who are working for the organization they may affect from this virus, so HR manager may have the responsibility of their safety and to create a healthy relationship between employees and organization (Carnevale & Hatak, 2020) ^[2]. Since, this Coronavirus situation is their employees have disconnected from their social life also, because previously they interact with friends, colleges and doing other social activities during their jobs but now they all are stuck in one place. In this Coronavirus situation every research conducted through a digital platform so, there is a lack of continuous business activities, employee safety, and customer's preference (Singer-Velush, Sherman, & Anderson, 2020) ^[8] and HR managers are working so hard to bring down less damage through this work from the home situation (Singer-Velush, Sherman, & Anderson, 2020) ^[8]. Sometimes this whole pandemic situation getting more stress full for employees because usually their working hours are already decided but under this situation sometimes time duration is not limited, they had to work, to overcome this stressful situation HR executive building different type of new policies for their employees. According to Carnevale (2020), COVID-19 has changed the environment for all the employees as well as organization, previously employees work from their organization and now their work is different they have to work in front of their families and HRM help them to adjust to this new environment and also done their work properly.

2.3 HRM and organizational role during (COVID-19) pandemic situation

Human resource management (HRM) players a very important role during this (COVID-19) pandemic situation, this lockdown is uncertain nobody planned for that but the way HRM (Human resource management) manage this entire situation that is very affectionate, they build a healthy and long-term relationship between the employees and the organization. From time to time, HRM time to time makes new technologies for the organization to achieve its goals. According to Santana and Cobo (2020) studied that HRM should build such a kind of policies where work from home is there, this may help in increases more use of technology and digital platform. As we all know that HRM is helping in transform the employees, but they do responsible for an employee to upgrade their skills and their professional growth, and during this pandemic situation they do run various online sessions for their employees to overcome their stress and help them to upgrade their self. According to

Al-sharafi, Hassan & Alam (2018), If an organization want their employees for long term so, they do have time to time motivate them to sustain in that organization, and in this (COVID-19) pandemic situation, HR managers do motivate their employees for managing their personal and professional lives.

2.4 HRM and growth of organization through digital marketing during (COVID-19) pandemic situation

Through this entire COVID- 19, the pandemic situation where there are different types of challenges and opportunities for every organization, as well as employees, growth of the organization, is also they are in business, due to this entire pandemic situation where everyone is doing their work through online platform HRM (Human resource management) establishes lots of new policies and working environment for their employees to accomplish their work effectively and accurately. According to Carnevale (2020) ^[2], the COVID-19 pandemic situation has completely changed the working environment with in the past few month's organization working styles is changed previously organizations sell their products with the help of consumers, middleman, shopping complexes, and other sellers but now every organization direct deal with their customer and provide their nursery product as per their requirements. Nowadays everyone working through an online platform now we can direct contact with the customers and provide them sufficient services it will also help us to directly receive the feedback from their sights and work according to them, this may also help in the growth of organization because when we directly connect with customers organization know what they want from them and provide the services/products as per the wants. As we all the COVID-19 pandemic situation is an unplanned crisis for everyone no one is previously ready for this situation, but when everyone dealing with this situation digital market plays a very important role through this whole pandemic, now days almost every organization work through this platform, with the help of digital market they directly connect with their customers and provide services to them.

3. Discussion and Conclusion

As we all know that (COVID-19) pandemic situation is unexpected for everyone no one is ready for that. Everyone is dealing with this virus. The pandemic thing creates lots of challenges in our personal as well as our professional lives. In such an unexpected situation, HRM plays a wonderful role in the organization through this Coronavirus pandemic situation. Working through this online platform gives a different experience for all the employees who those never done it before. We can say, this is very challenging as well as opportunities-based situations for all over the world because people are not expected anything can happen like this. No one is prepared for this entire lockdown situation; everyone faces different types of hindrance in their personal and professional lives. In Coronavirus pandemic situation may increase the automatic things and now people are more dependent on them. Working through this online platform, everyone gets more dependent on automatic systems this whole thing may consider a very huge advantage for every organization. Under this way of getting their work done employees feel more connected with each other because previously they have done most of their meetings through the offline platform and sometimes everyone cannot attend

it, but now they have more online meetings in organization between the national and international co-workers.

In this study, we try to highlight all the positive and negative situations during this pandemic, under which every employee and organizations go through, and how HRM plays their role to overcome this situation. This (COVID-19) pandemic situation suddenly created a more stressful life for those employees, who already delaying with their health issues, work stress, and other personal issues as well (Caligiuri P, 2020) ^[9] So, under these all various situation HR manager done different type of activities like (online chat sections between the new and old employees, online training sections for employees to increases their work-related knowledge, work from home sections and online concealing sections for their employees) these all things done by organization for their employees to increases their boost in this pandemic situation. This entire (COVID-19) pandemic situation teaches us lots of new things that may help all of us in the future because this virus is so unexpected, no one knows how to deal with this, and this uncertain lockdown makes things more difficult but above all that this we learn so many new things and proves that every problem has a solution we just must find out.

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