

Sochynska-Sybirtseva I.
PhD in Economics, Associate Professor
Central Ukrainian National Technical University
Kropyvnytskyi, Ukraine

PRIORITY TECHNOLOGICAL TRANSFORMATIONS IN THE HR SYSTEM TOWARDS DIGITALIZATION

The HR industry has faced tremendous change over the past few years. Driven by the growing desire for a more diverse workforce, and the development and adoption of artificial intelligence (AI) and machine learning (ML), HR professionals have changed their work habits and improved their skills and competencies.

Willing to grow their business, 66% of global business leaders and analysts agree that artificial intelligence will drive most innovations in almost every industry over the next 2-3 years [3].

As a result of analyzing the current challenges of business structures in the context of increasing digitalization, the following trends in technological transformations in the field of HR management have attracted our attention.

The priority trend in 2023 will be compliance with the principles of socio-cultural diversity of D&I, DEI and DEI&B [1].

The architectural structure of the DEI&B technology of «diversity, equality, inclusion and belonging» is illustrated in Figure 1.

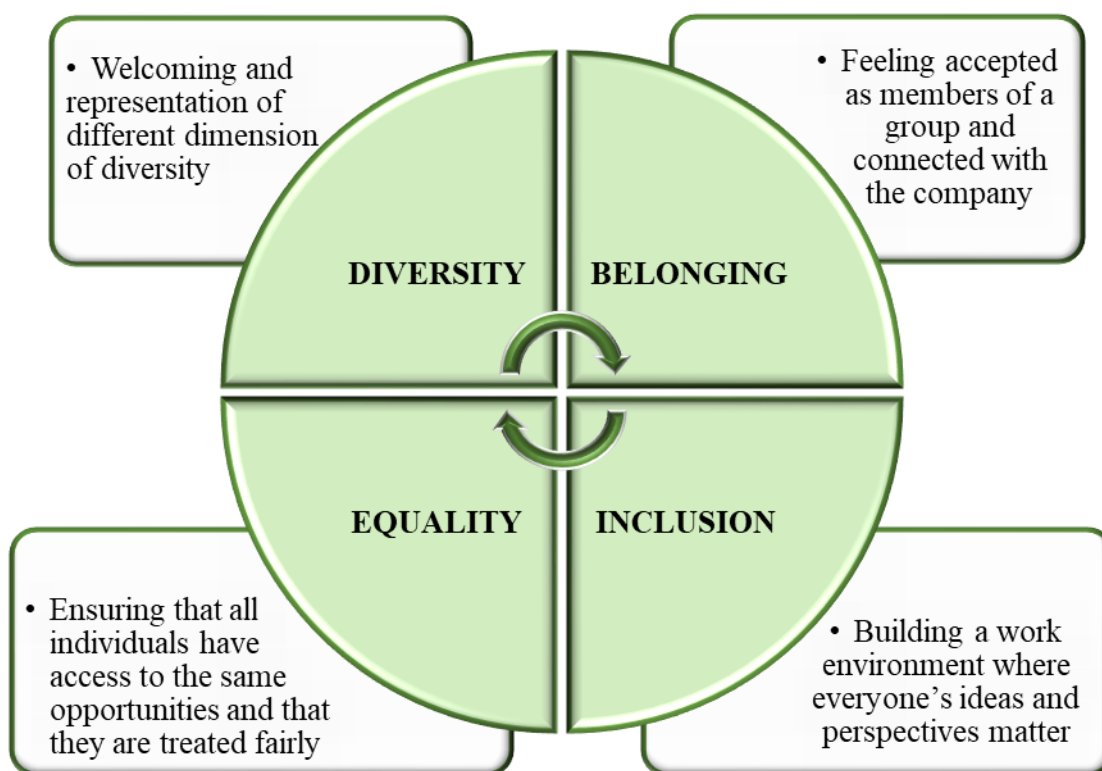


Figure 1. Architectural construction of DEI&B technology

The advantage of the hybrid work era is that physical distance, which is not critical, gives companies greater access to more qualified and versatile talent.

Diversity and inclusion have developed rapidly in recent years, but management practice proves that traditional «diversity and inclusion» (D&I) is not enough in an inherently biased

society. The industry is moving toward «diversity, equality and inclusion» (DEI).

However, diversity, equality and inclusion are not enough to create a work environment that helps people get the most out of themselves and is in line with the new work philosophy.

Belonging at work remains close to DEI and forms DEI&B - diversity, equality, inclusion and belonging. Employees no longer perceive work as bringing only rewards - the focus has shifted to purpose, achievement, and well-being.

Contemporary vectors of DEI&B technology focus on employee engagement through a two-way communication strategy and the creation of a favorable working environment.

Much attention in the HR management system is paid to digital learning, training and professional development.

Force majeure has created many opportunities to retrain and educate the workforce, including digital learning platforms. They allow companies to share files and resources, automate workflows, and support employees who are seeking professional development.

Workplace learning encourages employees to be more proactive and achieve their personal and professional goals. The trend of developing a knowledge management system has maintained its priority in recent years. With the help of software, HR managers can help businesses keep training or adaptation documents structured and easily accessible.

By prioritizing knowledge management and controlling this process in the organization, HR managers help staff focus on what is important, eliminate information overload, reduce stress, and improve staff well-being and health. Well-being programs that are implemented as part of training and development programs remain popular.

In our study, we believe it is appropriate to pay special attention to the development of HR technologies for the sake of staff health. Mental health and resilience are no longer just buzzwords. Companies are investing a lot of money in improving employee well-being and ensuring that they are ready to face new challenges and seize new opportunities.

Numerous researches have shown that long-term work under pressure can lead to an extraordinary surge in the risk of cardiovascular disease. In addition, exhaustion reduces productivity and increases the risk of mental health problems, including anxiety and depression. Consequently, the attention of HR technologies is focused on managing employee wellness with a focus on mental health, the so-called Wellness-management [2].

In the face of threats to staff security, HR technologies focus on important areas of employee well-being:

1. Creating an atmosphere of psychological safety. Building a culture in which everyone feels safe to express their views on work and discuss career-related issues without the risk of getting reprimanded.

2. Develop a stress relief policy. Managing the mental and physical well-being of employees is often achieved through the use of one of the leading trends in HR technology - gamification. The HR management platform can include certain milestones in achievements that can encourage people to take breaks, exercise, and give feedback on how they are feeling.

It is logical to conclude that technological transformations in the HR management system in the direction of digitalization are aimed at collecting and using data and analytics, ensuring future recruitment, improving employee experience, providing staff with self-service tools, as well as focusing on current labor market challenges and strengthening competitiveness.

References:

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