



A STUDY ON STRATEGIES FOR HUMAN RESOURCE MANAGEMENT DURING COVID 19

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Abstract: *The COVID-19 pandemic is affecting the organizations as well and the changes that they are making because of the pandemic will be long lasting. To ensure that their business continues, a work from home policy is implemented by almost every other business. This will enable everyone to do their work while maintaining social distancing. Despite the changes, this pandemic is teaching the businesses as well as their HR managers a lot of lessons. COVID-19 has for human resource management as organization help their workforce cope with and adjust to their newly altered work environment. In addition, we propose several avenues for future research and advocate for an integrated research agenda for tackling the challenges discussed.*

Keywords: COVID-19, Strategy, employees, HR

INTRODUCTION

Corona virus started as a disease spread by bats in Wuhan, China. According to the World Health Organization (WHO), The Chinese government officially reported its first case on the 8th of December 2019. The Corona virus outbreak was declared a Public Health Emergency of International Concern on 30th January. However, because of the rapid spread throughout the World, it was characterized as a global pandemic on the 11th of March. 212 countries around the world are affected by COVID-19 with a total of around 3.7 million confirmed cases.

Many large organizations often have risk management teams to protect them from sudden Pandemics. According to Darwinian evolution theory, only the fittest will survive. This applies to organizations as well.

According to the law of ‘survival of the fittest,’ they had been selected out. The business world is a jungle, a harsh environment in which only the Strong can adapt and survive. Or so our thinking often goes” (Vandenbosch & Bendle, 2019). COVID-19 and its impact on the poor segments of the society. On the other hand, all the educational institutions, offices, Factories and markets are closed. The Economist noted that just as the financial crisis in 2007–2009 highlighted the role

of talented Chief Financial Officers (CFOs), the COVID-19 pandemic is highlighting the role of Chief Human Resource Officers (CHROs).

STRATEGIES FOR HUMAN RESOURCE MANGEMENT

ENSURING EMPLOYEE SAFETY

The best HR departments will form a plan to maintain social distancing. These include things like creating a schedule where only half of the employees work from the office on certain days, alternating with the other half. In-person meetings will decrease in frequency, as will events like employee parties. Many will also close off communal areas like a break room or kitchen where workers congregate and touch the same surfaces.

SUPPORTING EMPLOYEE MENTAL HEALTH

Throughout the COVID-19 pandemic, people have had different reactions to the crisis. Some are excited to get out and return to life as it was before, Unfortunately, HR departments may also be tasked with delivering bad news to employees right now. This is something to take extra care with as it’s such a delicate time for everyone. Conducting a virtual layoff is not easy and requires extra thought. It takes tact to deliver the news, provide clear

information on unemployment benefits, and ideally give the employee a timeline and plan for returning.

PREPARING FOR EXTENDED WORK – FROM – HOME

Many organizations have committed to working remotely for the remainder of the year, and others well into 2021. If the majority of an organization's workforce will be working remotely when they didn't previously, it's an adjustment for HR leaders, management and staff. Human resources, in partnership with a company's IT team, should first ensure employees are equipped with everything they need to be productive working remotely for an extended period of time. It's important to also ensure the company's network can handle the extended work-from-home. Coordinate with IT to help facilitate trainings on Zoom and Microsoft Teams, or other video platforms for organization uses.

Whereas work from home policy is widely used, there are some businesses where factories are still operational. These mainly include pharmaceutical and food factories. It is the management's Responsibility to take care of their employees who are risking their life.

EMPLOYEES WILL GET COMFORTABLE WITH TECHNOLOGY

Learning to use a new system, communication software or a tool can get challenging, and it worsens when one can't get immediate support in person. But this lockdown will teach us to figure out a way to deal with these challenges and I'm confident that most of the employees will expand their comfort, capability and confidence with all-things tech.

WEBINAR TRAINING

We are fortunate to live and work in an era of advanced video conferencing technology. This technology allows for remote learning and is a good platform for delivering essential information and training during a time of crisis in which face to face meetings or office based training is not feasible.

WORK WILL BECOME MORE FLEXIBLE

Companies have put greater technology systems and support in place to facilitate mobile working.

Teams are figuring out how to collaborate at a distance and leaders are improving their ability to manage based on outcomes and objectives rather than presence.

ESTABLISH A CRISIS MANAGEMENT TEAM

Now is the right time for the HR manager to look at their team and assess what adaptable skill sets exist that can play a key role in a crisis management team. The role of this team is to provide regular support and communications to a dispersed workforce likely working from home. A mixture of skills is required for this team to be effective and consistent; planning and management, communication, empathy and positivity, flexibility and understanding along with an attitude of patience & perseverance.

USE THIS TIME TO TRAIN EMPLOYEE

Up-Skilling Employee

If a business is experiencing a relatively slow time because of these changes, make the best use of this time but up skilling or training employees. With the [BizMerlin HR learning and training](#) module, Managers can easily create, assign, and track training for employees. This may also be a good time to introduce and train team managers and leaders on the concept for 360-degree views and establish new protocols and policies.

The bottom line

COVID-19 situation is unprecedented, and all of us are simply trying to deal with it to the best of our abilities. While it presents numerous challenges, it also presents an opportunity to refocus our efforts to take a more strategic view of employee relations. This forced downtime can be used to learn and relearn processes and procedures and acquire new skills.

CONCLUSION

Companies have to take strong steps to counter this situation at least for two years. There is a huge responsibility for Human Resource managers to maintain the motivation of all Employees and make them more productive and efficient. Companies HR managers are still Working on this transition of work from home. They have to consider the calmness and mental State of all employees because every employee would not be

from the same cities. HR managers are working on the priorities of their work because pressurizing the employees in their work would affect their well-being and efficiency as a manager doesn't know one's personal situation in this pandemic of COVID-19. Famous consultant Joy: "Your first priority should be the safety and well-being of your employees. Up next would be communicating with your employees and customers.

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