

HUMAN RESOURCE MANAGEMENT INSIGHTS IN THE AGE OF COVID 19

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Abstract

The COVID-19 pandemic led to massive changes in the lives of individuals, businesses, and society at large. The global health crisis restrained human interactions where firms had to rethink and reshape the Human Resources Management (HRM) and bring their best to realize organizational goals and objectives. Resultantly, the HR challenges had to address and grab the opportunities which emerged with the pandemic. Being the upfront people leaders during the pandemic, the HR managers play a critical role in ensuring the continuity of businesses while supporting employees to cope with the pandemic. Their capacity for business acumen is urged more than ever due to business uncertainty. In light of that, the present study explores the challenges faced by HR professionals and how they grabbed the opportunities that emerged with the crisis. The qualitative approach led to interviewing HR professionals to disclose their insights on managing HR during the pandemic. Examination of data with the thematic analysis resulted in several HR challenges and opportunities. Commuting to telecommuting, bridging the digital divide, drive-thru the uncertainty, managing the infodemic, and remaining vigilant were among the top pandemic-driven HR challenges. Additionally, HR professionals found hunting for and engaging talents, enriching the talent, sizing the elbow grease, and nurturing the trust challenging in the Covid era. The pandemic bloomed up HR opportunities such as embracing e-HRM, leading the forefront of technology, bolstering wrinkles, and flourishing talents. The theoretical contribution of the study is related to exploring emerging HR issues and adding knowledge to the existing body of understanding where the insights hold value to the HR practitioners in terms of focusing on the white side of crisis via overcoming the challenges.

Keywords: Crisis, Challenges, HRM, Opportunities