



**Libyan International Medical University
Faculty of Business Administration**



The Impact of Covid-19 on HRM

**Subject: Contemporary Issues
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Abstract



The increased prevalence of COVID-19 has serious consequences. Well-being of Most Organizations This study focused on identifying the impact of COVID-19 on various HR practices and future marketing. It turns out that the dynamics of work have changed significantly from traditional to out of employees in the organization working remotely from home. As a result, physical contact with customers is currently banned to prevent corona virus by maintaining social distancing, so marketing has also shifted to other online platforms. This change is associated with a variety of negative consequences and some positive aspects, as some experts believe that is more convenient to tele-work from to and is more flexible. Current To keep up with change, organizations must adapt and adapt to new and evolving tele-working technologies, thus implementing strategic policies and procedures to maintain a steady flow

ملخص البحث

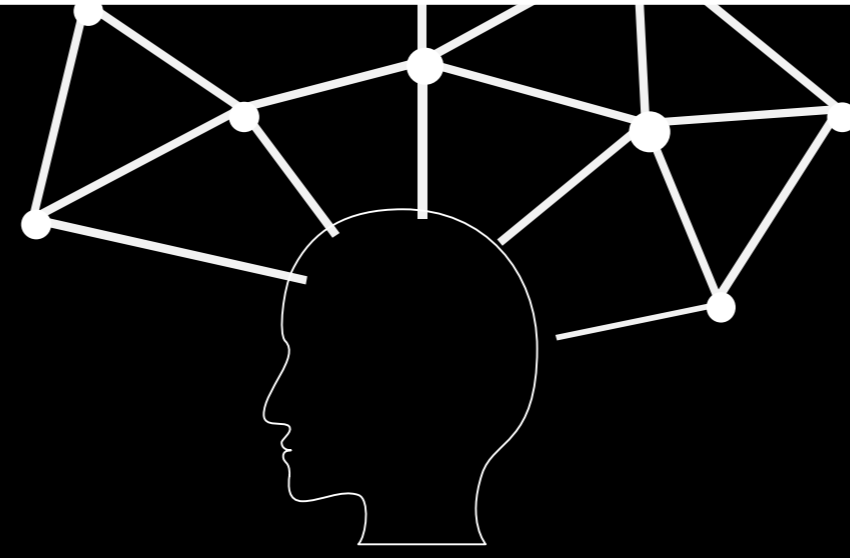
كان للانتشار المتزايد لـ كوفيد-19 آثار خطيرة على راحة معظم المنظمات والمهنيين وخاصة في مجال إدارة الموارد البشرية والتسويق. ركزت هذه الدراسة على تحديد تأثير كوفيد-19 على ممارسات الموارد البشرية المختلفة والتسويق في المستقبل. لقد ثبت أن ديناميكيات العمل قد تغيرت بشكل كبير من الطريقة التقليدية للعمل من مقر المنظمة إلى العمل عن بعد في المنزل. ونتيجة لذلك ، تحول التسويق أيضًا إلى منصات مختلفة عبر الإنترنت نظرًا لأن الاتصال الجسدي مع العملاء محظور حاليًا للحفاظ على التباعد الاجتماعي بطريقة واحدة للوقاية من فيروس كورونا. ارتبطت هذه التغييرات بآثار سلبية مختلفة وبعض الإيجابيات حيث يجد بعض المحترفين أنه أكثر مرونة وملائمة للعمل عن بعد. للتعامل مع الأوقات الحالية المتغيرة ، يجب على المنظمة التكيف والتكيف مع التقنيات الناشئة الجديدة للعمل عن بعد ، وبالتالي تنفيذ السياسات والإجراءات الاستراتيجية نحو الحفاظ على تدفق ثابت



Introduction

In the current momentum In the world. the various organizational problems associated with marketing and human resource management have a major impact on the ability of an organization to act strategically and achieve sustainable growth. Because these challenges pose a major threat to the sustainability of an organization, they enable an organization to be very responsive and consequently adaptable in order to effectively organize and manage or control its workforce . Kalogiannidis(2020) points out that since the corona virus outbreak, various organizations have continuously faced a major challenge of unprecedented proportions, forcing them to dive into unprecedented terrain and directly manage their entire workforce in different departmental areas or areas in change or change previously unseen ways. According to Barro and Weng(2020) , most business leaders have used various technical, physical, and socio-psychological methods to manipulate their workforce as a means of survival A pandemic of the present era or corona virus.

Because the market for some products or services offered by most organizations is shrinking globally, most organizations are the only way to reduce operating costs, so there are a variety of departments such as sales and marketing



The Definitions

Human Resource Management: "Human resource management is the recruiting, selection, development, use and adaptation of human resources by organizations".
(pigors et al .,)

Market: A market is a place where buyers and sellers can meet to facilitate the exchange or circulation of goods and services

Covid-19: it's a disease influences various individuals in various ways. Most contaminated individuals will create gentle to direct ailment and recuperate without hospitalization

The Importance

this paper are of great significance to the field of human resource management, especially related to the current and future well-being of these fields. Due to COVID-19, the uncertainty of the human resource management department has increased, and the research results will provide new methods and alternatives that can be used to deal with the department's "new normal". This paper will also help predict the future dynamics of the current situation of COVID -19. will also help understand existing knowledge about the general impact of the coronavirus pandemic (COVID-19) on human resource management and marketing departments



Theoretical Framework

Human Resource Management facing Covid-19
Implications and Challenges



Working condition

Working conditions are very important for companies, especially in times of crisis, such as the Corona virus, for example, there are companies that stopped working during this period, but some did not stop, including Google, which was not affected, but rather a pandemic. He wore masks and others, and there was a Twitter company that told its employee to work remotely (Leonardi, (2020))

Performance Management

Execution the board is 'a ceaseless course of distinguishing, estimating, and fostering the exhibition of people and workgroups and adjusting execution to the essential objectives of the association' (Aguinis, Reference Aguinis2019: P8). It is critical to guarantee that representatives' exhibition is lined up with the organization's essential objectives (Ismail and Gali, Reference Ismail and Gali2017

Staffing

staffing alludes to ' the most common way of drawing in, choosing, and holding equipped people to accomplish authoritative objectives' (Ployhart, 2006: p868, 868). It had been extraordinarily affected by COVID-19, which has reshaped its dynamic in associations .((Campello, et al .,2020)

Training and Development

It is training employees to deal with epidemics on the electronic market because not all employees know how to deal to facilitate communication and work with managers

Literature Review



Literature Review Table

Findings	Instrument	Sample	Population	Respondents	Sector	Country	Year	Authors	Papers
The research of the global human resources management on the difficulty of training, support, and health and safety presented three types of research for the future: managing under uncertainty, facilitating international and even global work, and redefining organizational performance	Quantitative research	board members and chief executive officers	5.831m	500	HRM	Denmark	2020	Paula Caligiuri ¹ , Helen De Cieri ² , Dana Minbaeva ³ , Alain Verbeke ^{4,6} and Angelika Zimmermann ⁷	1
result of this research is that the first thing to do is to develop a comprehensive understanding and corporate language about the corporate goals it wants to achieve.	Qualitative research	HR	SECONDRAY DATA	SECONDRAY DATA	BUSINESS ADMINSTARION	Egypt	2020	Reza Nurul Ichsan ¹ , Khaeruman ² , Sonny Santosa ³ , Yuni Shara ⁴ , Fahrina Yustiasari Liriwati	2
finding new solutions to emerging challenges in many areas. This study aims to research several ways in the future and calls for integrated research procedures such as an agenda to address challenges	Qualitative research		SECONDRAY DATA	SECONDRAY DATA	Small Business and Entrepreneurship,	UNITED STATE	2020	Joel B. Carnevale ^{*,} , Isabella Hatak	3
The exploration planned to investigate what Covid-19 pandemic meant for exercises of HR supervisors, and how associations reacted to the emergency from the perspective of HRM	Qualitative research	HR COMPANYS	3.714m	33	BUSNIESS ADMINSTARION	Georgia	2020	Iza Gigauri	4
results showed that SRHRM affected worker fears of outside dangers by improving confidence in their associations. Furthermore, the strength of the COVID-19 pandemic decidedly directed the impact of SRHRM on worker fears.	Quantitative research	employees	1.402m	408	Hospitality and Tourism, marketing	China	2021	Yan Mao Alastair M. Morrison J. Andres Coca-Stefaniak	5
									6
	Experts interviewed point out that the main difficulties companies have to deal with include suspended operations or business shutdowns as well as financial issues and flexibility and digitization should be considered when employees start working remotely.	Quantitative research	experts	3.714m	10	Business Administration,	Georgia	2020	Iza Gigauri
is found that there are certain strategies that could be used by the management to overcome the e employees' issues, specifically during the Pandemics	Quantitative research	Employees	12000	140	Business Administration	2020	Egypt	Ashraf Saeed Elsafty ¹ , Mohammad Ragheb ²	7
The long-term sustainability of HRM can be dictated by how they handle the current crisis. Web-based solutions, such as cloud computing	Quantitative research	Companies	SECONDRAY DATA	SECONDRAY DATA	Business Administration IT	2021	Global	Sahar Vahdat	8
The results show that SRHRM negatively impacts employee concerns about external threats by increasing trust in the organization	Quantitative research	EMPOLYEES	1.402m	408	Business Administration	2020	CHINA	Jie He , Yan Mao , Alastair M. Morrison , J. Andres Coca-Stefaniak	9
This article points out the fact that human resource procedures and practices, like other sectors of human resource management, are affected by Covid-19. The impact of Covid-19 will also affect the changing performance of tourism companies operating in Slovakia.	Quantitative research	tourism companies	5.459 m	274	Business Administration	2021	Slovakia	Luba TOMČIKOVÁ* Nella SVETOZAROVOVÁ Jana COCULOVÁ Zuzana DAŇKOVÁ	10

HRM 'is concerning how individuals are utilized, overseen and created in associations' (Armstrong and Taylor2020: 3). It has been terrifically affected by COVID-19, producing huge difficulties for directors and HRM professionals. This effect and these difficulties are investigated in this part, corresponding to key HRM and working conditions, just as HRM capacities, explicitly, staffing, execution the executives, preparing and advancement, pay the board, wellbeing and wellbeing the board, and representatives' relations. Each HRM work is examined separately, notwithstanding, they are interrelated. This proposes that any adjustment of one HRM capacity will influence the other capacity (Mondy and Martocchio, Reference Mondy and Martocchio2016).

According Tomčíková, and Svetozarovová, and Cocul'ová, and Daňková,.(2021). human resource management related to the performance of organizations in the global Covid-19 pandemic era, especially for tourism companies operating in the Republic of Slovakia. From a theoretical point of view, this paper focuses on assessing the hospitality situation caused by tourism company Covid-19 in the current business environment, and many scholars point out some irregularities. So we will focus on more detailed human resource management. It also shows the results of a survey of 274 respondents from managers working in hospitality and other sectors in the field. For research purposes, propose and test research hypotheses to analyze the statistically significant relationship between the impact of Covid-19 on selected human resource management practices and the performance development of tourism companies in the Republic of Slovakia. Did. There were the following practices: Employee recruitment and selection, Performance, rewarding, employee participation. The hypothesis was tested by correlation analysis using inductive statistics. The hypothesis was finally tested. This article points out the fact that human resource procedures and practices, like other sectors of human resource management, are affected by Covid-19. The impact of Covid-19 will also affect the changing performance of tourism companies operating in Slovakia.

In addition Mao, and Morrison, and Coca-Stefaniak. (2021). intends to the impact of socially-minded human asset the board (SRHRM) on representative feelings of dread of outside dangers during the COVID-19 episode, in view of social ,backing and occasion framework speculations. Coronavirus caused sharp benefit decays and insolvencies of inns eateries and travel services. What's more, representatives confronted dangers to their wellbeing and employer stability. The most effective method to beat worker nerves and fears about the adverse consequences of this emergency and advance mental recuperation is deserving of consideration from scientists and experts. This exploration researched the effects of SRHRM on worker fears through hierarchical trust, with the COVID-19 pandemic playing a directing job among SRHRM and worker fears the outcomes showed that SRHRM impacted worker fears of outer dangers by improving confidence in their associations. Also, the strength of the COVID-19 pandemic emphatic all directed the impact of SRHRM on worker fears. At the point when the pandemic strength was more strong, the adverse consequences of SRHRM on representative apprehensions were more significant The results showed that SRHRM affected worker fears of outside dangers by improving confidence in their associations. Furthermore, the strength of the COVID-19 pandemic decidedly directed the impact of SRHRM on worker fears. At the point when the pandemic strength was more hearty, the adverse consequences of SRHRM on worker fears were more critical

Moreover (Caligiuri, and De Cieri, and and Minbaeva, and Verbeke, and Zimmermann, .(2020) study shows the importance of international business in current research and work specifically for managing international human resources to meet the challenges of Corona, and companies have taken various types of measures to mitigate the epidemic, and these measures relate to managing distances and rethinking borders, which is the main focus

An example of this is the travel ban and the decrease in international movement. The research of the global human resources management on the difficulty of training, support, and health and safety presented three types of research for the future: managing under uncertainty, facilitating international and even global work, and redefining organizational performance

Further more adaptation to expected events such as external crises, which created an increasing number of certainty among their workforce and formed immediate threats to the performance and validity of organizations, and thus finding new solutions to emerging challenges in many areas. This study aims to research several ways in the future and calls for integrated research procedures such as an agenda to address challenges Carnevalea, and. Hatakab,.(2020)

This research studies the impact of Covid on human resource management. 10 papers have been studied on the subject, among which were Primary data and the other Secondary data, and they were all qualitative and all were in the year of their study between 2020/2021. And it was from the world, and it was in Denmark, China and other cities. All studies were looking for solutions that belong to employees and companies in that period of the pandemic. According to a study that took place in China, it appeared that SHRRM affected workers' fears of external dangers and discovered that by improving confidence in Their associations Mao, et al. (2021), while another study according to ahdad, V.sahar. (2021) can dictate the long-term sustainability of HRM by how they deal with the current crisis. Web-based solutions,

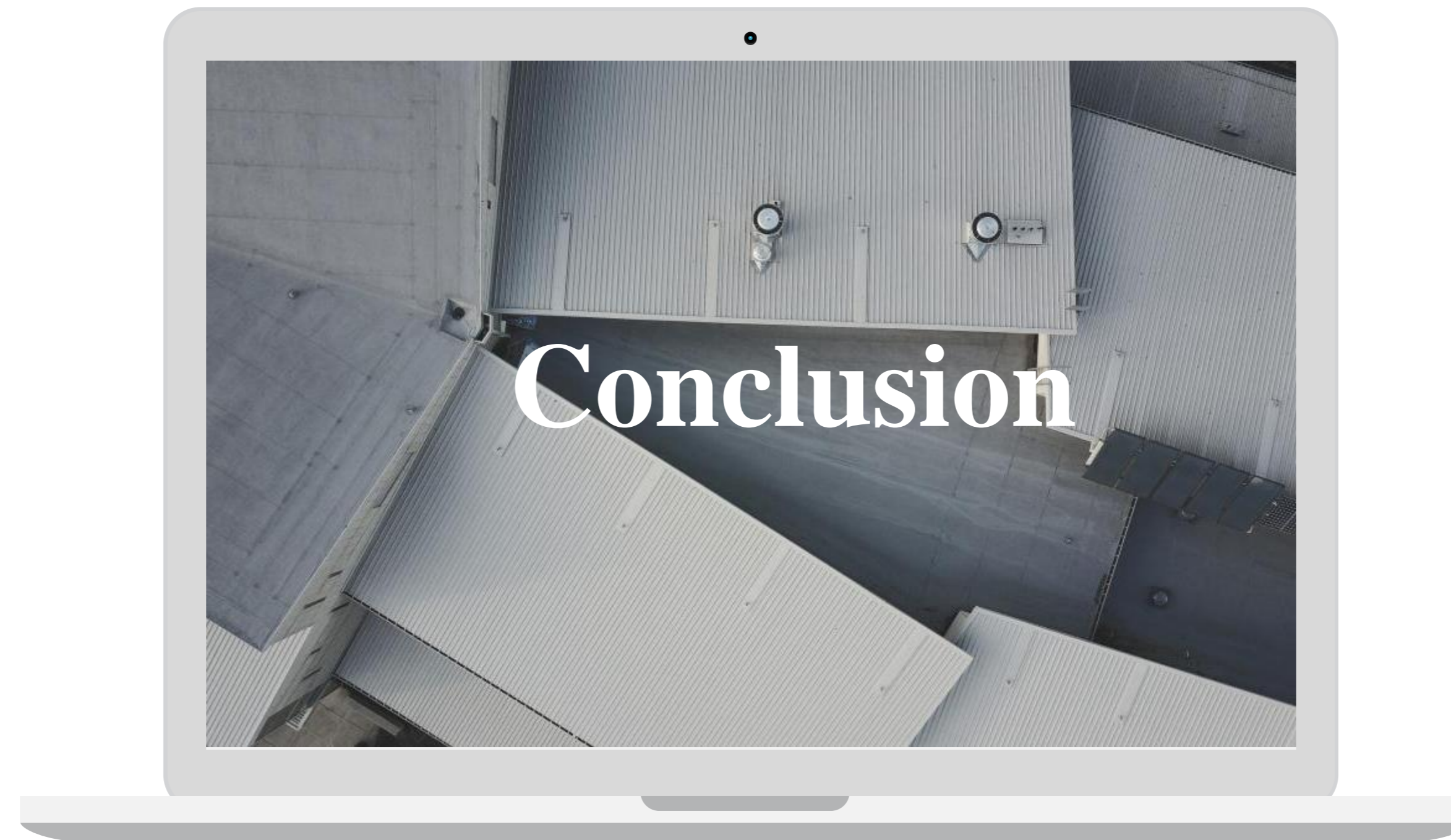


Reflection

such as cloud computing. Search globally In addition to that. This article in Slovakia by researcher Tomčíková (2021)., refers to the fact that HR procedures and practices, like other human resource management sectors, are affected by Covid-19. The impact of Covid-19 will also affect the changing performance of tourism companies operating in Slovakia. According to these studies, there was a complete difference of opinion between researchers, as the study that took place in China was studying the concerns of the company's employees from external factors, while Slovakia was studying how human resources and its management should study the situation to continue workin

Reflection





During the Covid-19 period, the resource department recognized how to think about the future and how any future pandemics will be dealt with, how to make the customer conservative about work and how the company maintains the customer, studies such as safety and the surrounding environment that contribute significantly to increasing the company's continuity

Thanks!

Any questions?

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