

International Journal of Research in Human Resource Management



E-ISSN: 2663-3361
P-ISSN: 2663-3213
IJRHRM 2020; 2(2): 35-36
Received: 17-10-2020
Accepted: 21-11-2020

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Recruiting and human resources in a post-pandemic environment

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DOI: <https://doi.org/10.33545/26633213.2020.v2.i2a.45>

Abstract

There have been unprecedented changes in the recruiting landscape due to the COVID-19 pandemic, representing a significant change in the recruiting and business operation dynamics. Many things have been said concerning digital transformation while responding to unprecedented times, and they are similar when it comes to the Human Resources and Recruiting realm. Because of the COVID-19 outbreak, the human resources sector has struggled to put together an extensive and individual's initial response to the crisis when engaging in surplus information inflow, lowering disruption of daily business activities, and reducing the terrifying workforce worries (People Matters, 2020) [9]. The lockdown has caused the paradigm shift, which has become a "new normal," for instance, inevitable change from the typical brick and mortar offices to virtual workspaces has significantly increased along with the need to hasten the adoption of digitization of HR activities, which was slowly growing in most businesses before the health crisis. I intend to examine and explore the recruiting and human resource capital trends we should expect in a post-pandemic for 2021.

Keywords: Sales, manufacturing, health, and technology

Introduction

Normally forecasting trends in any typical year can sometimes be a daunting task. Trying to during uncertain and unpredictable times is even more challenging. With the introduction of several vaccines to the public, we should see an increase in consumer confidence and demand. This change should increase consumer demand, enticing businesses to increase output production from the current levels. This increase should stimulate steady job growth in sales and manufacturing and other job sectors that support this, such as supply chain and logistics. With the rise in the demand for virtual offices, we should see an increase in the need for technology jobs. Everything from support services, techs, programmers, software engineers, to infrastructure.

There was significant demand for healthcare jobs before the pandemic, so you can expect to see exponential growth in this sector in 2021 post-pandemic as we continue to battle the healthcare challenges facing this sector.

Diversity, inclusion, and equity

During the 2020 year, the political divide has brought this issue front and center. Many underlying issues that have haunted U.S. history for many generations has now come to light. Citizens have taken to the streets to protest many different problems that have long been important but have now created strong public support and renewed interest. Companies that align their values and focus on diversity, equity, and inclusion will probably see a better response rate and interest from candidates. According to Monster research (2020) [8], more than four in five (86%) candidates globally say diversity, equity, and inclusion in the workplace is essential to them. Additional research found that 62% of people would go as far as turning down a job offer from a culture that didn't support a diverse workforce. Pandemic and protests have only strengthened people's beliefs. Therefore, organizations that adopt inclusion, diversity, and equity will have high chances of survival in the future (Center for Work and Family, 2020) [1].

Safe workplaces

Employers should be concerned with the need to provide safe workspaces for their employees first because it gives a degree of confidence to current employees and candidates who are job hunting who have exposure and safety concerns.

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Safeguarding the workspace with proper masking and safe workspace will give the worker peace of mind and safety. Employers need to get their staff focused on the work and less on external factors such as COVID exposure. Hence, the sooner employers focus their attention on this, the better productivity you will get from the employee. Secondly, the image a company gives to the public and consumer that you provide your employees with a safe workspace can have a positive impression of your brand. If you care about your employees' safety, then logically, you must care about the product you sell and the consumer who buys it. Companies that are focused on safe workplaces will have success in recruiting candidates who are looking for a safe work environment that can protect not only the employee from exposure but their immediate family members. Safe workspace may include floor stickers, station partitions, terminal/deep cleaning options after shifts, ultraviolet lights, distancing, and face coverings, all represent some of the strategies for redesigning the workplace. Besides, organizations have considered return in phases to work and new procedures for changing space utilization, managing density, and some mechanisms of maintaining distance. Organizations that maintain safe work practices will have a high chance of recruiting the best employees to their organizations. Prospective employees with high skills are looking for companies that have put measures to ensure their well-being and health are guaranteed before signing an employment contract. Research shows that approximately 70 percent of the highly skilled employees are looking to work for organizations that follow safe working practices (International Labor Organization, 2020)^[6, 7].

Working from home

Employers have never had the drive to have their employees working from home (WFH). The typical brick and mortar style office space has always been the standard routine of any business. This has changed by catapulting the WFH narrative from a concept to mainstream necessity during this pandemic. An early-April 2020 MIT survey of 25,000 American workers found that 34% of those who'd been employed four weeks earlier said they're currently working from home. Combined with the roughly 15% who said they'd been working from home pre-COVID-19, that means nearly half the U.S. workforce might now be remote workers. And that's also true, the researchers say, for workers 55 and older (Eisenberg, 2020)^[2].

Some forward-thinking employers have taken the extra step to not only encourage employees to work from home but even are considering changing the office space model and adopt a "virtual workforce" strategy, therefore cutting the significant costs associated with lease spaces, office equipment, and building spaces. This strategy not only opens up a new recruiting benefit but it also helps employees with cost of living reductions by having the employee live in rural and less densely populated areas where rent, mortgage, and cost of living are a significant factor in job selection. WFH can help employees realize a better working environment balance because they do not experience long and stressful commutes between residence and workplace. In addition, employees value the extra time with their families (International Labor Organization, 2020)^[6, 7].

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