Modern HR Trends in the Conditions of Digitalization

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Abstract—The current trends of intra-organizational changes are considered from the point of view of the introduction of digital technologies that contribute to improving the efficiency of work processes. Business priorities are highlighted and their impact on HR processes is considered. Modern HR trends have been identified. The analysis of the use of digital technologies in the field of HR is carried out. An overview of successful practices of implementing digital technologies in the HR field is presented. Experts have identified the prospects for the development of HR processes, taking into account the introduction of new digital services and tools.

Keywords—digital technologies, digitalization of HR processes, HR trends, HR Tech.

I. INTRODUCTION

Today, digital technologies are being transformed, improved, expanded, combined in a global network and cover all spheres of human activity. The report "Technological Trends of 2022", compiled by the consulting company Deloitte, reflects the dominant digital technologies that emerged in 2022 [1]. It is noted that the exchange of protected data between ecosystem participants is simplified, which accelerates the passage of the value chain and leads to the emergence of new business models and products.

Software vendors and system integrators are developing a number of cloud solution services optimized for use in industry verticals. These services can be easily adapted and used by companies to transfer business processes to the cloud to gain flexibility and achieve efficiency in their activities.

Blockchain technologies are already finding their application in production and in business, radically changing the nature of business processes in the external environment of the company. This helps them create and manage "identity, data brand, professional certificates, copyrights and other tangible and intangible digital assets".

The creation of artificial cyberintelligence (Cyber Ai) will allow not only to respond quickly to cyberattacks, but also to act ahead of the curve, identifying anomalies and speeding up data analysis to detect threats.

Modern companies are obsessed with the idea of improving the efficiency of work processes. The high level of development of digital technologies allows you to reduce the volume of routine processes. "The spread of automation and artificial intelligence makes it possible to abandon human labor where routine adherence to algorithms or mediation between systems is required" [2]. These general trends have a significant impact on the specifics of working with staff. If the machine takes over routine processes, then the employee has resources for creativity, communication skills, analytical thinking and the ability to solve non-standard tasks.

Today the HR Tech market is actively developing. According to Fortune Business Insights [3], the volume of the global HR Tech market is continuously increasing and amounted to $22.9 billion in 2021, and $24.0 billion in 2022. Steady growth is also observed in the Russian HR Tech market. According to Cnews Analytics estimates [3] in 2021, the revenue of 20 leading companies-suppliers in the HR Tech sector amounted to 5.1 billion rubles.

Digitalization permeates all areas of human resource management from the search and hiring of employees to monitoring the quality of management processes, performance indicators of their work, the formation of an individual trajectory of development and training. All this requires the introduction of innovations in the processes of personnel labor management directly through the transition to digital technologies and automated and expert systems, the creation of systems for processing large amounts of data, virtual training of employees, providing remote work format, electronic document management, the use of artificial intelligence [4].

It is necessary to consider the level of need for the introduction of digital technologies into the personnel management system of modern companies. Highlight HR processes that are successfully automated. Identify HR processes that need automation. Consider the requirements of companies that apply to the automation of processes in working with human resources.

II. MATERIALS AND METHODS

The purpose of the study is to identify trends in working with personnel using digital technologies in the context of their capabilities to improve the efficiency of human resource management of the organization. The object of the study was Russian companies, and the subject of the study are digital technologies in the HR field. The methodological basis of this study is a critical analysis of the scientific literature and secondary empirical information necessary to achieve this goal. Successful practices of using digital technologies in the implementation of personnel management functions of organizations are analyzed.

The practical significance of the study can be determined by grouping modern trends in the field of personnel

https://doi.org/10.51408/csit2023_77