



## GLOBAL, ECONOMIC AND TECHNOLOGICAL TRENDS IN HUMAN RESOURCE MANAGEMENT DEVELOPMENT

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### ABSTRACT

**Background:** A manager is the one who is responsible for accomplishing the tasks of the organization and who directs the efforts of the organization's employees for this purpose. In this paper, we will focus on one of the functions of management - the function of personnel management and on some trends that the 21st century has brought.

**Objectives:** of this paper is to explore and identify innovative ways and trends, global, economic and technological shifts in human resource management.

**Methods/approach.:** We have studied the experience that exists for effective and innovative use of freelancers, social networks and internet applications. We brought them in contact with a number of macroeconomic agents and set out directions and outlines for further research.

**Results:** In close collaboration with line managers, HR managers have been helping employers to find, hire, dismiss, administer and evaluate employees. However, there are trends in personnel management that substantially change perceptions of how well employers are coping with their HR tasks.

**Conclusion:** HR department's style and methods are constantly changing. Because of this, many employers are re-examining the organization of their HR functions. These types of HR centres carry out their activities through intranets (centralized networks) or centralized call centres;

Feedback, jokes, and game-specific targeting coincide with many new training apps, and websites such as Knack, Gild, and True Office allow an employer to incorporate game features in training, performance evaluation and recruitment.).

**Keywords:** HR management, Line manager, performance evaluation, technological & economical trends

**JEL classification:** D21, M12, M54

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### INTRODUCTION

A manager is the one who is responsible for accomplishing the tasks of the organization and who directs the efforts of the organization's employees for this purpose. According to most authors, management involves the implementation of five key functions. These include planning, organization, staffing, leadership and control.



In this paper we will focus on one of the functions of management - the function of personnel management and the trends brought about by the 21st century.

Human Resource Management (HRM) is the process of hiring, training, evaluating and compensating employees. It takes care of employees' business relationships, health, safety and justice.

**Goals and objectives of the study:** Increasing the usefulness and effectiveness is very important. It can guarantee that we can get results with the help of people. We can do everything right as a manager - build a brilliant strategy, craft a clear organizational plan, bring up-to-date technologies, and use sophisticated accounting controls - but all of this would be futile if we hired the wrong people or failed to motivate subordinates. On the other hand, many managers, starting with generals and ending with presidents, have succeeded without adequate plans, organizational charts and controls. They were still successful because of their ability to choose the right people for the job. The purpose of this work is to explore and identify innovative ways and trends, global, economic and technological shifts in human resource management.

**Originality of the research** - We have explored the experience of using freelancers' phenomenon, social networks and internet applications efficiently and innovatively. We brought them in contact with a number of macroeconomic agents. We have set out directions and outlines for further research.

The work consists of three parts:

- Chapter 1. Global trends,
- Chapter 2. Economic Trends.
- 2.1 Workforce trends
- Chapter 3. Technological trends.

**Economic Trends.** Although globalization has supported a growing global economy, serious difficulties have been identified in the world economy over the past 10 years. As shown in Figure 1. Gross domestic product (GDP) of the United States increased sharply during 2001-2017. During this period, real estate prices (see Fig. 2) also increased by 20% per year. Unemployment remained unchanged at 4.7%. Subsequently, in 2007-2008, all of these indicators worsened catastrophically. GDP has fallen. Real estate prices rose by 10 percent or more. Unemployment has exceeded 10% across the country.

It is difficult to explain why this happened. Many governments have changed the rules and regulations. Banking legislation in the United States and Europe, for example, has simplified rules that have prevented commercial banks from moving into new business, particularly investment banking. A giant, multinational, "financial supermarket" like Citibank has emerged. Fewer regulatory actions have resulted in more and more



companies' deep debts. The owners of the apartments bought the houses for very little money. Banks have freely lent finance to tenants to build more homes.

For nearly 20 years, American consumers have paid far more than they received. Lending has stopped. Many firms, companies, corporations and consumers have stopped buying. The economy has "sunk".

After all, this does not mean that there is no problem economy. On the one hand, the Great Recession of 2007-2009 has clearly attracted widespread attention. After the economic downturn, many companies refrained from investing in factories and buying equipment.

The financial crisis has made banks very cautious in issuing new loans. Starting a new business became very complicated.

After the world experienced 2007-2009, it is highly unlikely that deregulation, leveraging, investment banking and globalization, which had driven economic growth over the past 50 years, would again be a factor in growth.

### *2.1 Workforce trends:*

The situation is compounded by the fact that the world workforce is growing more slowly than expected. This is bad because if employers do not have enough workers, they will not be able to expand. While this increase was 0.7% in the 2002-2012 decade (Ready D., Hill L, and Thomas R, 2014)? Why has the workforce slowed? Mostly because of the generation born after World War II. They became older. This period belongs to the period of demographic explosion. The current share of labour force participation in the current generation is declining. In other words, the percentage of the population that wants to work declines sharply. We must conclude, therefore, that economic growth will also slow down.

## **METHODOLOGY**

We have studied the experience that exists for effective and innovative use of freelancers, social networks and internet applications. We brought them in contact with a number of macroeconomic agents and set out directions and outlines for further research.

## **RESULTS**

In close collaboration with line managers, HR managers have been helping employers find, hire, dismiss, administer, evaluate employees. Nevertheless, there are trends in personnel management that substantially change perceptions of how well employers are coping with their It should be noted that the HR department's style and methods are constantly changing. Because of this, many employers are re-examining the organization



of their HR functions. HR tasks. Many plan to deploy technologies to implement a large number of shared services or transactional agreements.

They create a centralized staffing division, which is staffed across all departments of the company to assist line managers in personnel management. These types of HR Centers operate through intranets (centralized networks) or centralized call centers;

They are intended to provide managers and employees with specialized assistance in the day-to-day management of personnel. It is also possible to have corporate HR teams in the company. This helps senior management resolve important issues related to the development of staffing aspects of the company's long-term strategic plan.

## **DISCUSSION**

"Talent management" is, recruiting, developing, retaining and resolving the company's workforce and it is main challenge.

An unbalanced workforce is another economic innovation. This is partly due to the fact that fewer and fewer people are looking for work. In addition, demand for the workforce is unbalanced. For example, the "average" unemployment rate, say 5%, is masked by the fact that the unemployment rate among college graduates is much higher. And the unemployment rate among software professionals is much lower.

Nearly half of US college graduates are employed in jobs requiring less than four years of college education. (Vedder R., Christopher Denhart Ch., and Robe J. 2019)

Why did this happen? Because most jobs created in the economy over the last few years do not require college education, and as the Bureau of Labor Statistics says (Bureau of Labor Statistics, "Economic Projections: 2012–2022 Summary), this is likely to continue. About two-thirds of workers have been engaged in recent years with activities that do not typically require further schooling. (Ferris, 2022), typically do not require further college education to get a job. This will result in an unbalanced workforce in some professions. For example, unemployment in the high technology sector is low (Ferris, 2022), while in others it is very high (Ferris, 2022). Recruiters in some companies do not find suitable candidates, while in others there is a fall in candidates.

Today, the fact is that most workers are employed in services that are far below their competences. This explains why 70% of respondents said they were psychologically alienated from their jobs. In any case, the slowdown in the economy and the imbalance in the workforce mean that employers have to work hard to achieve the best results from their employees.

Chapter 3. Technological Trends. It is possible that technologies have identified the most up-to-date human resource management trends. For example, consulting firm Accenture (Accenture, "Top Trends That Will



Reshape the Future of HR.”) estimates that social media outlets such as LinkedIn make up to 80% of new recruits in a short time, and this is done by line managers bypassing the HR department.

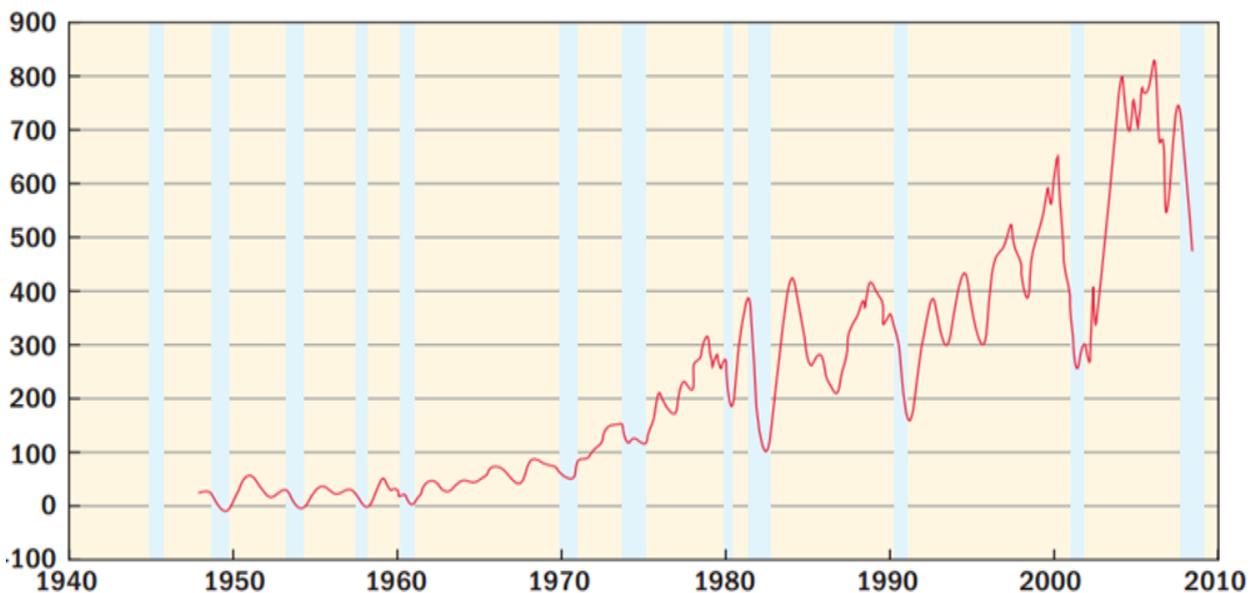
Several basic types of digital technologies provide the transfer of functions from HR personnel to computers. Employers are increasingly using social media tools such as Twitter, Facebook, and LinkedIn. They also use new mobile applications, such as monitoring employee location and providing digital photos.

Websites such as Knack (<https://www.knack.com/>), True Office (<https://www.trueofficelearning.com/>) allow the employer to incorporate game features in training, performance, evaluation and recruitment.

Cloud computing and more intuitive user interfaces allow employers to monitor and report on how team goals are being implemented. It displays evaluation feedback in real time. Finally, data analytics mainly involves statistical methods, algorithms, data interrelationships, and problem solving. Talent analytics fundamentally changes how an employer looks for a new employee.

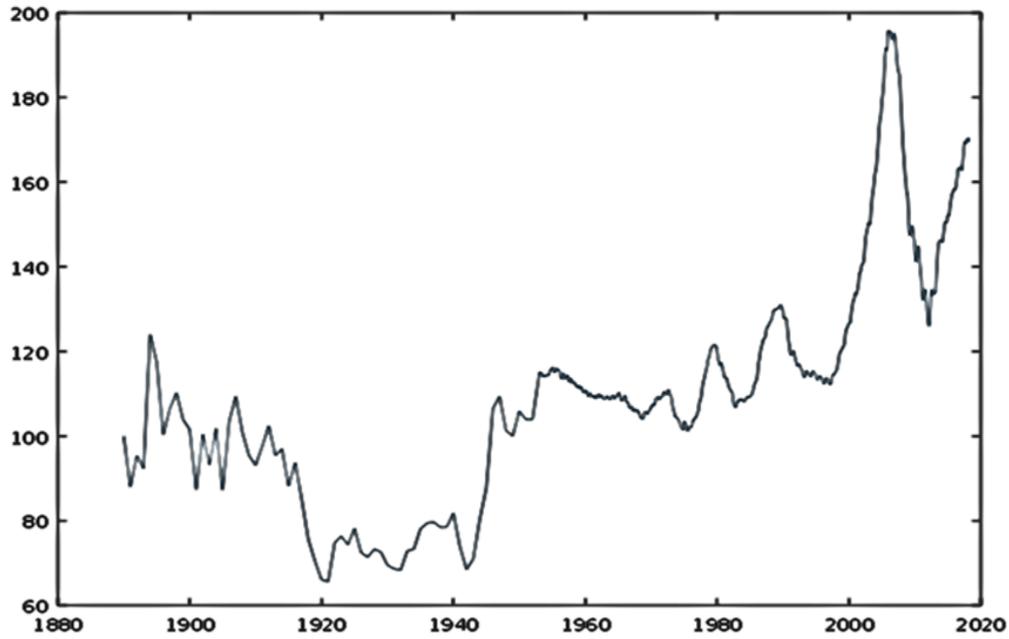
Retrospective talent analytics research shows that the following is significant: how grammatically correct their resumes were; that they did not drop out of school until earning a degree; they were successful at their previous jobs. Technological changes also affect the nature of jobs. When you talk about "tech work," everyone can imagine work at Apple and Google. But technologies apply to all kinds of work.

About 17 million people (Bloomberg BNA Bulletin to Human Resources Management, (2017), use information technology from a remote place to work at least once a month. Co-working sites offer freelancers access to office space, Wi-Fi, and office equipment.



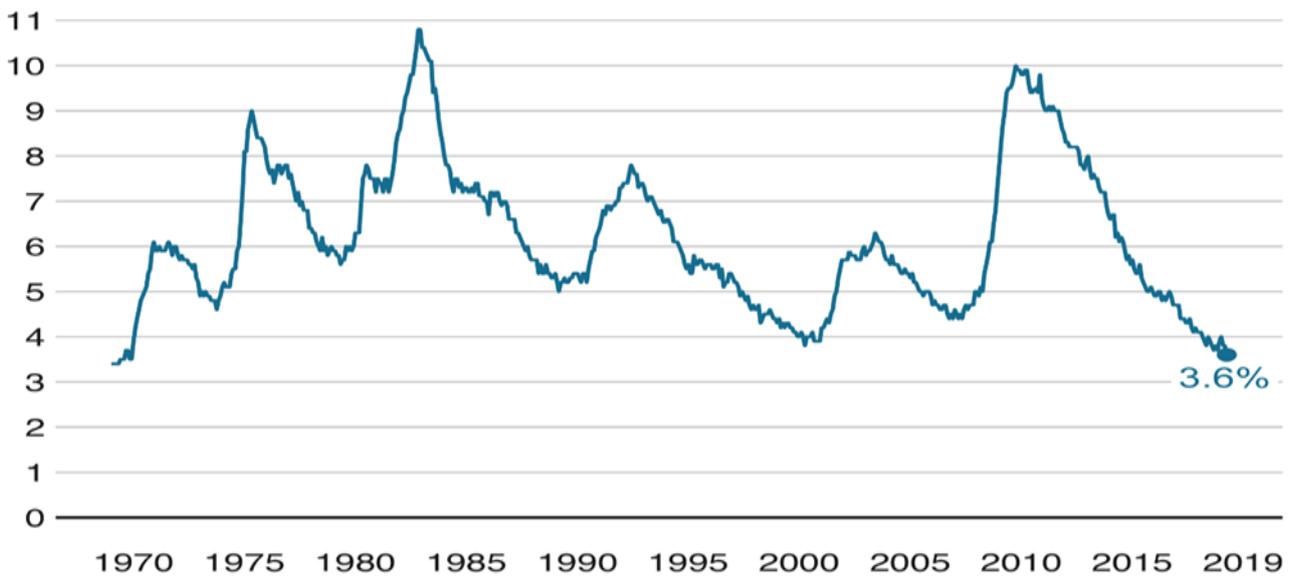
**Figure 1.** US Gross Domestic Product, 1940-2010

Source: Bureau of Economic Analysis U.S. Department of Commerce, 2020



**Figure 2.** Key-Schiller Real Estate Price Index 1880-2020

*Source:* Federal Reserve Bank, 2020



**Figure 3.** US Unemployment Rate for 1970-2019

*Source:* U.S. Bureau of Labor Statistics, 2020



## CONCLUSION

In close collaboration with line managers, HR managers have been helping employers find, hire, dismiss, administer, and evaluate employees. Nevertheless, there are trends in personnel management that substantially change perceptions of how well employers are coping with their It should be noted that the HR department's style and methods are constantly changing. Because of this, many employers are re-examining the organization of their HR functions. HR tasks. Many plan to deploy technologies to implement a large number of shared services or transactional agreements.

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## Conflict of interests

The authors declare no conflict of interest.

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