

THE DIRECTION OF HUMAN RESOURCE MANAGEMENT

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Anotation:

Human resource management has come a long way from being a traditional administrative function to a strategic partner that contributes to the success of an organization. The evolution of HRM (Human resource management) has been shaped by changes in the business environment, technology, and the changing needs and expectations of employees. One of the latest trends in HRM is the focus on employee well-being, which has gained prominence due to the COVID-19 pandemic. This article explores the direction of HRM towards employee well-being, its impact on organizations, and the challenges that come with it.

Keywords: Human Resource Management, Employee Well-being, COVID-19, Organizational Success.

Аннотация:

Управление человеческими ресурсами прошло долгий путь от традиционной административной функции до стратегического партнера, способствующего успеху организации. Эволюция HRM (управления человеческими ресурсами) была сформирована изменениями в бизнес-среде, технологиях, а также меняющимися потребностями и ожиданиями сотрудников. Одной из последних тенденций в области управления персоналом является сосредоточение внимания на благополучии сотрудников, которое приобрело известность в связи с пандемией COVID-19. В этой статье рассматривается направление управления персоналом на повышение благосостояния сотрудников, его влияние на организации и проблемы, которые с этим связаны.

Ключевые слова: Управление человеческими ресурсами, Благополучие сотрудников, COVID-19, Организационный успех.

The shift towards employee well-being has been a long time coming. Over the past few decades, there has been a growing realization that employees are an organization's most valuable asset, and their well-being directly impacts organizational success. The COVID-19 pandemic has brought this issue to the forefront, highlighting the need for organizations to prioritize employee well-being.

According to a study by Deloitte, organizations that prioritize employee well-being are more likely to have engaged and productive employees, lower turnover rates, and higher customer satisfaction. The study also found that organizations that invest in employee well-being have a competitive advantage in attracting and retaining talent.

Several factors have contributed to the shift towards employee well-being. One of the main drivers is the changing demographics of the workforce. Millennials and Gen Z, who make up a significant portion of the workforce, place a high value on work-life balance, mental health, and social responsibility. The pandemic has also accelerated the adoption of remote work, which has blurred the lines between work and personal life, making it more important than ever to prioritize employee well-being.

Organizations that prioritize employee well-being are seeing positive results in terms of employee engagement, productivity, and retention. They are also better equipped to navigate the challenges posed by the pandemic, such as remote work and mental health issues. However, the shift towards employee well-being comes with its own set of challenges. One of the main challenges is the need to balance employee well-being with organizational goals and objectives. Some organizations may struggle to find the right balance between meeting the needs of employees and achieving business objectives.

Another challenge is the need for HRM to evolve to meet the changing needs and expectations of employees. HRM practices that were effective in the past may no longer be relevant in today's environment. HRM needs to be more agile and adaptable to meet the changing needs of the workforce.

Effective HRM practices can have a significant impact on organizational success, including higher productivity, better employee engagement, lower turnover rates, and improved financial performance. HRM practices that are aligned with the strategic objectives of the organization and prioritize employee development, recognition, and well-being can contribute to a positive organizational culture, which in turn leads to increased employee satisfaction and commitment. One of the most critical HRM practices that impact organizational success is recruitment and selection. The ability to attract and select the right talent is essential for the organization's success. Effective recruitment practices involve a thorough understanding of the job requirements, clear job descriptions, and selection criteria that are relevant and valid. Selecting the right candidate not only results in higher productivity and job satisfaction, but it also saves the organization from the cost and time associated with employee turnover.

Another critical HRM practice that contributes to organizational success is employee development and training. Employees are more likely to stay committed to an organization that invests in their development and provides opportunities for growth. Effective training programs improve employee skills, knowledge, and abilities, which translates into better job performance, increased productivity, and a positive impact on the organization's bottom line. Effective HRM practices also play a vital role in creating a positive organizational culture. A positive culture is characterized by trust, collaboration, and mutual respect, which in turn results in better employee engagement and higher job satisfaction. HRM practices such as communication, recognition, and rewards, play a crucial role in shaping the organizational culture.

Conclusions and Suggestions:

The shift towards employee well-being is a positive development for organizations and employees alike. However, it requires a strategic approach and a commitment from

organizations to prioritize employee well-being. HRM needs to play a leadership role in driving this shift, by adopting practices that prioritize employee well-being and align with organizational goals and objectives.

One suggestion is to adopt a flexible approach to HRM, which allows for customization based on the unique needs of employees and the organization. Another suggestion is to leverage technology to enhance employee well-being, such as using digital tools to support mental health and remote work.

In conclusion, HRM has come a long way and is now focused on employee well-being as a key driver of organizational success. The pandemic has accelerated this shift, and organizations that prioritize employee well-being will have a competitive advantage in attracting and retaining talent, as well as navigating the challenges posed by the pandemic and beyond.

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