The Digitalization of Human Resource Management

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Abstract

Purpose of the article The research purpose is to analyze the digitalization of human resource management (further – HRM) and to define the HRM functions which are easy to digitalize. Nowadays over 57% of the world's population are internet users and 67% are unique mobile users, thus more and more companies require digital solutions for the management of human resources. The main reasons for the HRM digitalization are possibilities to organize different HRM functions easily, rapidly, securely. Many IT companies offer HRM solutions based on artificial intelligence, block chain, cloud technology, intelligent apps and analytical tools and other new technologies. Over the last five years the application of these technologies in different areas of management has become common and fast but only few researchers have analysed this phenomenon – the digitalization of human resource management from management perspective.

Methodology/methods The research was conducted by using desk top analysis of academic literature dealing with digitalization of human resource management in last five years. The author has also analysed the secondary data – the surveys made by other researchers and the reports developed by different re-search companies.

Scientific aim The scientific aim is to find the features of HRM functions which are preconditions for digitalization of these functions.

Findings The main finding of the research is a new conceptual model for digitalization of HRM functions.

Conclusions HR practitioners introduce new technologies very fast. They apply different technological tools for recruitment, HR analytics and administration. Unfortunately HR scientists have not analysed digitalization phenomena in HRM properly and it still has loopholes to be filled.

Keywords: digitalization, human resource management, artificial intelligence, analytics, Apps

JEL Classification: O15, O33

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