

## Digital transformations and conceptual changes in the organization with a focus on HR

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### Abstract

**Purpose of the article** Digital transformation is a current topic addressed within the business sector and within organizations. The form of digital transformation, in connection with the adjustment of the organization's processes, affects their efficiency and increases competitiveness in a given market segment. The article describes the issue of digital transformation within organizations in general and focuses on the benefits of digital transformation within the HR (human resources) department. The partial processes of this department, the advantages associated with digital transformation, but also the limitations of this process are described here. The aim of this article is to answer how this change (digital transformation) affects the optimization (electronization) of individual processes and how these changes are perceived by HR staff. Last but not least, aspects related to organizational changes associated with the introduction of digital transformation within the organization are discussed.

**Methodology/methods** Literary review (state of the art) in scientific databases focusing on the issue of digital transformation in connection with the segment of human resources. Identification of key processes within human resources with emphasis on their modification / digitization. This in connection with qualitative research in the field of five Czech companies and their perception of digital transformation within the organization with a focus on human resources.

**Scientific aim** The scientific goal of this paper is to identify key areas within the human resources segment associated with the digital transformation of organizations. Especially those areas where the digitization optimizes (simplifies) the implemented processes with emphasis on their time and process optimization

**Findings** The document describes the developing area associated with digital transformation in organizations with an overlap into the human resources segment. The number of contributions within scientific databases (Web of knowledge, Scopus) focused on digital transformation is in the thousands, if we limit this to the area of human resources, then it is only tens of contributions. The digital transformation in companies is undergoing a great boom, but at the same time it is appropriate to identify the partial risks of this corporate transformation. Companies are aware of this and are looking for suitable ways to implement digital transformation.

**Conclusions** Digital transformation brings new ways to streamline processes within organizations. Appropriate grasp of the digital transformation allows you to streamline processes within organizations and thus gain a competitive advantage. The digital transformation in the human resources segment enables better work with individual job seekers, both in the level of their recruitment, management and their further development, including adequate feedback, so it is not appropriate to underestimate this area.

**Keywords:** Digital transformation, HR digital transformation, Human resources, Organization, Organizational change

**JEL Classification:** M15, M21

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