

International experience of the digital technologies implementation in human resource management

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Abstract

The development of digital technologies is a worldwide trend and a necessary condition of effective human resource management of the modern organization. The most widespread digital HR acquired in Japan, North America and Europe. The development of the digital technologies in human resource management has contributed to implementing of international HR-standards that should taking into account specifics of human resource management, national legislation and established business practices.

Keywords: digital HR, international standards of human resource management, digital technologies

1 Introduction

Distribution of digital technologies is simultaneously a vector of modern technologies development of enterprise management, the organization of all its business processes, and a factor that predetermines change of content of labor and forms of its organization, and a new direction of improving labor productivity. Personnel processes in the modern organization can't already be provided without specialized information systems that allow to automate the selection processes, HR records and an employee administration, internal communications, preparation of HR analytics, an assessment, adaptation and personnel development, distance training and HR branding.

2 Overview of the study area

The results of the Deloitte research [3] demonstrates that digital approach in HR is developing rapidly, but in 2016 only 38% of the companies thought of implementation of such technologies and only 9% are completely ready to their implementation; 72% of the companies consider that it is an important priority for them and 32% determine it as very important priority. Most often companies recognize the importance and priority of the digital HR in Japan, the countries of North America and Europe that is caused, first of all, by the high level of technology development of these countries and regions.

Implementation of the digital technologies in human resource management processes is performed in the following directions [1, p. 53]: work with mobile applications (transfer of HR of processes on a platform of applications for smartphones); a cloud computing (use of the software based on online technologies); work with analytics (collection and the analysis of data, individualization of approaches to training and motivation on the basis of accumulation of personal information); media and digital technologies (the translation of all materials in convenient for perception a format); HR

platform (creation of the single consolidated platform for all HR processes).

The development of digital technologies in personnel management is promoted by implementation of the international HR standards ISO/TC 260 - Human resources management (ISO/AWI 30401 Human resource management – Knowledge management system; ISO/DIS 30405 Human resource management – Guidelines on recruitment; ISO/DIS 30408 Human resource management – Guidelines on human governance; ISO/NP 30414 Guidelines – Human Capital Reporting for Internal and External Stakeholders etc.), the standards of the American National Standards Institute – ANSI (Cost-per-hire; Performance Management etc); British Standards Institution - BSI (BS 76000 Human resource - Valuing people-Management system - Requirements and guidance), Hong Kong Institute of Human Resource Management - HKIHRM (HR Professional Standards Model-Creating Values For You and For Organisations) etc.

It should be noted that since 2015 according to the results of the research of Deloitte [3], the DuPont Company, for example, began the implementation of the large project on replacement, simplification and merging of all HR processes and educational systems in the single integrated portal. Instead of offering traditional separate application, the company developed the advanced interface on a new platform that led to productivity improvement [2]. Telstra is one of the largest telecommunication companies in Australia uses the application Design Thinking for tracking of the first year of work of the new employee. Using and studying behavior of first year employees, and also their development as persons, Telstra developed the comprehensive program of adaptation that involves employees to work more actively and promotes their retention [1].

3 Conclusion

The implementation of digital technologies, the best practices of the human resource management is the

important direction of efficiency improvement of all personnel processes and consequently – increase of the efficiency of activities of a modern organization. The implementation of digital approach yields the best results in HR processes of search, selection, an onboarding, personnel developments and the organizations of daily work.

Digitalization is directed to improvement of quality of labor life, reduction of time of implementation of personnel processes and is one of the leading trends of modern business that is connected with the acceleration of development of modern information and communication technologies, globalization processes.

References

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