TECHNICAL UNIVERSITY OF LIBEREC

New Opportunities for the Development of Education at the Technical University of Liberec

Specific objective A2: Development in the field of distance learning, online learning and blended learning

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Selected current HR challenges in managing human resources in the post-pandemic era

Practical examples of implemented activities

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1. Getting to know selected topics for the group work

Each team is assigned one topic/challenge organisations currently face in human resource management. In order to be able to produce a final team output on the topic, you need to first familiarise yourself with the topic in the context of theory and then practical analysis of the selected company.
Below, you will find an introduction to the selected group work topics; each topic includes practical tasks to be developed during the first online session.

Time limit: 45 minutes

Tools: MS Teams breakout rooms, MS Word

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Topic 1: Digital tools and ethical questions

Digital tools and artificial intelligence (AI) have rapidly transformed how we work and collaborate within teams. On the one hand, digital tools can provide tremendous benefits in terms of efficiency (time savings) and accuracy (big data analysis); on the other hand, their increasing usage and popularity also raise ethical concerns about the impact on human collaboration and privacy. One key concern is AI-powered automation's potential displacement of human workers, which could cause job insecurity and fear among employees. To address these ethical concerns, organizations and individuals need to consider the ethical implications of using digital tools and AI in their work. For that purpose, organizations should invest in employee learning and development (e.g., reskilling or upskilling) to strengthen human control and responsibility within their work. And increase communication regarding the pros and cons of such technologies in the workplace. Overall, it is essential to approach digital tools and AI with a human-centric mindset that prioritizes the well-being and empowerment of all individuals involved in the collaborative process.

Tasks for the team:

- What are the ethical issues which companies have to be aware of using artificial intelligence or digital tools at work (as chatbots, robots etc.?)
- Is it ethically tolerable to use digital tool during the recruitment process / CV validation and sorting? Please coment on this and consider various situations.

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Floridi, L., Cowls, J., Beltrametti, M. et al. (2018). AI4People—An Ethical Framework for a Good AI Society: Opportunities, Risks, Principles, and Recommendations. Minds & Machines 28, 689–707. https://doi.org/10.1007/s11023-018-9482-5
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Russo, Federica. (2018). Digital Technologies, Ethical Questions, and the Need of an Informational Framework. Philosophy & Technology. 31. 10.1007/s13347-018-0326-2. https://www.researchgate.net/publication/326968480_Digital_

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Topic 2: Potential Employee Job Search Motivation factors

Determine whether there were changes in job-seeking motivations after the pandemic outbreak and after the rapid introduction of digital tools. Identify the most typical form of job-seeker motivation and create a list of factors that will attract them to work for the company under the new working conditions. Next, explore how companies could communicate their employer values to match the needs of job seekers, e.g. through telling stories of successful employees, sharing employees' daily work, etc.

Tasks for the team

- Find out about any changes in the motivation of potential candidates - especially for Generation Z.
- Evaluate how companies could effectively communicate their employer values as a means of matching the motivation of potential job seekers.

Sources:

Muslim, Noor Awanis & Dean, David & Cohen, David. (2016). Employee Job Search Motivation Factors: An evidence from Electricity Provider Company in Malaysia. Procedia Economics and Finance. 35. 532-540. 10.1016/S2212-5671(16)00066-6.
De', R., Pandey, N., & Pal, A. (2020). Impact of digital surge during Covid-19 pandemic: A viewpoint on research and practice. International journal of information management, 55, 102171. https://doi.org/10.1016/j.ijinfomgt.2020.1021

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Topic 3: Webpage recruitment

A career page on a website is the perfect place to show off an employer brand and attract top candidates to any company. Before applying for a job, candidates want to learn a bit more about what it's like working for the company — and a careers page helps you share this information. The ability to target and attract different applicant groups explicitly is one of the important benefits of corporate websites. There are some research studies suggesting that targeted messages have a positive effect on applicant perceptions of the company and job vacancy. In large international corporations there is often a challenge to target with the career website to local labour market and thus attract the right candidates. The same approach of career website is used in companies in the automotive industry.

Tasks for the team:

- Identify strengths and weaknesses of using company web pages for recruiting process.
- To what extend companies provide organisational job related information to the job seeker on their websites? Is there any difference in the automotive industry?

Sources:

GoHire (2021). How to Attract Candidates with a Company Careers Page. https://gohire.io/blog/how-to-attract-candidates-with-a-company-careers-page-on-your-website

Egerová, Dana. (2017). Recruitment through the use of corporate websites – _A comparative study. file:///C:/Users/User/Downloads/Egerova_Eger_IBIMA2017.pdf

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Topic 4: Digital solutions and coomunication in remote teams

Boosted by the COVID-19 pandemic remote teamwork has become necessary and common in our everyday life. However, working with colleagues who are geographically dispersed can pose some benefits and challenges. An advantage is the access to a larger selection of talent and expertise. A challenge can be the communication between team members across different time zones. A sophisticated organization of remote teams is crucial for a professional organization.

Tasks for the team:

- What might be the pros and cons of working in remote teams?
- Which measures to organize remote teams might be helpful in your opinion?

References:

Boogaard, K. (2023). How to Organize a Team for Long-Term Remote Working https://www.wrike.com/blog/how-to-organize-a-team-for-long-term-remote-working/#How-to-organize-a-team-for-long-term-remote-work

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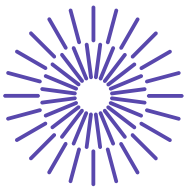

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