

UNIVERSITY OF ECONOMICS - VARNA
INTERNATIONAL SCIENTIFIC-PRACTICAL CONFERENCE
HUMAN RESOURCE MANAGEMENT IN THE AGE
OF DIGITAL CHALLENGES
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**Digital remote work -
a prerequisite for
innovation in the
activity of human
resources**

Professor PhD
Miroslava Peicheva, UNWE

Structure

- ✓ **Introduction;**
- ✓ **General characteristics of digital remote operation;**
- ✓ **What innovations does provoke remote work into HR activities ?;**
- ✓ **Some risks from innovation in HR activities and from digital remote work;**
- ✓ **Conclusion setting out the main conclusions.**



Introduction

Shared thoughts about

Trends that provoke interest
in the topic

- ✓ Changing the way
companies do business;
- ✓ The current and future
consumer is the so-called
"Generation C"
(Brian Solis);

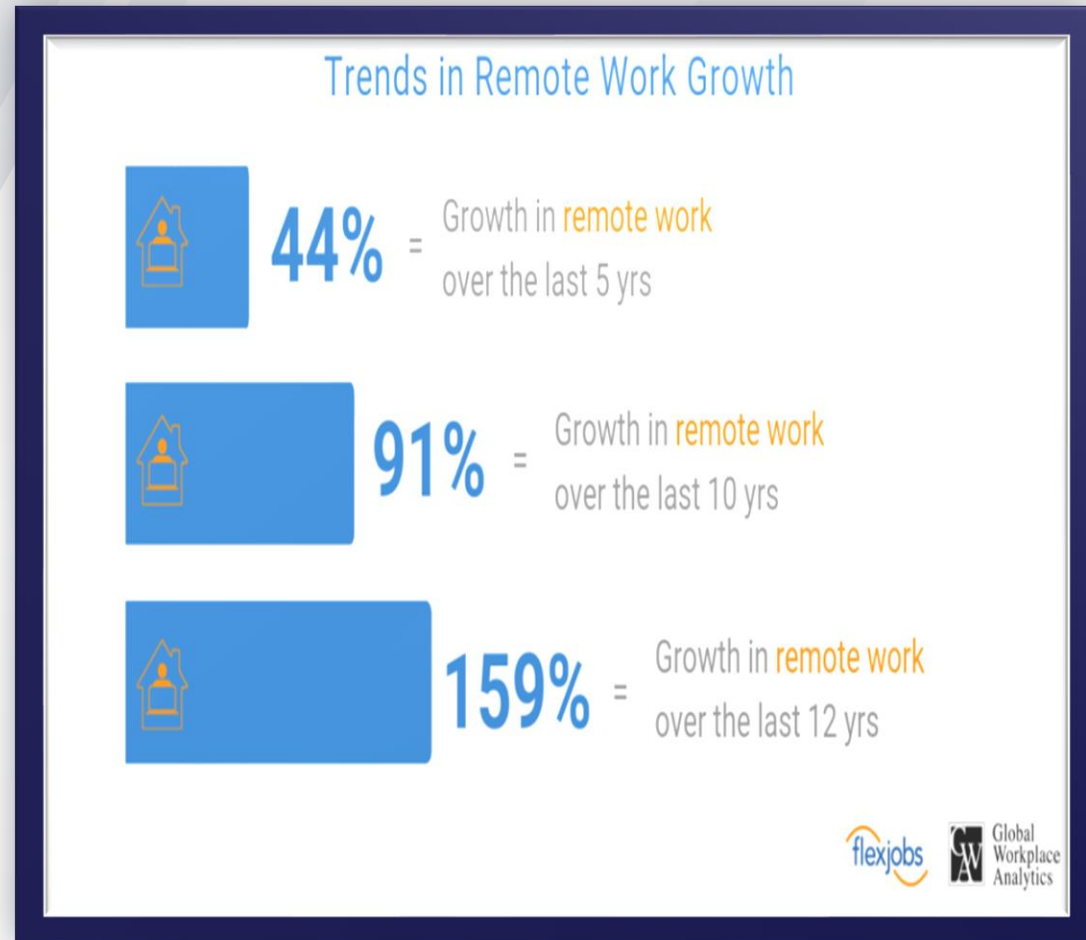


Introduction

Shared thoughts about

Trends that provoke interest in the topic

- ✓ The number of people working remotely is growing significantly;
- ✓ Since 2005 remote work has grown 159%.
- ✓ Between 2016 and 2017 remote work grew 7.9%.
- ✓ Over the last five years, remote work growth is at 44%.
- ✓ Over the last 10 years remote work has grown 91%.
- ✓ 3.4% of the total U.S. workforce are remote workers, up from 2.9% in 2015.
- ✓ 4.7 million people in the U.S. currently telecommute, up from 3.9 million in 2015.



Source:

<https://www.flexjobs.com/blog/post/remote-work-statistics/>

Introduction

Shared thoughts about

Trends that provoke interest in the topic

✓ Percentage of employers who plan their employees to work remotely.

According to FlexJobs' annual analysis of the "100 Top Companies with Remote Jobs," the top five remote career fields are:

- Medical & Health
- Computer & IT
- Customer Service
- Education & Training
- Sales

SURGE IN REMOTE WORK

To measure the employer response to the COVID-19 crisis, law firm Seyfarth sent a flash survey to its clients and collected responses from 550 U.S. employers from March 12 to March 16.

The results showed:



of employers surveyed were taking steps to allow employees to work from home who don't normally do so.



were actively encouraging all employees to work from home in some or all parts of the country as of mid-March.



were encouraging employees to work from home on a case-by-case basis.



were encouraging employees to work from home in hot spots.

Source: SHRM

https://www.shrm.org/hr-today/news/all-things-work/Pages/remote-work-has-become-the-new-normal.aspx?mkt_tok=eyJpIjoiTldWaFpHVtJZVGN3T1RVeiIsInQiOiI1S1JJakJCemhaZ2piQ0VVSmljeTdnUG4yNUxFeU8zaFFSQSttTWZLWE5kSHAzSDdIbGV4c2IyZUN1TEJXN3VaUUvXNXNwUTI5QzNENjJGNVY5T0dqRmFQXC9vdfBUSjVZK01Ic3dzTjk2dllqMTg3YU5kdNNTM3l0czlia3p2MkwifQ%3D%3D

Introduction

Shared thoughts about

Trends that provoke interest in the topic

✓ Changing the way potential and current employees and HRs interact.



Digital remote work presupposes a new way in which the activity of human resources is carried out.



Main objective and tasks

The aim of the present study is to analyze digital remote work as a prerequisite for introducing innovations in human resources.



Tasks

- ✓ Generalized characteristics of the remote digital work are presented;
- ✓ Proposals have been made for the introduction of innovations that must be carried out in the human resources activity in order to adapt to the new conditions;
- ✓ Some main risks in the digital remote work are analyzed and suggestions for overcoming them are made.

General characteristics of digital remote operation

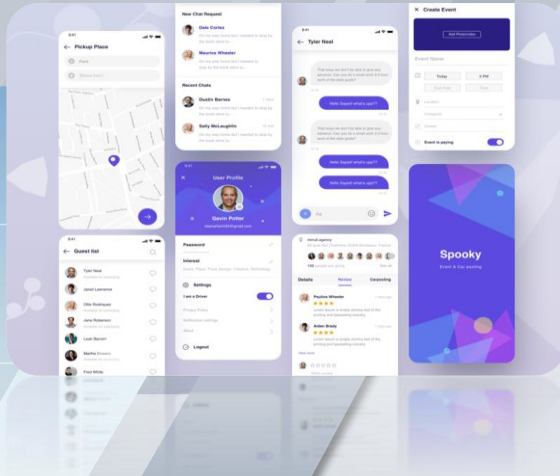


- ✓ Remote work is most often associated with work that the employee does not perform in the office, but performs from home and / or on site of his choice.
- ✓ The types of remote work are: full or partial remote work.



- ✓ The concept of digital workplaces is based on the understanding that there is a virtual equivalent in the physical workplace, for the work of which specific rules and procedures are also required.
- ✓ In the present study, the object is completely remote digital work.

What innovations does provoke remote work into HR activities ?



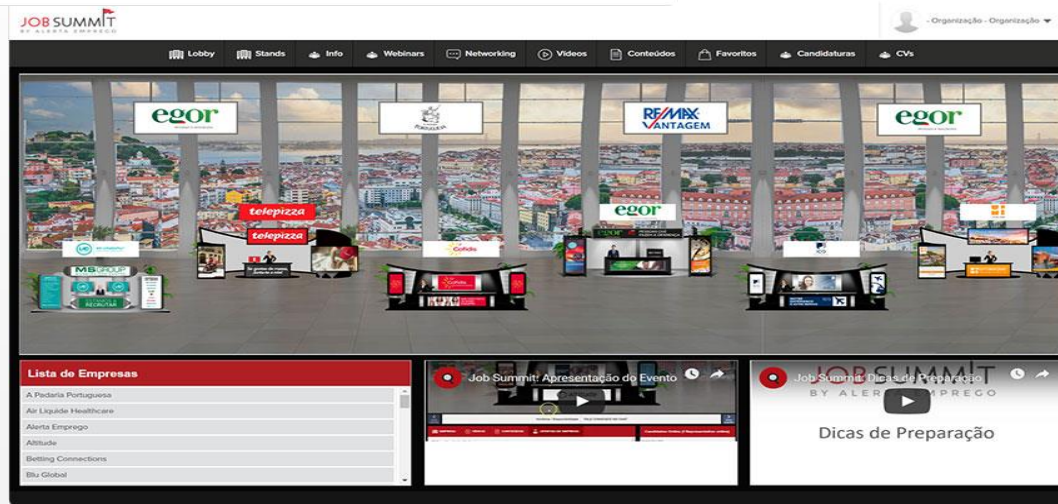
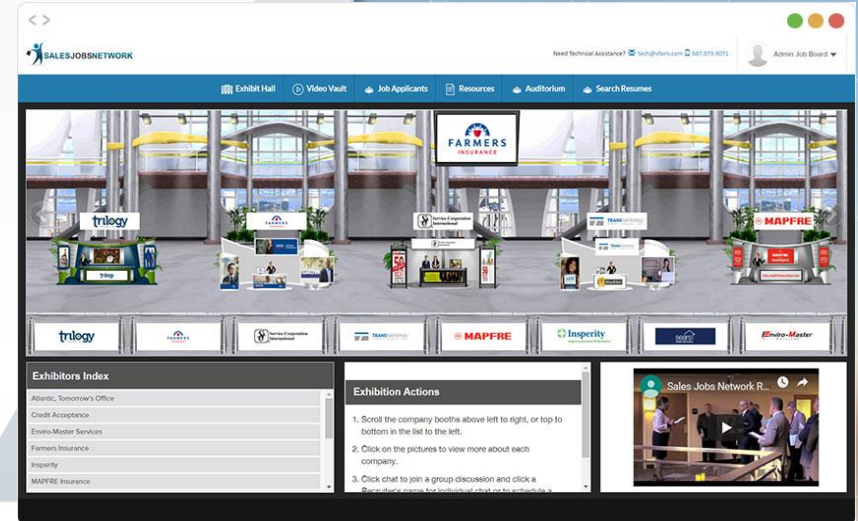
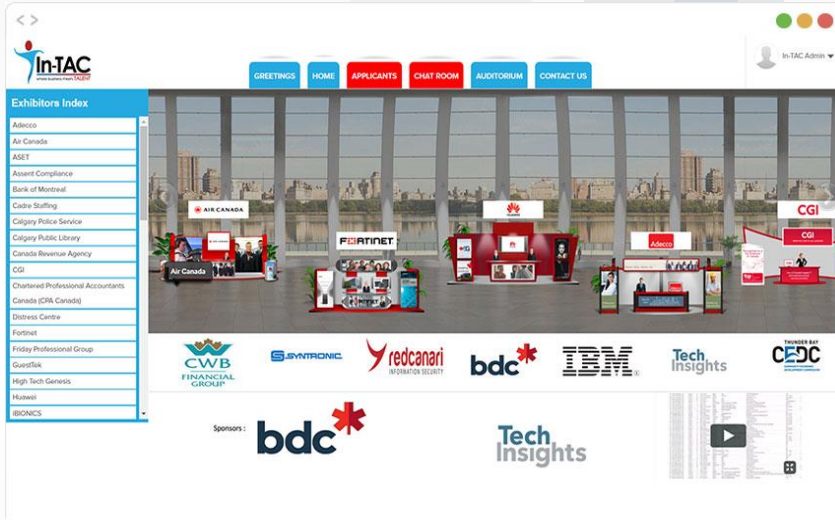
- ✓ Innovations in the way of work, as well as the rules and procedures related to HR activities (24/7 ; Chatbots; Skype);



- ✓ Interactive procedures (For Generation C-The reading should be short and comprehensive)

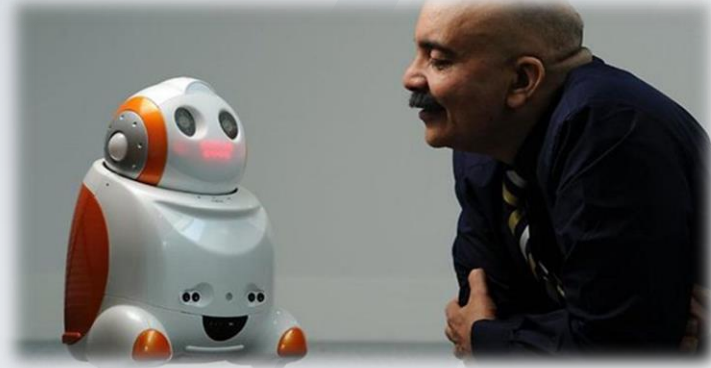
Innovations in HR activity related to recruitment and selection

✓ Virtual job fairs



Source:
<https://www.vfairs.com/solutions/virtual-job-fair/>

Innovations in HR activity related to recruitment and selection (Cont.)



Matilda



-  She is able to simulate a full range of facial expressions
-  She is a friendly machine that loves and cares about humans
-  She can see and respond to facial expressions
-  She can learn and adapt from interactions
-  She can hold natural conversations
-  She can understand speech

 RICK'S CLOUD

A close-up image of Sophia the robot, showing her human-like face and the intricate circuitry of her head.

Sophia

Innovations in HR activities related to coping with stress and prevention of deteriorating mental health

Creating “virtual water cooler” in your work space

Virtual coffee



ActivTrak

“Shows signs of potential disengagement or burnout, as it provides reports on when and for how long employees work on specific tasks each day. ”

Slack channels



Risks

For employer



Data security risks

**Risks of fraud
related to stolen
virtual identities**



**Risks of hiring
employees who feel they
could do digital
telecommuting but do
not have the self-
discipline to do so and /
or do not have the
necessary digital skills**

**Risks related to lack of
financial resources for
retraining of employees**



Risks

For employee

Overtime work, but without additional payment



Possible decision: Conduct distance social audit

Risk of non-payment of wages

Possible decision: Gather information about the employer



Lack of transparency in remuneration



it is good for employees to Possible decision: Gather information about a specific organization before starting remote work.

Risk of lack of financial resources to increase digital skills.



Possible decision: training through freely offered courses.

IN CONCLUSION



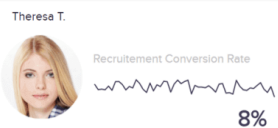
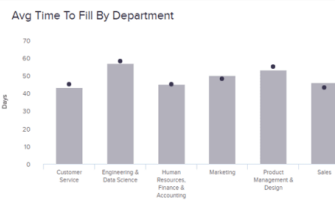
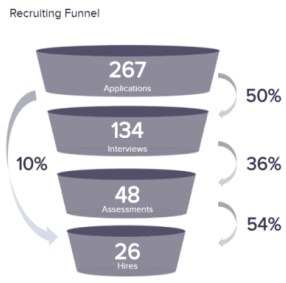
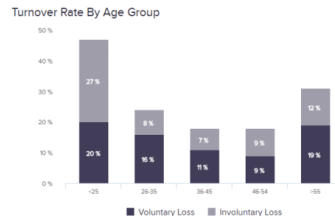
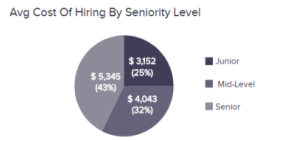
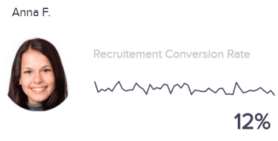
- ✓ **Need for retraining of HR specialists.**
- ✓ **New professional opportunities.**



IN CONCLUSION



✓ **Need for monitoring, big data analysis and HR audit.**



Source: Data Pine

<https://www.datapine.com/blog/monthly-and-annual-hr-report-templates/>

IN CONCLUSION



**Digital remote work is here to stay
and challenge our innovative HR
skills for successful adaptation in the
digital age.**



THANK YOU!

Contacts:



Miroslava Peicheva



Miroslava Peicheva



Miroslava Peicheva

**email: mpeicheva@unwe.bg
m_peycheva@abv.bg**