

## HR-related jobs require post-corona digitalization

### Abstract

The spread of the corona virus disrupted the global markets in the past years. The short-term consequences of this epidemic were sudden and often severe. Covid-19 has caused many disruptions in the labor market and has triggered fundamental changes in the business model and customer behavior.

When Covid-19 broke out, it forced social changes around the world. Almost overnight, orders were issued limiting mass gatherings, restricting in-person business activities and encouraging people to work from home as much as possible. In response, businesses and schools looked for ways to continue their operations remotely thanks to the Internet. They resorted to various collaboration platforms and video conferencing capabilities to interact with colleagues, clients and students while working from home offices.

In this article, we first take a look at the effects of Covid-19 on various aspects of life, and then we examine the new jobs for the next decade, which are divided into two special parts.

**Keywords:** Post Corona, Human Resource management, new jobs

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### 1- Introduction

Before the pandemic, of course, technology had become an increasingly important part of the workforce. Businesses looked to the technology as a useful tool for interacting with customers, allowing for some workplace flexibility and a way to introduce automation and faster processes. However, the spread of the devastating corona virus and the closure of face-to-face meetings for non-essential businesses greatly accelerates these approvals. This has forced companies to look for creative digital solutions so that organizations can continue to work remotely and continue to serve their customers. The fact must be accepted that most of these changes will remain after the covid-19 and that the business world needs new jobs and work markets to adapt to these changes. In this regard, hypotheses for changes in the post-Corona world and going to the digital world are evolving.

### 2- Literature review

The outbreak of the coronavirus in 2020 shook global markets. The short-term consequences of this epidemic were immediate and often severe. Over the past year, Wade 19 has caused a major disruption in the job market, leading to fundamental changes in the business model and customer behavior. Many of these changes will continue after Covid 19.

A century after the 1918 pandemic known as the Spanish flu, which killed more than 50 million people worldwide, the Covid-19 pandemic has been devastating at different times in different parts of the world. As of June 2020, the epidemic

had reached 213 countries with more than 365,000 deaths, peaking only in China, the United States, and Europe. Populations in Africa, the Middle East, Latin America, South, and Southeast Asia, and Australia have slowly recovered, but not fully recovered. Like its smaller predecessors SARS (2002) and MERS (2012), there were no signs that the epidemic would end or be revived in the winter of 2021. The pandemic strengthened the independence movements in the former colonies and strengthened the countries, as the Spanish flu had a great impact on World War I, changed the borders of the imperial powers, and caused widespread poverty and unemployment in many countries due to unemployment and inflation. Making policies for global health care. It has also led to advances in epidemiology, virology, and vaccine production, and when the disease is finally eradicated, it will be impossible for us to return to the world we live in in 2019. The world after the Coronavirus will be different in many ways - economically, socially and healthy. No one will come out of this crisis without losing something.

It is ridiculous that this epidemic is attacking human freedom, the most valuable factor for modern civilization. In many parts of the world, our way of life is determined by the individual and social freedoms that nations have fought for and won after costly sacrifices. The ideology of Nazism, fascism, and the Marxist coups of the last century could not change this lifestyle. In our time, terrorism, ISIS and xenophobia have not diminished this. However, now this

important asset of our civilization is seriously threatened by the Coronavirus and afterward.

After this disaster and in the next decade we will inherit a different world. Countries are controlling this disease and assessments are being made to create the right conditions for a return to a good life.

Hypotheses are developing for change in the post-corona world and the digital world.

The new HR planning approach eliminates the physical presence of the employee in the workplace by keeping the workforce ready after the epidemic. The workplace blends physical and virtual environments. At this stage, companies that have this culture and adopt this philosophy will be able to adapt to the location-independent working model most simply. They should not overlook the backup system while planning the quantity and quality of the labor needed. An international survey of CEO successors lists the companies most likely to be involved in the planning. Take a creative approach to backup schedules for all personnel in critical roles and the way they assign critical responsibilities to ensure business continuity.

We first examine the effects of Quid 19 on different aspects of life.

#### *2-1- ECONOMIC IMPACT*

The overall economic impact of the pandemic on the world economy is the least uncertain. According to the forecasts of international financial institutions, the economies of Europe and other developed countries will shrink by 4 to 6 percent by the end of the first quarter of the year, posing the threat of a global recession.

#### *2-2- WORK*

Home delivery of food and public goods is increasing as seen during the epidemic period. Amazon was one of the tech giants that hired employees instead of sending them home to be fired. Apple, Google, Amazon, eBay, and Alibaba all develop e-commerce tools, strengthen cybersecurity, guarantee buyers' secure financial transactions, and compete in delivery speeds. Many young people support e-commerce at home instead of playing virtual games in their spare time. This could become a regular feature for internships and summer careers for college students and young graduates.

#### *2-3- HEALTH*

Hospital care will undergo a fundamental change with clear guidelines for doctors regarding emergency hospitalizations. Many countries implement health insurance to cover medical care. New international health protocols will be negotiated to cooperate in rapid alerting and information sharing between countries.

#### *2-4- EDUCATION*

During the coronavirus blockade, primary and secondary education in many countries quickly moved from classrooms

to e-learning. Turkey went a step further and allocated free TV channels for e-learning for the benefit of households without internet access. With the help of private chat groups and video classes, students are adapting to a new learning method that is likely to become the new teaching standard. Although this situation affects traditional education, it will be more efficient and effective.

#### *2-5- INFORMATION TECHNOLOGY*

This sector will see the highest growth. High Internet trust During Covid-19, major IT giants had to set up their public websites to allow customers to increase cyber communication. Companies such as Zoom and Skype, which offer web-based conferencing services, have seen their shares rise in the stock market. Home entertainment giants Netflix and Disney have gained millions of new subscribers. Google and Apple have joined forces to collect statistics about the Coronavirus. In the post-corona phase, these giants are likely to invest more in IT services to meet the growing demand.

#### *2-6- TOURISM*

After staying at home for months, vacationers want to rest as long as the places they want to visit do not pose a risk of infection. Tourism is coming back, but it takes time. Reopening tourism will also help bring back regular, budget airlines and travel-related services so that thousands of dormant workers can return to work and bring those jobs to liquidity.

#### *2-7- LOCAL GOVERNMENT*

During the current pandemic, local governments have spent more than three times their approved budgets on police, health, and community care services. Their income from traditional sources, such as public transport, traffic fines, delays in fares, and renting municipal property, has been severely damaged by isolation and economic lockdown.

#### *2-8- WORKPLACE*

In the past, office workers were used to opening workplaces and hot desks. The pandemic has taken the difference one step further. This shows how managers can save on administrative costs by working from home. Employees will have less time commuting to and from offices and will spend less time on lunch and coffee breaks.

#### *2-9- ELDERLY CARE*

Unlike the Spanish flu, the epidemic targets the elderly and those with medical complications, as well as those living in crowded and poor neighborhoods. In the coming years, many things will change in the way we care for the poor and the elderly in healthcare delivery.

#### *2-10- SOCIAL NETWORKS*

In the new world order, many of the social norms we accept are disappearing. Coffee shops and bars often have to change the way they serve their customers and can use the interior to pay more for them.

During the pandemic, several thousand volunteers, civic groups, and charities working to support their government's relief efforts, food and supplies for the poor and vulnerable, and helping to reduce natural disasters and poverty have been disbanded. Civil society activists and groups also followed their government's response, pointing to shortcomings that were overlooked by the authorities.

#### 2-11- DEVELOPING COUNTRIES

Developing countries are largely spared the full burden of coronavirus deaths. But if it comes at a later stage, they will be devastated by poor health infrastructure and not being able to take even basic measures like isolating infected people from a healthy population and treating them in hospitals.

#### 2-12- INTERNATIONAL ORDER

In the post-Covid-19 world, it is becoming clear that a new international order will be redrawn by powerful nations as lessons learned from the actions of totalitarian regimes and free democracies to deal with the current epidemic.

This year, the page suddenly turned to see what was seen in the dream. Clean air, disinfected handles and a healing layer with ozone tell us that a new world is being born where human life will be different.

In the post-corona world, one can stay at home and work remotely, and any business that is not built on technology is doomed to disappear. This was the best test for the job. Occupations that cannot survive during the epidemic days are losing ground in the eyes of Corona, but the problem is not the virus in "lack of foresight" and "in harmony with today's modern world".

The process of eliminating unemployment is not limited to these days when the first taxis started operating and the wagons protested and did not do when they carried passengers! But not only were wagons unemployed, but they also learned to drive, buy cars, and become taxi drivers. But the real winners were the coachmen who realized this earlier and sold their horses and quadriceps on time without expecting any change over time. On the contrary, they welcomed the change and went one step ahead. Throughout history, we have seen many such changes in the liquidation process that follows the birth of new businesses.

The best way to own a healthcare business these days is with a virtual information network. Network technology based on technology and communication science was a foresight of this business and provided an opportunity for people in this class to prevent their work from flourishing during the holidays and the recession of the Corona era.

However, we should not be content with this amount, and now that we have seen our beliefs, we must continue to work with technology and use more and more effective information day by day so that it is among the few jobs remaining in the

near or near future. These days, however, it has proven to us that the net stays.

When Covid-19 hit, it forced social change around the world. Almost overnight, orders were issued to restrict large crowds, restrict face-to-face work, and encourage people to work from home whenever possible. In response, businesses and schools have sought ways to conduct their activities remotely, thanks to the Internet. While working from their home office, they relied on a variety of collaboration platforms and video conferencing capabilities to interact with colleagues, clients, and students.

Even before the pandemic, technology had become an increasingly important part of the workforce. Businesses saw technology as a useful tool for interacting with customers, allowing workplace flexibility, and a way to deliver automation and faster processes. However, the spread of the devastating Coronavirus and the closing of face-to-face meetings for unnecessary work greatly accelerate these approvals. It has forced these companies to look for creative digital solutions so that organizations can continue to work remotely and serve their customers.

This shift to digital functions plays both a customer and a behind-the-scenes role in many businesses. The inability to come together as a group has required many organizations and vocational schools to find new ways to communicate, collaborate, and complete work or school projects while working remotely. At the same time, customers have expressed a desire to receive services with little or no human contact, and they also want remote operations or at least limited customer contact.

Together, they helped create a digital transformation in the industry that impacted commerce. Examining how these changes affect businesses can help people understand how organizations can adapt to their digital transformation, and some of these changes will remain sustainable here.

### 3- Discussion

New business for the next ten years is divided into two special sections.

The first part is the jobs that have a high demand for technology and need technology in the short term, and the second part is the jobs that require less technology or need technology in the long term.

In the face of the Coronavirus epidemic, now is the time to think outside the box and bigger than ever before. Companies are now dependent not only on their global supply chains and what's going on in other countries but also on the state of institutions in their communities. The entire ecosystem in which you operate can affect your business. Companies with a wider range of connections are often best able to weather the crisis. More than anything else, the Covid disease has proven to everyone that people are interested in participating

in each other's problems. The fact that the employees of the organization feel that they can do useful work in these situations increases the productivity of the organization as well as creates a positive feeling in them. Orientation sessions, cross-training, measuring results and impact, and empowering people at lower levels to manage it are certainly effective.

Corona is undeniable, and after presenting the themes in the direction of positivity and trying to accept the change, these conditions will bring new business and opportunities in the future. It is useful for organizations and action can be taken from the perspective of opportunity.

The Cognizant Center for the Future of Work and the Future Workplace implemented a 9-month joint plan to pinpoint

exactly what the future holds for human resources. They brought together a network of 100 human resources managers, a training manager, and a talent and job training vice manager to determine how the role of human resources will evolve in the 10 years after Corona. In this consideration, economic, political, statistical, social, cultural, commercial, and technological trends were taken into account.

The program anticipated the emergence of 60 new human resources jobs and provided the responsibilities and skills needed to succeed in each. Each job is then ranked according to its organizational impact, so the list can be presented as 21 human resources jobs that you will learn about in the future.

(Fig 1)

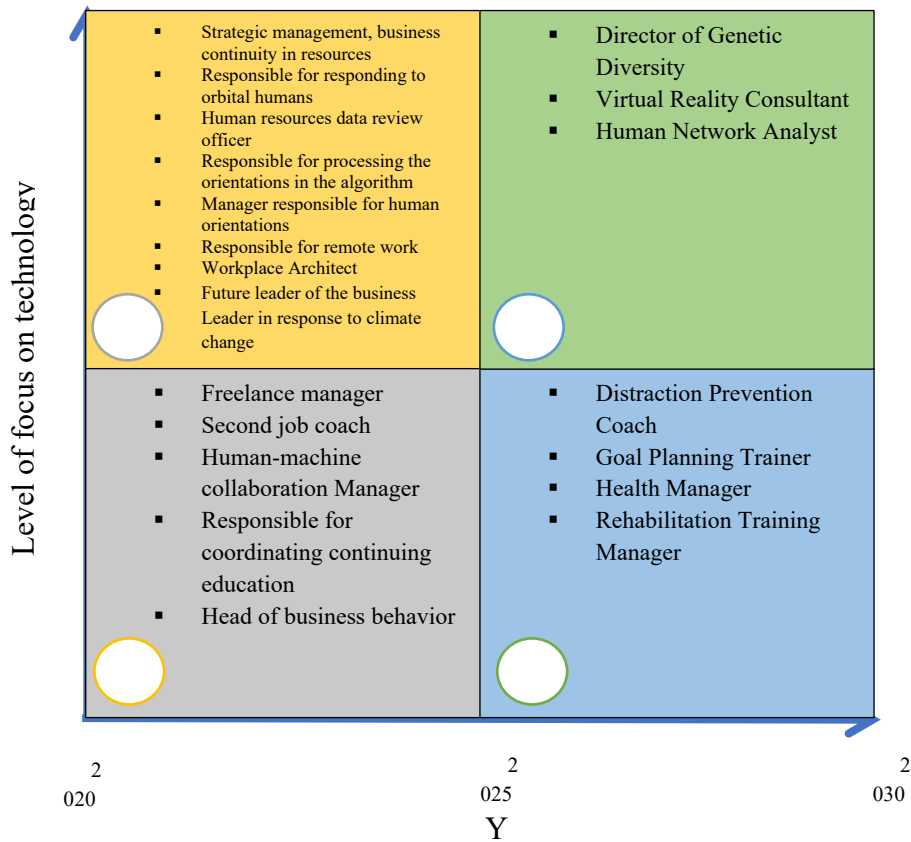


Fig 1- 21 human resources jobs in future

A: With a medium to high focus on technology for the next 5 years

- Strategic management, business continuity in resources
- Responsible for responding to orbital humans
- human resources data review officer
- Responsible for processing orientations in the algorithm
- Manager responsible for human orientations
- Responsible for remote work

- Workplace Architect
- Future leader of the works
- Leader in response to climate change

B: With a low to medium focus on technology over the next 5 years

- freelancers manager \_
- Second job coach
- human-machine collaboration director
- Responsible for coordinating continuing education
- head of business behavior

C: With a medium to high focus on technology over the next 10 years

- Director of Genetic Diversity
- Virtual Reality Consultant
- Network People Analyst

D: With a low to medium focus on technology over the next 10 years

- Coach running away from distraction
- Goal Planning Instructor
- Health Manager
- Rehabilitation Training Manager

Here we introduce two high-tech jobs, both short and long term, and remind you of what you need to learn to succeed.

### 3-1- HR Business Continuity Manager

Most and most important jobs of the future require high-level technologies in a short time. A real business requires high-level technology in a short strategic time.

to continue providing products and services at acceptable intervals with a predefined capacity in the event of an outage.

The definition of manager or senior manager, according to that standard, is the person or group of persons who direct and control an organization at the highest level.

This is especially true for human resources leaders. In normal times, human resources play a key role in helping an organization make smart decisions that will help it react quickly and adapt to change. But in the current context, they may now be coordinating communications, facilitating telecommunications, helping workers stay productive, and helping with mental health needs.

So how can technology help? Now more than ever, human resources leaders are taking steps to help people around the world find their way forward. But they also need to actively think about strategies and investments that ensure business continuity.

#### 3-1-1- The Challenge of Remote Working

The current crisis has created a particular challenge for human resources professionals in managing their workforce that may have suddenly disappeared. Meeting the workforce where they are and building a sense of support is a good start to meeting employee expectations.

Human resource leaders must also ensure that lines of communication remain open. Rarely requires employees ever be more serious about how the organization is performing and what is expected of them, and the provision of human resources for all employees is crucial.

#### 3-1-2- Technology that makes humans human.

How human resources leaders respond to the current crisis depends on two factors - their skills as business leaders and the quality of the digital tools available to them. Of course, if many daily tasks are automated, their ability to be effective will be greatly enhanced, allowing them to focus on the human aspects of their role.

#### 3-2- Employee Empowerment Coach

The next important job that will be very important in the short term is a staff empowerment coach who needs a high level of technology in the long term.

Employee refers to people who work or are involved in the organization (ISO 30400: 2016 )

Empowerment: The act of empowering or a means of doing something to someone.

Only active employees can provide exceptional service experiences. Most organizations today have a mobile and distributed workforce. This makes it even more important to focus on employees' ability to invest in these valuable resources in the company.

#### 5 Main Strategies for Employee Empowerment :

- I. Creating a culture of transparency
- II. Create a culture to listen
- III. Provide a way to learn instantly
- IV. Targeted learning and development initiatives
- V. Creating a culture of transparency

Transparency is one of the most important factors that help employees' skills. When organizations focus on creating a culture of transparency, they often have employees who know what they're doing and why.

Things like helping employees understand the reason for the initiative, helping them understand organizational goals, sharing performance data to keep them fit for purpose, and having an open, active and effective feedback mechanism that allows for timely correction. Transparency is the only thing that helps create this culture. in an organization.

#### 3-2-1- Listening Culture

A large part of employee empowerment involves identifying the needs of employees to grow and perform their duties better. This means keeping your ears on the ground. Also, consider all the problems expressed. Then take the right actions to show that these issues are fixed.

It is important to provide a platform for employees to showcase their work to show what you are doing in response to employee needs, have the right processes or forums for

expressing employees and their needs and views, and create a culture of listening. Organization. This creates interaction, strengthens relationships between employees, and gives them a sense of power and trust.

#### 3-2-2- Provide a Way of Instant Learning.

Today's fast-paced workplace requires employees to be active wherever their work is done, not just within the four walls of the organization. Here we are in an age of technically skilled people who want more flexibility. Add to this mix a distributed and mobile workforce. You will find that you are working with a population that not only wants to access email for work but also needs to access business information from their smartphones. If it is important business information or learning and development opportunities, organizations will need to enable instant learning to increase employees' skills, if they are to. That means harnessing the power of mobility.

#### 3-2-3- Targeted Learning and Development Initiatives

Learning and development initiatives are the focus of almost all forward-thinking organizations. However, when you want to bring back an active race of employees, you need to make sure these actions are targeted and overly personal.

Payment of educational materials in small pieces to facilitate faster and easier dissemination of information, better consumption and retention of information, use of appropriate parameters to measure the success of education, and active assistance if necessary are things that need to be done.

#### 3-2-4- Talent ratio analysis

Organizations today want employees who can go down. To do this, they need effective initiatives, learning, and development. Wherever they work, they must ensure that employees have access to information. Collaboration fosters the knowledge economy. Today, preventive learning processes are essential to overcome performance barriers. This allows your organization to put people in a better position to succeed. To give an environment to those who can "do" "what they want".

Creating a practical environment means making sure you have the right skills to assist employees in their job roles. Attempts to teach, learn, and develop do not happen all at once. This is not something that employees are involved in when processing or changing roles. In the new world of employee empowerment, training must be a continuous process as organizational goals and objectives change rapidly.

### 4- Conclusion

Corona, like all infectious diseases in the world, has a period and will be controlled and treated with universal vaccination. But the truth is that the world will not go back to the pre-Corona lifestyle and the increasing trend of pre-Corona technology will continue to grow and the world will move towards digitalization.

Depending on the developments in the world, there will be changes in every layer of business life, information technology, and other areas of life and all kinds of professions.

Many jobs are needed for the next few decades, depending on changes in technology, needs, and time.

The qualifications of the employees should be reviewed. The use of technology was considered. It is essential to use technological tools at the maximum level for the effective use of technology. Frequent communication via virtual meetings, video conferencing, messaging and messaging programs, and phone and e-mail should be continuous. There are more problems in sections that move with constant energy. More attention should be given to these areas, in this age of digitization, all hell breaks loose if organizations don't do the following.

- Organizations do not update themselves.
- Do not implement the infrastructure in your institution to enter the new world.
- Do not think about getting the necessary training to update the old roster.
- Don't hire new staff by giving them the information they need in the age of digitization.

Of course, it should also be noted that people need to update their knowledge and be ready to enter the new world for their future work and existence in the digital age.

### 5- Financial support, Ethical statement, Conflict of interest

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## 6- Resources

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