

## Human Resources and Communication Management after Changes Due to COVID 19 pandemic

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### Abstract

*The COVID-19 pandemic changed every aspect of human life and the future of humankind will be considered considering the aspects and implication of pandemic threats. Areas and domains such as human interaction (psychology), governance, health, trade and others are continuously affected by the necessary action needed in order to minimize the impacts of the virus circulate and the business losses. Thus, are some attempts to study how management and leadership must change in order to achieve a minimal disruption proportion in their businesses. The purpose of the present paper is to briefly examine the main trends in the current inquiries that look at the major influences over businesses developments. The method is based on analysing which are the most important activities and actions that management and leadership should focus on how to overcome the negatives effects of COVID-19 over the human resources and communication. In conclusion the authors consider that the literature findings are more based on surveys and questioners addressed to managers, entrepreneurs or businesses, than based on hypothetical approach and/or mathematical model of actual events.*

**Key words:** management, leadership, COVID-19

**J.E.L. classification:** O15

### 1. Introduction

The end of COVID-19 disruption influence over everyday life is further daily and we try to comprehend how our life was changed and furthermore how much from the present situation will become a common part of the future everyday life.

From the start of the present year ones cannot forget the difference in people reactions having over them the pressure of COVID-19 spread across the world. First the emptying stores mainly of groceries and toilet paper or guns (especially in the United State), then closing businesses, unemployment, absence of physical (face-to-face) social interaction, poverty propagated across the world, recalling some of the negative disturbs over everyday life of most of us.

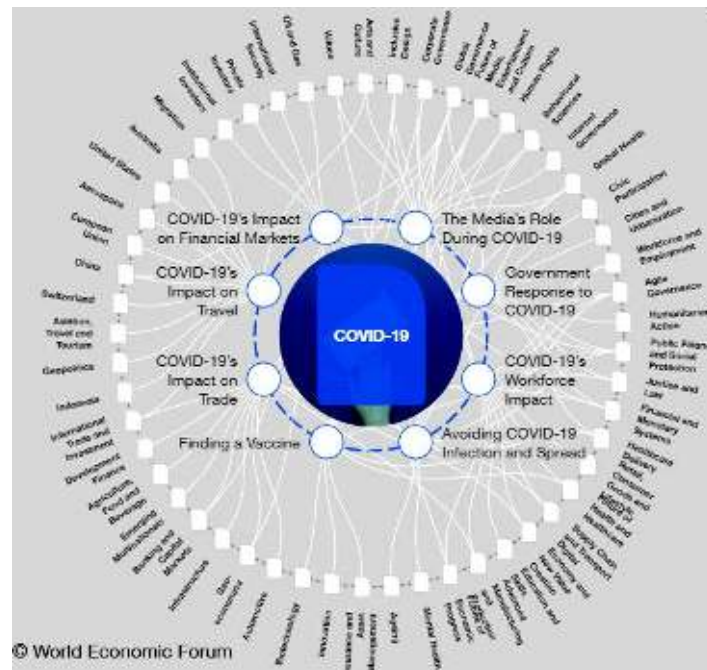
The present state looks like we are gradually returning to a most known common condition, there are still domains like tourism, educations, health etc. that expects to restore their full activities. But even that their tasks will be restored, their activities are if not disrupted at least modified in structures and conditions. Many of us were not prepared to respond or adjust to the new socially and economically conditions, from several points of view like: entrepreneur, employed, consumer, or everyday person.

### 2. Literature review

World Economic Forum (WEF) (World Economic Forum, 2020), one of most thinking influencers on life and economy, considered that the most affected areas by the scatter of COVID-19 where: travel, trade, financial markets, workforce, medicine and media (see figure 1). Those

business who offer 'non-essential services' were disrupted most: fitness & health, restaurants, clothing & retail, hair & lifestyle, theatres, culture & entertainment venues.

Figure no. 1. Most influence domains by the COVID-19 pandemic according to World Economic Forum.



Source: World Economic Forum. Strategic Intelligence (World Economic Forum, 2020)

In the present most newly created jobs are temporary, part-time or independent according to World Economic Forum's Strategic Intelligence (Intelligence World Economic Forum, 2020). Because temporary, part-time and independent employing work is often not sufficiently accounted for in conventional labour statistics, the official data may not entirely reflect this, unlike full-time, permanent employment. The online that is creating new digital bases for self-employed work and is generating innovative economic activity, is poorly represented in present statistics.

Thus, employer division and related labour regulation need to be revised in order to meet the new needs of growing segments of the global workforce. "By 2027 it is estimated that more than half of the roughly 145 million working Americans will fall within the "independent workers" category" according to Strategic Intelligence (Intelligence World Economic Forum, 2020). In this sense, a wider array of work types needs to be officially recognized.

### 3. Research methodology

The research method applied in the present paper was based on reading numerous articles with the topic: COVID-19 crisis and the impact it has over the Business, Management and leadership. The authors extracted the common ways of behaving in order to reduce or neutralize the negative consequences of pandemic. At the beginning the number of articles was broad (several dozen) and the authors have to concentrate their interests to the ones shown by well-known editors and seek to prevent taking into consideration the work with no documented references or data. Thus, the number of referenced papers decrease quickly.

In order to get ready and perform quickly in time of COVID-19 and after it, business and social transformation have to accept the adjustments that will be considered better suited for future development and have to be more prepared for disruptions.

#### 4. Findings

As organizations pass through the questions caused by COVID-19, they must also remain considerate to employees who might be unreasonably influenced by current changes of the work environment.

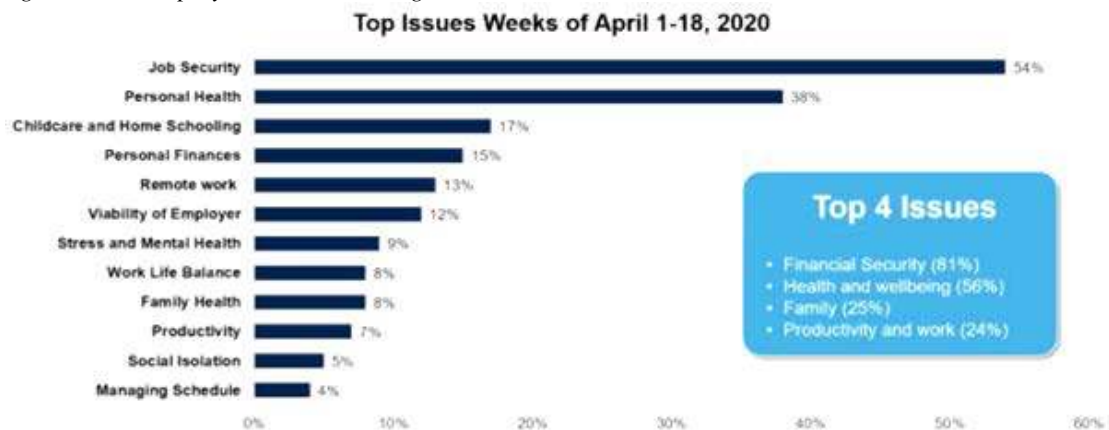
Understanding the impact of the family demands in concurrence with increased levels of work independence and thus self-responsibility can have on employees' productivity and their well-being, should one of the human resource managers main target.

The COVID-19 pandemic is having extreme socio-psychological, physical, and technical consequences for employees as they want to change to their severely distorted work environments. Even though several of these changes are undeniably exceptional, and thus will need new methods and concepts to address, some of the problems employees are currently confronting resemble entrepreneurs' daily work experience. Therefore, organizations may find encouragement for addressing the problems surrounding employee change and well-being in the present work environment by considering the methods in which entrepreneurs confront similar challenges.

#### **So, an entrepreneur must analyse workforce locations, travel and transportation.**

The welfare of your employees should be the top priority as there are the greatest resource of any organisation. In a pulse survey managed by MIT Sloan Management Review, CultureX and Josh Bersin (HR expert and founder of the Josh Bersin Academy) the top issues employees have on their minds, in time of COVID-19 crisis, considering the importance (Butler & Rivera, 2020): "job security, personal health, childcare and home schooling, personal finances, remote work, visibility of their employer, stress and mental health, work life balance, family health, productivity, social isolation, managing schedule" (see figure 2).

Figure no. 2. Employees worries during the COVID-19.



Source: SMARP (Butler & Rivera, 2020).

For improved development and managing, to start with an assessment of precisely where workforce is established and how numerous the workers are in the affected or exposed territories (Jouany & Martic, 2020). If possible, they could request to work from home and the necessary infrastructure must be applied. Additionally, considering their location and transportation the work schedule would be reviewed and redefined. The work absence due to disease or attentive for relatives, or for reporting sickness should be clearly specified in procedures and the company should be prepared to apply them.

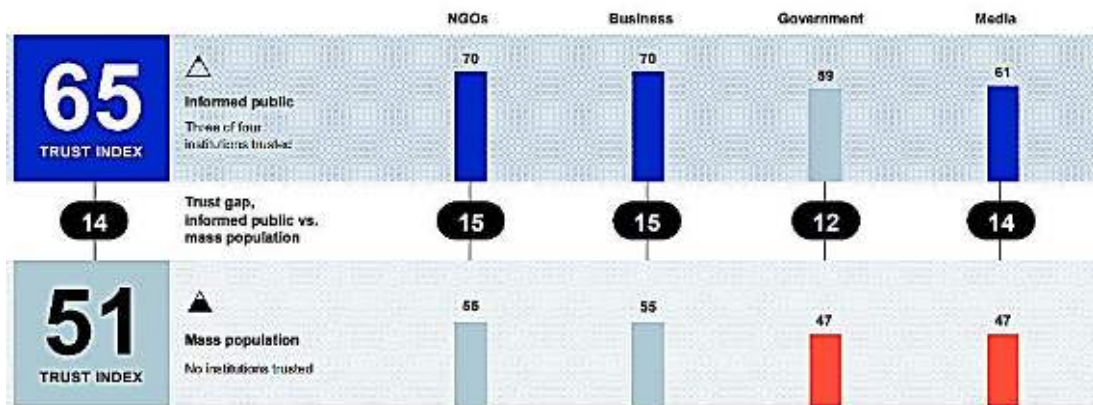
Businesses would have to discover alternative working deals and reevaluate every day working activities as they should adapt to local labour laws in a manner that sets first the health and safety of personnel (Weidemeyer, 2020). Also, procedure and rules for visitors moving to business sites and offices should be elaborated. And consider preparations for the occurrence of extensive school closures that disturb working parents.

**An entrepreneur must determine the right way of communication.**

“No executive has ever been faulted for over-communication.” As a manager, look to your communication skills and strategies, be meticulous, and be as “visible” as you can possibly be. Communicate as much as you are able to, mostly casually, and be sure that people can make contact with you: it is a poor indicator that a leader is isolated when crisis hits. Be available and be comfortable discussing about personal fears as well as about the company (Nevins, 2020).

Confusion and distortion of information have propagated alongside the COVID-19 virus, even that businesses attempt hard to keep their employees advised. In an survey made by Edelman Trust Barometer in 2020 (figure 3), the most trustworthy organizations are NGO’s and businesses ahead of Government and media, by both the informed public and mass population (even there is a considerable disparity between those two).

Figure no. 3. Employees worries during the COVID-19.



Source: Edelman Trust Barometer 2020 (Edelman, 2020).

**5. Conclusions**

Technology is only component of the transformation as the communications with employees, customers and stakeholder it is changing not only in terms of equipment, but also in terms of method and content. Thus, the businesses have to offer employees with supplementary opportunities to communicate with each other, both formally and informally, so all the numerous social aspects of the office natural environment are not missed or harmed. The current operated infrastructure will be used further, or at list a part of it, even after the lockdown, so the businesses must not eliminate it right now. Additionally, it is essential to be conscious of the additional data security risks that remote working can implement.

It is also significant that more associated data, research, and knowledge become accessible, and that relevant language and measurement criteria are standardized within and across countries. Most associated studies have been fragmentary, depend on somewhat few digital platforms to distribute data, and quite few countries have finalized comprehensive labour market assessments that include these new forms of work. In the modern-day workplace, managers are more likely to administer various, geographically dispersed teams, to evaluate worker performance with new forms of analytics, and to enlarge their quests for new hires to non-traditional environments.

The management and leadership must concentrate more on the efficiency of employees than on a flat specific time timetable that they must work on. So, the workforce needs to understand when they are most fruitful and, where reasonably possible, associate their work patterns to that.

On pragmatic scale the managers and leaders should consider:

**Humanitarian issues:** Numerous employees have trouble going back home, and it could not be afforded to keep. Guaranteeing their physical wellbeing is the priority, irrespective of what happens to the business.

**Repatriation:** Numerous employees originate from situations where the cost of living at home is a lot cheaper than the ones where they work, and so, a solid effort has been made to repatriate family members back and trying to allow them to subsist, at least pending the situation improvement when they can be accepted back.

**Corporate costs:** evaluate, on a case by case base, who can be maintain. The volume of salary cost is often in this tier and it needs to be trimmed to an absolute minimum.

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