Human Resource Professional Priorities and Challenges in Times of COVID-19 Pandemic

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ABSTRACT

There has been a world alarming and warming situation due to global outbreak of COVID-19 pandemic taking along most important the human cost, mentally, physically with economic cost too. All of a sudden organization across have been alerted themselves to adapt toward this unforeseen unprecedented event and thereby find new solutions. Organizations around the world are taking measures as it's important to stay at home for social distancing, this leading to drastic increase in economic loss, poor job satisfaction, reduced motivation and workplace depression crisis among organization's employees with far reaching impacts. The sudden work culture shift has created new challenges for Human Resource (HR) professionals and in this time of global critical condition, the companies and organizations need their HR professionals to help the employees out of this badly driven health and economic crisis. The HR Professionals has been actively partnering with Business to solve some of the trickiest questions the business world faces today. This article discusses some of the priorities and challenges faced by HR professionals in helping the employees to adjust and cope with their changed work environment during COVID-19 pandemic.

Keywords: Human Resource Professionals, Priorities, challenges; Pandemic and COVID-19.

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