Human Resource Management and Development in New Normal after COVID-19

Fareeda Ma[a], Somsong Naksrisung[b], Namthip Chamchoi[c], Chatchanok Thammachart [d]

[a-d] Faculty of Business Administration, Management, Bangkokthonburi University Thailand

Abstract: The researcher aims to study the direction and trend of human resource management and development. of CP All Public Company Limited in the New Normal era in the world after COVID-19 to study guidelines for preparing human resources personnel of CP All Public Company Limited to step into the New Normal era in the post-COVID-19 world. Human resource management and development in the New Normal era in the post-COVID-19 world with a new way of life (New Normal) is a way for many people to change their behavioral set. The outbreak of this virus changed our lives for a long time. Causing us to change lifestyles together around the world. Therefore, the researcher is interested in studying human resource management and development in the New Normal era in the post-COVID-19 world of executives and employees of CP All Public Company Limited by collecting data from executives and employees of C Company. P ALL Public Company Limited 515 people and use the questionnaire as a tool Statistics used for data analysis were t-test, F-test (ANOVA and MANOVA), and Multiple Regression Analysis.

The results showed that the correlation test Direction and trend of human resource management and development in 3 main processes (Y1) of CP All Public Company Limited and acquiring human resources (x1) with P-value equal to 0.001 less than 0.05 (0.000 < 0.05) and maintaining human resources (x2) has a P-value equal to 0.001, less than 0.05 (0.000 < 0.05), which can be written as a regression analysis equation as follows: Y=181.516 + 1.344 (X1) + 2.312 (X2)

Keywords: Human Resource Management, Development, New normal, COVID-19

1. Background

The new way of life is a way for many people to change their behavior. The outbreak of this virus changed our lives for a long time. Causing us to change lifestyles together around the world from where we used to leave home to go to work, go to school, we have to turn to do everything at home. If there is a need to leave the house to go shopping or even go see a doctor. We must wear masks to prevent disease. Must keep a distance from people Wash your hands often for 20 seconds, and wipe your hands with alcohol. Including changes in business and various services to keep up with the current situation. Therefore, it must be changed to open an online registration system. Using online trading and service systems has created a new way of life. When we need to practice normally continuously for a while until satisfaction in the end, all of this has become the New Normal in our society. But if you consider the New Normal that occurs in society during this period It would be inevitable that the following issues.
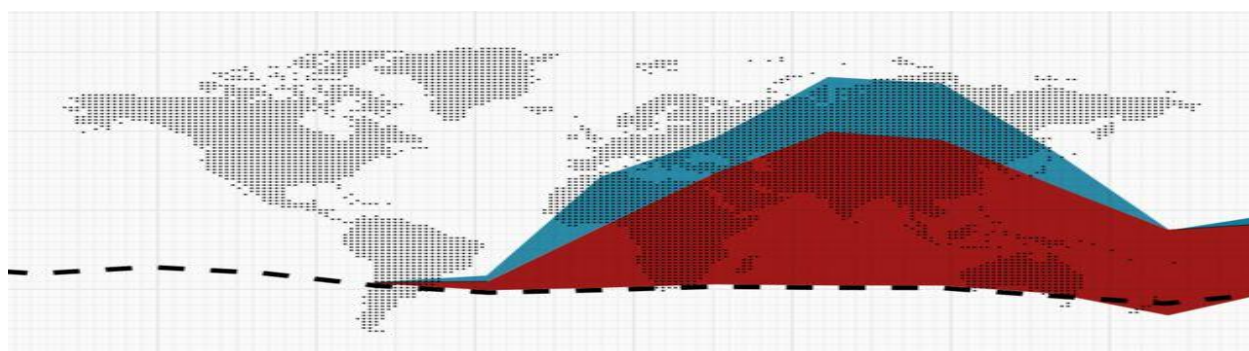
COVID-19: BBC research shows at least 130,000 more deaths worldwide during the outbreak of the virus. June 20, 2020

The term "human resource management" (HRM) has been commonly used for about the last ten to fifteen years. Before that, the field was generally known as "personnel administration". HRM has changed in name various times throughout history. The name change was mainly due to the change in social and economic activities throughout history. Industrial welfare was the first form of HRM. Personnel administration, which emerged as a clearly defined field by the 1920s, was largely concerned with the technical aspects of hiring, evaluating, training, and compensating employees and was very much of a "staff" function in most organizations. The field did not normally focus on the relationship between disparate employments practices on overall organizational performance or the systematic relationships among such practices. The field also lacked a unifying paradigm. HRM developed in response to the substantial increase in competitive pressures in business organizations began experiencing by the late 1970s as a result of such factors as globalization, deregulation, and rapid technological change. These pressures gave rise to an enhanced concern on the part of firms to engage in strategic planning - a process of anticipating future changes in the environmental conditions (the nature as well as the level of the market) and aligning the various components of the organization in such a way as to promote organizational effectiveness. An organization's HRM function focuses on the people side of management. It consists of practices that help the organization deal effectively with its people during the various phases of the employment cycle, including pre-hire, staffing, and post-hire. The pre-hire phase involves planning practices. The organization must decide what types of job openings will exist in the upcoming period and determine the necessary qualifications for performing these jobs. During the hiring phase, the organization selects its employees. Selection practices include recruiting applicants, assessing their qualifications, and ultimately selecting those who are deemed to be the most qualified (Whatishumanresource.com, 2017).


Fig.1. Human Resource Management (HRM) Definition Meaning.

2. Methods

The researcher is interested in studying human resource management and development in the New Normal era in the post-COVID-19 world of executives and employees of CP All Public Company Limited by collecting data from executives and employees of C Company. P ALL Public Company Limited 515 people and use the questionnaire as a tool Statistics used for data analysis were t-test, F-test (ANOVA and MANOVA), and Multiple Regression Analysis.

3. Result
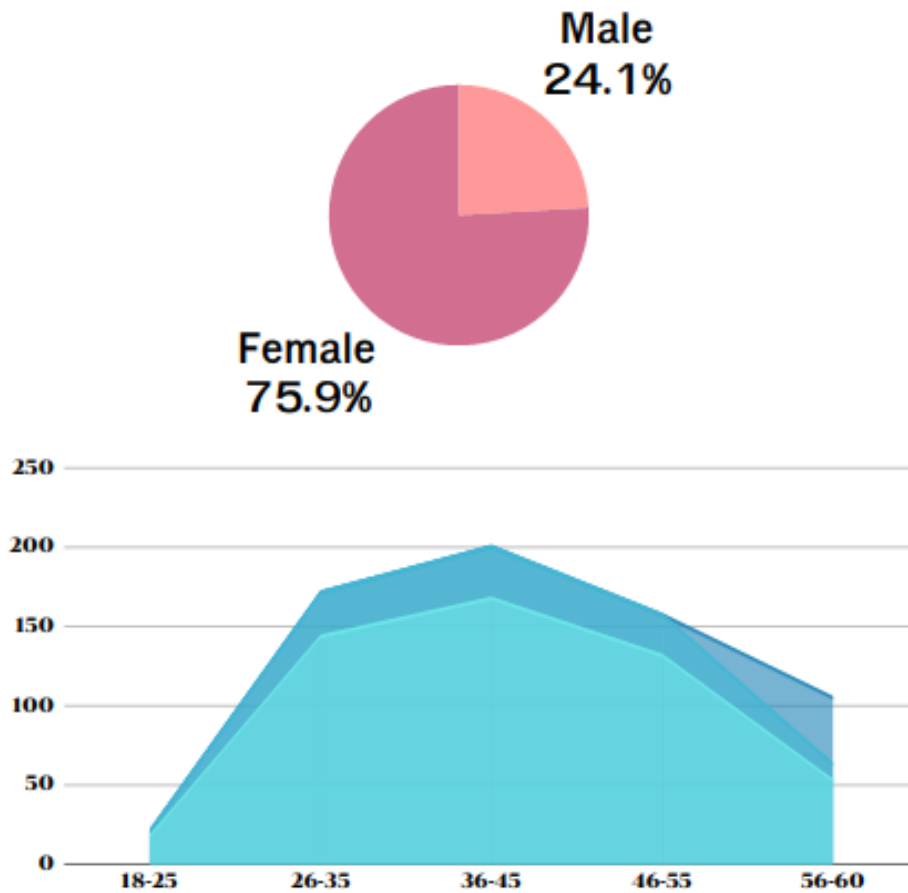
The table shows the number and percentage of respondents classified by age.

Model	Sum of Squares	df	Mean Square	F	P-value
Regression	27806.427	1	27806.427	33.464	.000a
Residual	23266.240	28	830.937		
Total	51072.667	29			
Regression	35248.341	2	17624.171	30.071	.000b
Residual	15824.325	27	586.086		
Total	51072.667	29			

Multiple R   0.738a

The results showed that the correlation test Direction and trend of human resource management and development in 3 main processes (Y1) of CP All Public Company Limited and acquiring human resources (x1) with P-value equal to 0.001 less than 0.05 (0.000 < 0.05) and maintaining human resources (x2) has a P-value equal to 0.001, less than 0.05 (0.000 < 0.05), which can be written as a regression analysis equation as follows: Y=181.516 + 1.344 (X1) + 2.312 (X2)

4. Discussion

The results were discovered in this study.

1. Human resource procurement Human Resourcing (x1) when testing relationships Direction and trend of human resource management and development. Therefore, in the organization, human resource development should be managed in the same direction as efficient management in terms of maintaining effective human resources.

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