



University of Wales
Trinity Saint David

Assessment 1 Human resource management

The impact of Brexit and Covid-19 on Workforce

Organization- DataArt (London, United Kingdom)

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Summary

The combination of the two economic shocks has forced companies to re-evaluate their footprints. In the City of London, DataArt executives are re-evaluating their assets and operations. Following the 2016 Brexit referendum, financial services institutions began the process, with many examining whether it would be more cost-effective to relocate back-office activities outside of London.

Covid-19 has fueled this trend with a dramatic increase in the use of digital and remote technology, as well as a sudden and significant increase in the number of people working from home. It will be important to monitor how this trend progresses. After recovering from Covid-19, many people will definitely return to work. But not everyone will do it, and for those who do, it will be less often than not.

The current changes in plans for the DataArt workplace and home vs. remote work are an example of where these factors are interplaying, which is examined in this report.

Introduction

First, with the UK leaving the EU, the network effect will hurt IT industry. The next major concern is that IT companies will not be able to access the data of EU citizens. New startups will become more expensive. Thousands of European IT workers were stationed in the DataArt company. They are unaware of their immigration status, resulting in a state of uncertainty. In the UK, new immigration laws will apply to EU citizens. The recruitment process, such as who to apply for and how to apply, will be given more attention. And how to protect EU workers currently in the UK.

With the current Covid-19 situation, the socio-economic situation in the UK has been severely affected. Globally, the economy must go through a turbulent period of declining earnings and trade challenges to survive in a changing macro environment. (World Trade Organization, 2020). The global epidemic has affected not only business operations but also organizational management (IATA, 2020).

In today's digital world, human resource management practices have improved dramatically, but the outbreak of Covid-19 has forced companies to accelerate the integration of digitalisation into human resource management. (Lewis, 2020). HR professionals are an essential part of on-boarding, communicating, motivating and

managing a consistent workforce to minimize the impact of the CWID crisis and maximize employee benefits.

There is a growing need to focus on improving the mobility of different employees, such as recruitment, employee engagement, performance management and selection process skills. Most companies have switched to telecommunications. (OECD, 2020). Challenges come in the form of miscommunication between employees, difficulty in evaluating work effectively, uncertain working hours, uncertainty about business continuity, lack of effective digital skills training, or isolation of employees. Everyone contributes to the downfall of management. Practice through human resources (OECD, 2020). Due to the complexity involved in the huge impact of Covid-19 on the information technology and hospitality sector, which is an important part of the service sector in the UK, special study is required for its human resource management functions. In the IT industry, reliance on other team members and lack of hotel services has led to a sharp decline in team efficiency. In addition, the sector is experiencing the biggest decline in employment, with dozens of workers losing their jobs or facing late recruitment or pay cuts. Therefore, in order to address this issue and work effectively without affecting employee satisfaction, it is important to evaluate the impact of COVID-19 on HR practices in the IT and hospitality industries. So,

literature review

The main HR functions that are affected

Due to the Current culture of working from home, which grew rapidly during Covid-19, it has had a huge impact on the employees, the biggest resource of the organization which is already affected by Brexit in or after 2016. Organizations face major challenges when starting training, coaching or group meetings for work teams. As work structures have changed, major HRM functions have been affected, with Brexit and Covid-19 has significant impact on employee recruitment, performance management and engagement (Chen, 2021).

Recruitment in HR is one of the most important tasks and HR managers work hard to recruit and select the right and most suitable people. During the early stages of crisis, most companies had to freeze the recruitment process as hiring would

increase their costs and some posts became unnecessary during these difficult times.

As a multinational organization and a globally active organization, employee engagement is a key human resource task as companies attach great importance to the involvement and motivation of their employees for long term cooperation. (Chen, 2021). Also, layoffs became common during these months; The Department of Human Resources faces the challenge of releasing a large number of skilled workers. Employee involvement is another key role where the role of human resource manager is very important.

The human resource management of many local companies still needs to be digitized. Rapid improvement of work models in remote work culture is a challenge as formal and open communication channels between team members are limited. Following the spread of covid-19, the organization continues to strive to develop appropriate integrated software programs to motivate employees, keep them satisfied and ensure a balanced work-life. (Pure.au.dk, 2020). Performance management is another key function that plays an important role in maintaining a stable workforce in an organization. Employee performance management is influenced by the remote work sector and the type of work. Some areas, such as IT and education, have the best remote work efficiency, but some areas have no skills criteria for their employees, leading to lower pay cuts and lower assessment scores for employees.

Therefore, existing HR practices such as complex recruitment processes, formal communication systems, lack of open communication portals and lack of performance indicators add to the complexity of the remote work environment. Therefore, there is an urgent need to bridge the gap between employers and employees. (World Trade Organization, 2020) To build human resource exercises in support of Covid-19 and beyond.

Emerging HR strategies for employee management

In this global pandemic effectively against epidemics, the role of human resource management becomes very important as it supports strategic planning and works closely with human resource management. They play the role of individual staff in coordinating organizational strategy with department heads. (Fuertes, 2020). With

the change of leadership style in organizations around the world, the role of HR department has changed and changed, the role of HR department is not limited to human resource management and its role in shaping the organization is fundamentally strategic.

During an epidemic, the role of the HR department emerges as a support organization or organizational representative, if they have covid-related concerns or concerns or medical complaints, they can address them. Human resources focus on technology and deliver proven results for the digital age. Organizations also dedicate themselves to planning in which the organization can achieve common goals. The human resources sector also seeks to create open channels of communication through email, phone calls, video sessions and webinars, and the focus is on pleasing employees and giving them a sense of belonging to the organization. (Giguari, 2020)

Organizations focus on employee benefits, rewards and recognition, retention, performance management, and employee training. During Covid-19, the HR department focused on improving employee experience and attracting high-quality talent. The future of HR practice after the Covid-19 epidemic also depends on upgrading staff skills for better access to technology and digital work. In this way, companies in the service sector can create many opportunities by creating an industrial revolution which is mainly based on technology and artificial intelligence.

Study Method

Brexit and Covid-19 resulted in a baseline study using a descriptive research model to see firsthand the future of human resource management in the UK services sector organization- DataArt. As mentioned earlier, the catering and information technology companies in this sector are heavily influenced by the human resource business. It faces major challenges such as sudden digitization, long distance work environment, employment, job prospects and employee engagement.

Thus, companies in this sector were selected and presented for detailed analysis. Earlier, few companies were identified and then more suitable one is selected which is DataArt who agreed to share their experience after the first round of negotiations on applying to participate in the study. (Nsarchive.gwu.edu, 2021). The qualitative research approach was chosen because of its many advantages, such as the ability

to study specific objectives in detail and the ability to flexibly answer interview questions.

A set of organized open-ended questions was prepared for all participants. Due to the involvement of high-level employees and focus on human resource practices, the survey was conducted only with their human resource managers. The answers collected were of high quality and were subject to thematic analysis. The identities and names of the participants were kept confidential to justify the ethical issues. Therefore, the test results are crisp, well-established, reliable, and ethically accurate.

Data analysis

Impact of Brexit and COVID-19 in workplace

The service industry is a people-centered industry where the services provided are the main product of all the organizations working in the industry, but Brexit and Covid has dealt a major blow to the service sector in the UK. Computers flourished during these difficult times when the hospitality industry collapsed. DataArt organization has reached new heights during Covid 19. A favorable influx of new candidates for your organization as the demand for online jobs is increasing rapidly. It is very sensitive to the needs and desires of the customers, but the Covid Crisis has resulted in major changes in models and solutions. Customer satisfaction also significantly enhances leadership and commitment. This dataart organization provides the industry with ample opportunities to grow its business with an impressive talent pool, but the industry generally faces huge losses and lack of virtual work opportunities which may lead to some failure for them. Does magic

Changes in HR practices

Because of Brexit, among other changes taking place in the organization, the main challenge is arisen to build expertise HR team. Then due to covid-19 the culture of office work where there was plenty of room for leadership and coordination, remote work has not only changed working styles, but also changed the pattern of guidance and communication. The process of recruitment and selection of employees in DataArt. The organization is changing to accept virtualization. This will minimize potential staffing issues in the form of travel arrangements, and conversely, recruiters will be able to evaluate recruitment requests via phone or video

conferencing platforms. But in the end DataArt prefers to choose virtual recruitment process only for future. Because it helps provide more qualified candidates, it provides residents with better access beyond space barriers.

In an interview about changes in HR practices and the differences she sees when working remotely, she also noticed that new employees feel they are not part of the organization because they did not go to the office and worked by hand. . Is associated with the organization. As such, we've adapted to form an emergency team to communicate ongoing changes to guidelines, crisis risk and work management strategies. Even communication systems are becoming more consistent, centralized and functional in order to build trust and maintain confidentiality. An important HR practice, i.e. work-life balance in the workplace, where it is determined that the employee has lost weight in the context of the new normal. in this way,

Therefore, in the information technology industry, new employees have nothing to do with the organization because they actually belong to the parent organization. The DataArt organization is working to motivate employees and increase their productivity by creating communication portals, creating emergency teams, virtualizing the recruitment process, and increasing participation in employees' lives.

Associated Challenges

Due to Brexit and Covid-19, Employee Involvement is a major challenge for companies in virtual workflows, but one that must be achieved in the current situation and in the future. DataArt management work always combines strategic organizational goals and employees' personal goals, but in the Covid crisis, employees have no contact with the organization and their team leaders work very deeply. If the respondent points to another challenge, such as "There are many challenges to operating remotely, such as: Thus, the organization needs to develop integrated software and non-traditional methods to develop an ecosystem." " Where employees work, it can be closely monitored, reviewed, and identified accordingly.

Recommendations

There are many ways to channel the problems that arise in an organization, and companies work honestly to find solutions. "DataArt has come up with a number of exciting strategies for employees such as: better medical services and easier access

to some of the hospitals that DataArt has created to motivate their employees to take care of their organization's employees with a lot of work and family. . " Companies must adhere to a strict code of conduct when operating online, as traditional work models require them to work a few hours and some to work remotely. Protocols such as the establishment of headquarters should be carried out regularly. Meetings for meetings, video conferencing, online training course offers, meetings for further investigation and verification, etc. like this, A complete virtual work environment can be created and challenges can be overcome. They can be deleted. "In the event of an epidemic, medical care and long-term safety measures can avoid employee uncertainty and motivate them to become part of the organization and work effectively."

Conclusion

Brexit and Covid-19 has stunted the growth of most industries. Although the DataArt organization is maintained efficiently and with high availability, the complexity of the task and the reliance of other team members on the task at hand can lead to complications in the management process. HR managers work towards a faster and faster transition from office work to remote work. The focus is on strategically streamlining day-to-day operations with effective workforce management and busy teams. Like other countries, the UK is seeing a huge impact on its socio-economic status from Covid-19. Covid-19 forced all sectors to cut jobs and reduce the pay structure to cover their losses.

During this epidemic, HR emerged as an important catalyst in lowering and strengthening the high morale of the management staff. Analysis of the study's data shows that the DataArt organization has gained momentum, but the lack of virtual work opportunities and travel restrictions are negatively affecting the IT industry. Changes in the virtual environment have led to a lack of mutual understanding, difficulty in resolving work and personal life, or separation of employees from organizational goals. As such, HR managers of organizations are updating their practices and working on virtualization of the recruitment process to create emergency teams, create communication portals, guarantee employee well-being, participate in employee life and benefit and support employees. Are doing inspired way. DataArt managers also need to work on a highly integrated approach to

minimize remote operational shortcomings and create an easy-to-use, interactive and productive platform for managing employee productivity.

Limitation

Even though systematic literature study was thorough, analytical, and theoretical, care is nevertheless advised when interpreting the findings. The results of the regulating function of organizational and environmental elements in the new coronavirus outbreak are evaluated in each HR practice. Furthermore, because we are limited to material review approach has prevented from completely testing the offered ideas. To undertake a more systematic and thorough investigation of the association between Brexit, COVID-19 and HR practices, future research should depend on a wider range of literature sources and analytical tools.

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