Chapter 6
Importance of ICT in Human Resources Management and Evaluation in Terms of Events

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ABSTRACT

Electronic human resources management is the use of information technologies for human resources applications that enable easy interaction between employees and employers. Therefore, through electronic human resources management, information about recruitment, performance management, strategic orientation, and education is provided. Competitive business environments have made institutions and organizations to take into account innovations and superiorities to survive. In this context, one of the biggest obstacles that the human resources department has to overcome is the rapidly changing technological environment. The possibilities of technology for human resources management are infinite. In principle, all human resources processes are supported by technology. One of the areas where communication and information technology can be used effectively is events. This chapter describes how communication and information technology can be used effectively when planning and managing human resources in event organizations.

INTRODUCTION

The developments in information technologies in recent years have led to changes in the field of business management, as in many other fields. Therefore, businesses have had to combine all their events with information and communication technologies to gain superiority in competitive and adapt to changes in technology. Human resources management is one of the business functions that are affected by these changes and developments. The human resources function has always been at the forefront of integrating technology within the organization. In this context, one of the business processes that have been automated long ago in organizations is payroll management. Human resources continue to combine old technology with new processes. While human resources management, which was previously

carried out administratively, was in the foreground, many human resources applications are now made electronically. Also, every year institutions spend a significant part of their budgets for digital human resources management solutions. An increasing number of organizations continue to invest in information and communication technology in human resources management. In this respect, using information and communication technologies while planning human resources in events provides convenience and superiority for businesses (Ucar, 2019:184).

Human resources management is a process that controls the human resources functions of an institution and an organization such as planning, organizing, leadership, recruiting, and control (Bingöl, 2017: 4). These basic functions need to be considered to achieve a functional standard of the event. Human resources management cooperates with the strategy of achieving the mission and goals of an organization. The main functions of human resources management are to determine the qualifications of the personnel needed, to select and recruit the appropriate personnel, to create the desired business culture, to train the personnel for managerial positions, to provide and develop communication. Human resources management tries to strike an effective balance between the employees and the strategic goals of an institution or organization (Bingöl, 2017: 4-6). In this regard, events are one of the areas where human resource management is necessary and important.

Events create a context for human resources management. Events include business events, conferences, festival, street parades, community and entertainment events, andsports. These events can be both commercial organizations and non-profit organizations. These events can be for collecting money or a big party only. Most events can also be project-based, which only happens once a year. An event is an event that occurs at a certain place at a certain time. Every event has a beginning and an end. Events have a predetermined plan and size (Akay, 2004: 55-56, Getz, 2008: 404-406). Eventually, events started to develop and change as more professionally organized events. This also required a new skill set in managing and organizing human resources at events. Due to the dynamics of the event industry, Human Resources Management requires special attention in the context of the event. First, unlike other more permanent and stable commercial operations, events can be classified as projects. Projects are defined as unique, temporary efforts with specific goals that need to be completed in a limited area. Consequently, each event is treated and managed as a separate entity (Bladen et al., 2012: 23). This definition applies to professional event organizations that continually plan and deliver countless events as part of their daily business processes, as well as occasional events elsewhere.

Even if some events share similar features, each event creates a unique project due to the event-specific needs and different outdoor environments and influences. This uniqueness and distinctive feature of each event is a special challenge for Human Resources Management, as each organization has different staff. Also, not only the need for staff differs from event to event, it is variable and dynamic for each event project. The need for human labor in the planning and conceptualization phase of an event can be very small. However, the number of collaborators may increase significantly while the event is taking place. At the same time, human resource managers may have a big task. For example, one of the most difficult tasks for the human resources manager is to manage people who design and organize events such as festivals, exhibitions, street parades (Shone and Parry, 2004: 186-189). Conducting a detailed business analysisfor the event, developing purpose or a vision, meeting the communication needs of everyone and responding to continuous changes in operational planning involved are just a few of the tasks of the human resources manager. This dynamic and challenging environment is the environment that tests the limits of people's management skills. As an event manager states, it is important how to respond when something goes wrong. When planning human resources for events, the key point is to determine the

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