

Chapter 9

COVID-19: Impact on Recruitment Processes

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ABSTRACT

The COVID pandemic has a major impact on the business world and workplaces. The effect is visible across all the industries, businesses, and job positions. Bringing about drastic changes in our means of communication, the way we work, transportation, and other daily activities, COVID-19 has generated changes in the basic values and practices of recruitment of the personnel. It has placed us in the position of adapting and compromising with the situation in all aspects. Whatever the situation, the world and its business have to keep running. Today companies are busy finding ingenious ways of recruitment, keeping the social distancing rules in mind, to meet the recruitment goals of their organizations and run business as usual. In this chapter, the author is going to discuss the steps taken by organizations to continue their recruitment process across the pandemic and how they are different from recruitment in normal days.

INTRODUCTION

At present, COVID-19 has imposed an unexpected shift to inaccessible and new approaches of work besides many have acquired the hard and challenging way that workplace skill is critical for the existence in the long run. In reaction to this, the hiring teams have accepted adaptable and cooperative means to reconstruct their recruitment plan, maintain the lights on and the affair moving onward.

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The COVID-19 outbreak has caused a turmoil all over which has made every task, be it easy or complex, very difficult. Every aspect of business process now has become either a challenge or a daunting risk. The corona virus catastrophe has caught all of us unaware, and its adverse impact has been observed by organizations of all statures and level globally. Owing to the adversities of the situation some unwanted and unusual decisions has been implemented at most of the places such as: hiring, layoffs, policy changes, and unfortunately some enterprises were shut down permanently leaving the employees in dilemma.

COVID -19 has a huge impact on the way the companies worked. Given the current situation, the solution lies in shifting to a new set up completely. But, as we all know any change needs sufficient time and labour and switching of instantly may cause slowdown of the recruitment process. Given the fact, we have to change our way of working, we have to reflect keenly as to what areas need change and also what skills and experience is essential to maintain the sanctity of the work process at a place.

Every business has their own way to respond to this catastrophic crisis and handle the situation according to their current need. Whatever be the mechanism of situational handling, it is evident that planning for the next step relevant to the situation is significant. It is necessary that recruitment team or the hiring managers should keep their strategies updated and pertinent to the situational demands, to maintain their brand value and attract probable candidates in future. During the pandemic, companies are struggling to adjust themselves with the situation, at this hour lay off and job change is really scary and a gruelling job since, the business world is still uncertain and unpredictable due to this unwanted crisis. Owing to the pandemic, new work patterns has emerged on the scene where lots of adjustments and compromises have to be made.

“While some industries are being decimated by the corona virus pandemic, like brick and mortar retailers, others are ramping up hiring to meet demand. Healthcare providers may be the largest sectors looking to increase staffing levels as systems prepare for worst-case scenarios already being seen or anticipated” (Donnell, 2020). Sailing through this rough weather, organizations have to shift to new tactics of recruitment and focus upon the stability of the business evolving through this challenging and disruptive crisis.

COVID -19 saw a dawn of a new era of lockdown which restricted most of the office work to personal rooms and corners of employees’ home. Organizations which could manage ‘work from home’ at least were able to survive the crisis, but not all businesses could be conducted implementing this system. Undoubtedly, some organizations needed direct and onsite communication with their clients had to struggle to keep their feet firm to carry on with their job. These organizations were

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