

Chapter 17

Digital Transformation and Sustainable HRM: The Challenges for an Eco- Friendly Business Continuity

Georgia Zournatzidou

University of Western Macedonia, Greece

Konstantina Ragazou

University of Western Macedonia, Greece

George Sklavos

University of Thessaly, Greece

Dimitrios Farazakis

University of Western Macedonia, Greece

Nikolaos Sariannidis

University of Western Macedonia, Greece

ABSTRACT

The digital era has created new opportunities for sustainable human resource management. This shift includes remote employment, which promotes work-life balance, and more training programs to master new skills. Greece's commercial and governmental organizations' issues are its major focus. This research analyzes these two sectors to assist public administrators discover disparities and improve digitization. This study included qualitative analysis and 36 business interviews. Interviews showed how digitalization affects work-life balance and skill acquisition for Strategic Human Resource Management. It seems that digitalization enhances

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public and private sector worker skills. While commercial enterprises select remote work for work-life balance, public sector organizations prioritize staff training and expansion via digitalization. Companies have adopted Strategic Human Resource Management due to digitalization. Digitization benefits private enterprises more than public ones.

1. INTRODUCTION

The operations of companies are being significantly affected by the growing integration of artificial intelligence (AI) and digital transformation in human resource management (HRM). Smart technology, artificial intelligence, automation, robotics, cloud computing, digital narrative, and the Internet of Things (IoT) are among the innovations that are altering workplace dynamics and raising concerns about the future of corporate operations and employment. To remain competitive in the face of these rapid changes, businesses have reformed and improved their business models. The necessity for the integration of digital technologies has increased, particularly in the wake of the COVID-19 pandemic. Additionally, prominent global corporations are increasingly emphasizing their commitment to corporate sustainability in response to the growing public awareness and concern regarding the impact of commercial organizations on environmental, social, and economic (Schiuma et al., 2024; Tronvoll et al., 2020) issues. Sustainable development is defined by the World Commission on Environment and Development as “development that meets the current needs of the community without compromising the ability of future generations to meet their own needs.”

Many critical attributes are required to attain sustained competitiveness through human resource management (HRM). These consist of visionary leadership, the dissemination of knowledge and experience, the fostering of employee creativity, sustainable quality management, competitive strategies aligned with corporate social responsibility (CSR), long-term employment contracts, and investments in the future workforce, as well as consideration for the quality of employees' non-professional lives. We consider Sustainable Human Resource Management to be a strategic HRM advancement that underscores the significance of employee and environmental stewardship, proactive employee engagement and development, adaptability, and equality (Lemke et al., 2024; Li et al., 2024). We acknowledge that sustainable HRM is characterized by trust-based interactions between workers and employers, value orientation, flexibility, employee involvement, and stakeholder consideration. This method is recognized as an innovative framework that enables the creation of sustainable business models that are sustainable in terms of economic, social, and ecological factors. Workplace well-being is characterized by an environment that is

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