

# BÖLÜM 1

## İNSAN KAYNAKLARI YÖNETİMİNİN DİJİTAL DÖNÜŞÜMÜYLE İLGİLİ LİTERATÜR ARAŞTIRMASI

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### GİRİŞ

COVID-19 pandemisi ülkelerin sağlık sistemlerini etkilemiş ve dünyayı çok hızlı bir şekilde değiştirmiştir. Bu doğrultuda, küresel çapta etkisi olan diğer olaylar gibi COVID-19 potansiyel olarak dünyayı, düşünme şekillerimizi, davranışlarımızı, yaşam tarzımızı ve çalışma hayatımızı değişikliğe uğratmaya başlamıştır 2020 yılı hepimiz için son derece zor bir yıl olmuştur. Küresel COVID-19 salgını ve bunun sonucunda yaşanan ekonomik buhran nedeniyle birçok işletme tahminlerin ötesinde büyük kayıplar yaşamış, milyonlarca kişi işini kaybetmiş ve kişilerin yenisinden kazançlı bir işe girme ihtimali de böylece azalmıştır. Buna ilaveten örgütler artan belirsizlikle karşı karşıya kalmışlar, büyük zorluklar ve sorunlar artık ulusal, ekonomik veya toplumsal sınırlara bağlı kalmaksızın herkesi etkilemiştir (Hwee, Chiew & Sechachalam, 2020: 536; He & Harris, 2020: 176; Pan & Zhang, 2020; Cooke, Dickmann & Parry, 2020: 1; Carnevale & Hatak, 2020: 183).

COVID-19 salgını bir yandan hızla yayılıp çeşitli krizler yaratırken bir yandan da işletmelerin salgının ekonomik etkilerinin üstesinden gelemeyeceği gerçeğini vurgulamış; yeni gelir kaynakları elde etmek için mevcut stratejilerini değiştirmeye zorlamıştır. Bu kapsamda örgütlerin iletişim şekilleri etkilenmiş; örgüt yöneticileri zaman açısından kritik bilgileri yüz yüze görüşmek veya toplantı yapmak yerine e-posta, intranet ve video konferans gibi teknoloji odaklı çözümleri uygulamaya başlamıştır (Parveen, 2020: 350; Sanders vd., 2020: 289). Örgütlerin iletişim ve çalışma biçimleri küresel pandemiyle birlikte değişmiş, bu değişime reaktif çözümlerle örgütler kısa sürede uyum sağlamıştır.

Çalışanların işletmelerin itici gücü olması ile işletmelerin de en önemli bölümünün insan kaynakları olması gerçeğinden yola çıkılmış, endüstri 4.0 ile birlikte gelişen teknolojik ilerlemenin etkilerinin insan kaynakları üzerinde görülmesinin kaçınılmaz olduğu anlaşılmış, sonuçta insan kaynakları yönetimi dijital insan

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