HR MANAGEMENT IN CORPORATE COMMUNICATIONS

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Abstract: The article examines the concept, key functions and strategic significance of human resource management (HRM) within corporate communications. It analyses the main areas of HR activities, including recruitment, employee onboarding, training and development, performance evaluation and motivation. Digital HRM systems are classified according to their levels of automation and functional capabilities, and their role in improving organizational processes is discussed. The article also outlines the capabilities of digital solutions such as MoyGrafik, Yaware. TimeTracker and SAP SuccessFactors. The analysis suggests that digitalization helps accelerate HR processes, systematize employee-related data and provide information support for managerial decision-making.

Keywords: corporate communications, HR management, human resource management, HRM systems, digital HR, recruitment, employee development, work performance

INTRODUCTION

HRM (Human Resource Management) means "human resource management" when translated from English. It is a comprehensive system with broad functional capabilities that serves to automate employee management processes. This system processes a large volume of business processes, calculations and analytical operations covering all processes related to an employee's activity in the organization, from payroll calculation to their professional development and career growth.

HCM (Human Capital Management) and WFM (Workforce Management) are also used as synonyms of the term HRM. In Uzbek, the terms "employee management systems" or "personnel management systems" are usually used.[10]

HUMAN RESOURCE MANAGEMENT – is a management system aimed at the effective management of the employees of an organization and the proper use of their knowledge, skills and potential. This approach took shape in the 1980s and became widespread in the 1990s. Its emergence was driven by the improvement of employee management methods, the intensification of competition, the rapid development of technology, as well as the growing complexity of socio-economic and cultural processes.

The main purpose of human resource management is the effective use of employees' knowledge, abilities and work potential for the development of the organization. Therefore, increasing employees' interest in work, actively involving them in the organization's activities, creating conditions for their professional development and appropriately rewarding work results are considered important tasks. As a result, employees understand more deeply the significance of their work in the organization's activities and contribute more actively to its development.[11]

In the HR system, this is one of the most important areas of an organization's activity, aimed at hiring employees, training and developing them, retaining them in the organization and motivating their work activity. At the same time, the concept of employee management does not mean exactly the same thing as managing people. Directly managing people in an organization is the responsibility of management.

LITERATURE REVIEW AND METHODS

HR (human resource management) is an important center of expertise that works directly and closely with employees. For this reason, the following main tasks are assigned to the HR system:[12]

- Recruitment – searching for, selecting and hiring qualified specialists who, based on the organization's needs, are able to perform existing tasks effectively.
- Training & Development (Learning & Development) – organizing regular training programs and developing employees' professional knowledge and skills by engaging qualified specialists and experts, and preparing them to meet the requirements of the modern labor market.
- Compensation & Benefits – forming a competitive pay system in the labor market, managing employees' incomes, and defining bonus, reward and other incentive mechanisms.
- Adaptation – creating favorable conditions for newly hired employees to adapt quickly and effectively to the team, to absorb the organization's culture and to get into work activity in a short time.[13]
- Performance Evaluation & Development – regularly evaluating employees' professional performance, identifying their potential, and implementing development programs that serve to form highly qualified specialists and managers within the organization.[14]

In our opinion, it is not correct to regard the HR system merely as a department that hires employees or maintains their documents. In a modern organization, HR acts as an important strategic partner in developing human capital, unlocking employees' potential and achieving the organization's goals. In the recruitment process in particular, it is important to select an employee who is suited not only in terms of qualifications but also to the organization's values and corporate culture.

It follows from this that HRM (Human Resources Management) is a set of special systems designed for managing employees. These systems are introduced in order to attract, develop and retain valuable and qualified employees for the organization.

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ANALYSIS AND RESULTS

According to experts, a large part of a company's success depends on the activity of the HR manager. This is because, proceeding from the organization's overall strategy, the HR manager seeks ways to increase each employee's work efficiency as much as possible.

The HR manager manages almost all stages of employee-related processes in the organization. In particular, he or she carries out tasks such as studying the labor market, searching for and hiring employees, maintaining personnel records, developing personnel policy, defining the employee management strategy and planning personnel activity, as well as adapting new employees, ensuring their professional growth and improving their qualifications.

The experience of Western countries has already proven the effectiveness of human resource management services that carry out all tasks related to employee management on the basis of a single system. As a result of such a holistic approach, the HR service in an organization does not remain limited to working with personnel but also covers important areas such as strategic planning, employee motivation and the management of their professional development. For implementing the organization's main strategy and increasing each employee's work efficiency, introducing modern HR technologies is of great importance.

The main tasks of the HR manager include the following:

- Determining the organization's need for labor resources, planning staff, evaluating their performance, motivating them, and ensuring their training and professional development.
- The HR manager must determine the organization's need for employees, build an effective personnel management system, coordinate the social processes among employees, and create the conditions necessary for them to show initiative, taking into account their qualifications and individual characteristics.
- Establishing a system for filling vacant positions with suitable candidates, and analyzing the state of work with personnel and developing appropriate measures to improve it, are also among the important tasks of the HR manager.
- The HR manager analyzes the labor market and searches for candidates through the mass media, employment and recruitment agencies, and the internet. After that, he or she evaluates the candidates' professional knowledge, qualifications and business qualities, and selects the employees who best match the organization's needs.[15]

In this regard, improving the processes of selecting, training and developing employees, developing the system of labor incentives and rewards, applying a systematic approach in management, and improving business processes and employees' professional competencies make it possible to significantly increase the organization's key performance indicators.

In the era of digitalization, it is necessary to improve the work of specialists engaged in human resources in line with modern requirements. In order to organize work processes within the organization effectively, it is advisable to focus on the following areas:

- Using modern digital tools. To save time, labor and financial resources, and to make the processes of selecting employees and working with them easier, modern digital tools should be used. In particular, automated interview programs, game-based training methods, remote interviews and electronic platforms can be used. Such tools help to organize the process of adapting new employees to work and improving their knowledge and skills in a more convenient and effective way.
- Increasing digital literacy. Human resource management specialists must be aware of modern technological developments and keep learning to use them effectively. The development of digital knowledge and skills makes it possible to increase the effectiveness of employee management and to carry out the tasks set before the organization with the help of modern tools.
- Improving the knowledge and qualifications of specialists. It is important that the employees of the human resources department regularly enrich their knowledge and improve their professional skills. In particular, specialists engaged in selecting employees and developing their talent must have the knowledge, skills and experience necessary to make a worthy contribution to the development of the organization.
- Expanding remote work opportunities. Today, remote work is becoming increasingly popular. Human resources specialists should adapt to such a work arrangement, automate daily and repetitive tasks, and make wide use of electronic tools. As a result, it becomes possible to pay more attention to increasing employees' interest in work, their cooperation with the team and their participation in the organization's activities.
- An individual approach to each employee. In creating a comfortable and sincere working environment in the organization, it is important to take into account the needs, interests, abilities and individual characteristics of each employee. Sometimes an employee's recognition, support and good mood can have a stronger effect than material incentives. Therefore, it is important to understand the employee's condition, treat their opinion with respect and support them when necessary. Such an attitude increases the employee's work productivity, loyalty to the organization and activity at work. An individual and sincere attitude toward the employee is one of the important factors in retaining qualified specialists in the organization.[16] It was precisely as a result of digitalization that digital systems such as Yaware.TimeTracker, SuccessFactors and MoyGrafik, which carry out these tasks in the HR field, emerged.

CONCLUSION

In conclusion, human resource management is one of the strategic areas of a modern organization's activity, and its main purpose is to ensure the effective use of employees' knowledge, skills, abilities and work potential for the development of the organization. HR activity is not limited to hiring employees and maintaining personnel records; it also

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covers processes such as selecting, adapting, training, professionally developing, evaluating and motivating employees and retaining them in the organization.

The process of digitalization, in turn, is fundamentally changing the content and methods of human resource management, making it possible to automate HR processes, speed up the exchange of information, analyze employee performance and increase the effectiveness of managerial decisions. Digital HR systems, along with creating a convenient digital environment for employees, allow the employer to obtain the necessary data quickly and to manage personnel-related processes effectively.

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