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HOW HRM HAS EVOLVED IN SPORTS

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How HRM Has Evolved in Sports

Human resource management (HRM) emerged from personnel management. There have been various factors that have influenced human resource management, including industrialization, union workers, scientific management, behavioral research, and interpersonal communication. As a result, the HR function has largely supplanted the human resource function. By definition, sports human resource management is most successful in cultures with a high premium on human capital, the sport's most valuable asset. Because sport involves the development and consumption of human (sporting) performance, organizations must correctly manage this resource to be successful in their endeavors (Cruyff, J. 2020). Therefore, human resource specialists may recommend that individuals be transferred to other positions to achieve underlying objectives.

Since studies have shown that strong human resource management processes can improve an organization's sporting performance, human resource management has come a long way. The processes of athletic recruiting, selection, and evaluation are standard operating procedures. In smaller organizations and educational institutions, the coach will typically fulfill these responsibilities in collaboration with the sports manager or athletic director, supervising the team. Besides, human resource management professionals develop policies that serve as guidelines for human resource procedures. Even though few non-profit sports organizations have a professional human resources manager, certain procedures and standards must be adhered to maintain a competitive advantage.

The majority of organizations have a sports manager or, in schools, an athletic director who is responsible for human resources. These positions are responsible for a variety of tasks,

including the maintenance of a network of coaches. Consequently, managers now coach or supervise employees to ensure they execute successfully and efficiently to fulfill the organization's objectives (Escamilla-Fajardo et al. 2020, 8493).

Human resource management is currently considered a strategic technique by sports organizations to operate effectively and efficiently. Sporting events provide opportunities for volunteers and athletes to collaborate to resolve problems or oversee the organization's operation. They are responsible for ensuring that the policies and principles of the company are adhered to. For that reason, it is critical to clearly define an organization's objectives, objectives, and operating procedures in today's sports sector. Human relations abilities are important in guiding, inspiring, and uniting a sports team's personnel. Hence, managers at all levels of sports organizations must collaborate with various stakeholders, including paid staff, volunteers, and interns. Because of this, innovations in human resource management are assisting the growth of the sports business.

Globalization, evolving consumer needs, and digital transformation have all been major issues for sports organizations post-pandemic. However, an unexpected crisis has shaken the sport's roots in recent months: the COVID-19 outbreak (Escamilla-Fajardo et al. 2020, 8493). Achieving the organization's strategic goals used to be the focus of human resource management before Covid-19. To be effective in a shifting work environment, firms realize the need to measure employees' soft skills and behavioral abilities. Reintegrating remote teams into the office is one of the main challenges facing the sector post-pandemic. Employees have indicated reluctance to return to work.

Another significant human resource management challenge in sports is remote hiring. In the world of human resources, virtual interviews and online recruiting are here to stay. Human resource teams and recruiting managers have discovered the capability of evaluating candidates over the internet (Dirani et al., 2020, 385). Video interviews conducted asynchronously or on-demand have proven to be beneficial for hiring teams. The ability to ignore essential issues during in-person interviews or phrase them differently makes comparisons more difficult. Online video interviews are particularly well suited for virtual hiring as they allow for a more objective examination of potential employees.

However, studies show that remote recruiting offers many benefits (Cruyff, J. 2020). If companies are willing to recruit remote workers, one can access a far larger talent pool because you are no longer restricted by geography. It has been noted that on-demand video interviews allow candidates to complete exams on their schedule. As a result, human resource departments can save time by sharing video replies for group assessments.

Finally, HRM must keep up with the digitization of recruitment. Apart from video interviews, HR departments must automate the recruitment process. Employers can no longer rely on their reputation to hire the best. Notably, talented people are always in demand and thus human resource departments must develop digital tools to compete for top talent. This section covers employee documents, benefit information, human resources rules and procedures, and training manuals, among other things. On the other hand, when it comes to virtual recruiting and remote employees, instructional videos and modules can assist time-pressed employees in getting up to speed more quickly than traditional methods (Dirani et al., 2020, 390).

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