

Fact sheet 1.3.2.f

EXAMPLE OF AN INTERVIEW WITH HR PROFESSIONAL

Interviewee works as HR manager in a large company in the transportation industry in Serbia. She has seven year of experience working in the area of HR. Interview has been conducted via email.

What are the changes in the world of work that you find most relevant for your professional activities?

I would say that the most relevant for my professional activities are processes such as automation, the impact of robots on the world of work and digitalization. Also, it is important to monitor changes in the Labour Law.

In what way do the trends you find relevant affect your everyday work?

Well, automation and robotics are some of the most important trends nowadays and I can say that they impact my professional activities in two way. Some work tasks which are simpler and monotonous are being automated and that leads to anxiety and worry of employees concerning their jobs. My role is to inform them what these changes mean and to provide them with adequate information and training courses which would enable them to gain additional knowledge and skills equipping them for a broader range of work tasks (especially digital knowledge and skills).

When it comes to digitalization, there is an international trend to work online, and flexible work and part-time jobs are more frequent. These changes can lead to the unease of some employees who are more used to the traditional working environment. Informing employees on what these changes mean and the benefits they could have can help them to feel more secure about their jobs. Moreover, numerous HR activities are being digitalized (interviews with candidates are carried online, online testing, online training courses...) which presents a challenge for us who are working in the HR sector as well, but also poses a challenge for potential candidates and our employees. This requires additional skills (being introduced to new technologies and mastering them, but also, being patient when using these technologies). Digitalization leads to the situation in which people miss human contact, working in an office, spending time with colleagues and socializing. Some people miss this to a higher degree and this can impact the degree of their satisfaction with their job and productivity. This is why it is especially important to be in contact with employees and to be more involved and follow the changes in their work and job satisfaction to react if some changes are observed. Managers and team leaders should be supported in working with employees in changing circumstances, they should re-

ceive adequate training but also necessary consultations regarding specific issues with employees they encounter.

Trends regarding privacy regulations are also relevant for my work, especially GDPR. There have been important changes in collecting, analyzing and keeping personal data on potential candidates and employees (who has access to their CVs, informing potential candidates with the way their data will be analyzed and stored, in what why their CVs and motivational letters which contain personal data are stored, introducing specific measures to ensure that unauthorized personnel does not have access to this data, collecting just the necessary amount of data, ensuring that CVs are automatically deleted after a certain period, informing and seeking consent from employees for using their personal data...). These changes are mentioned in Labour Law and I need to be informed on them to be able to inform employees what are their rights and what are their obligations.

How do you search for information on the changes in the world of work? What are the sources of information you use?

I mostly get information by visiting HR conferences and meetings (Stanton Chase) which are organized four times a year in our country. I am trying to regularly attend these events (lectures of experts in this area, HR panel, workshops...) to be informed on changes and their impact on activities in the area of HR. When it comes to the Labour Law, I try to attend training and courses, some of which are being organized in the organization in which I work, such as training on GDPR. In my organization, one person is in charge of the legal matters and I sometimes consult with her as well.

How do you assess the quality of information you find?

I mostly rely on information presented by experts on conferences. I usually do not read articles in the area of HR. I rely mostly on learning through practice and attending workshops, training, and conferences. There are numerous such events in HR field.