Original Research Paper | Human Resource Management
Volume : 5 ¦ Issue : 7 ¦ July 2020 ¦ e-ISSN : 2456-5040

ESPOUSAL VIRTUAL REALITY FOR FUTURE - A REVOLUTIONARY PERSPECTIVE IN HUMAN RESOURCE MANAGEMENT POST-COVID 19 PANDEMIC

Dr. (hc). D. M. Arvind Mallik

Assistant Professor, PGDMS&RC, PESITM, Shivamogga. India

ABSTRACT

Human Resource (HR) managers are always looking for technology that can improve their employee productivity and communication, particularly ones that are impactful and easy to deploy. Virtual Reality (VR) checks both those boxes. Large organizations and agile startups alike are using VR for everything from hiring to training to employee communication. A business is only as good as the employees it hires, so attracting the right candidates is an essential function of the HR department. The Covid-19 pandemic has turned the world upside down. Yet the virus has initiated perhaps the first stage of a good behavioural change and when Generation Z is now entering the workforce and as a generation often defined by their comfort around technology, it's predicted that they'll be looking for their future employers to keep up with the latest developments. This article provides a brief overview of existing published literature on how Virtual Reality will be handful use for many application and we are connecting how VR will have a positive impact on Human Resources professional from COVID 19 Pandemic

KEYWORDS: HR, VR, Applications, Productivity, Employees, Technology, COVID 19 Pandemic.

I. INTRODUCTION:

Virtual Reality (VR) is an immersive multimedia or computer-simulated environment that mimics physical presence in the real world or imagined worlds. VR also lets the user interact with that world. Virtual reality artificially creates sensory experiences, which can include sight, hearing, touch, and smell. These technologies take traditional media beyond conventional screens and use photographic images, video or computer generated graphics (sometimes provided as a 360-degree view within your field of vision) as a new communication and interaction medium that can be used across your company from marketing and sales to field services, training and data visualization.

II. MEANING:

VR is the use of technology to create a simulated environment within a 360-degree video experience. This could be a battlefield in a video game, or exploring nature as if you were there. It's a unique experience that no other technology can offer, which is why when it first emerged it was nearly impossible to get your hands on.

Example- VR differs from other experiences such as 3D films in that it's fully immersive. It gives you the illusion, both mentally and physically, that you're somewhere else, whether that be standing on top of a mountain, walking along a sidewalk in New York City - or conducting a performance review. To create this illusion, VR worlds are highly detailed, large in scale, and move as you move, showing you different aspects of 'reality' as you change direction.

III. VR USAGE WITH CORPORATES:

Whether you are a brand marketer, director of operations, run a line of business or head of HR, there are many ways you can deploy this technology to generate substantial revenue, increase productivity or improve safety. The total market size for VR/AR is estimated to reach $108B to $215B by 2021. The predictions vary wildly, but regardless of which you believe, this nascent technology is going to be a huge industry. Imagine leaving a note hanging in mid-air at a construction site to flag an inconsistency against the blueprints or using AR to give you step by step instructions on how to fix a complex manufacturing machine.

- Companies like Walmart, Farmers Insurance and Boeing have already begun deploying this technology across their organizations for training.
- Google will introduce their version of mobile phone-based, position AR (AR Core) early in 2018 unlocking advanced AR potential in another 1.3 billion smartphones.
- Over the next five years, mobile phones will lead this technology. It is predicted that over the next 3-5 years, we will see mass consumer adoption of this technology (>100M headsets), until then smartphones and expensive enterprise AR headsets will dominate the market
- Revenue forecasts for Virtual and Augmented Reality vary dramatically, but all sources point to this technology revolutionizing the way we communicate.

The International Data Corporation (IDC) Worldwide Quarterly Augmented and Virtual Reality Headset Tracker, for example, predicts that worldwide proliferation of virtual reality (VR) and augmented reality (AR) headsets is expected to continue over the next five years as shipments reach 59.2 million in 2021, up from 9.6 million in 2017

IV. VR APPLICATIONS FOR HR:

So, it's generally asserted that companies of the future will be virtual. Although, the precise definition of what it means to be a virtual organization are hard to find, the origin of the phrase is, however, clear. It stems from the term "virtual reality", computer simulated life that replicates an environment that stimulates physical presence in places in the real/imagined world. The use cases for immersive technologies (VR/AR) are endless, but where they shine (aside from Entertainment and Gaming) are in Visualization. Now Sales & Marketing, Remote Assistance, Training, and Education can be seen. Tech experts predict the VR market will be worth $120 billion by 2022, so it's no surprise companies are working toward integrating this technology into- their repertoire. It can be used for many things, and isn't limited to fun and games. Some of the receptive applications which have found positive impact on Human Resource Management are-

1. **VR for on boarding new workforces:**
   VR gives prospects a real look inside the office instead of reading a description or hearing about it over the phone. They can see around the office, understand the layout and workspace, and even get a feel for employee's interactions and potential workflow. Offering a feature like this in the hiring process can increase a candidate's interest in a position and the company overall. It also adds a new layer of personalization because it enables companies to be more accommodating to potential hires' busy schedules.HR is finding creative ways to incorporate virtual reality into on boarding too. There are a handful of common strategies, and some work better than others.HR is fast becoming more tech-savvy and HR professionals are now keeping an eye out for new technologies that improve productivity and streamline complex processes. Depending on how it's used, VR has the capacity to tick both these boxes. VR has the potential to make a big impact

2. **VR for Staffing and Talent Engagement (Hiring):**
   Using virtual reality candidates can be interviewed and get a realistic preview through a tour the company, all from the toasty comfort of their home. It can also be used by recruiters who've recruiting for a highly technical engineering role, in which they need to assess the candidate's abilities properly. In order to accomplish this, they could use Virtual Reality technology to allow them to remotely assess the candidate's set of skills and check whether they are up to the standards they need. Virtual reality can be used in many different areas of the field, but seems to be most valuable to the employee recruitment and on boarding processes. Many companies have begun using VR for recruiting. For one thing, it reduces costs by removing the need to pay for travel when a potential employee wants to visit the office. VR is essentially a 3D computer-created world that allows you to experience and interact with things that aren't really there. Investing in a state-of-the-art recruitment process could be an essential talent acquisition strategy for big companies in competitive industries. In HR, it's important to keep things fresh.

   Hiring: Hiring top notch employees is the most important job function

Copyright© 2020, IEASRJ. This open-access article is published under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License which permits Share (copy and redistribute the material in any medium or format) and Adapt (remix, transform, and build upon the material) under the Attribution-NonCommercial terms.

of HR. It's the most important job function in any company. Businesses thrive on having the best employees. And if you can't convince the best employees to work for you, you are at a strategic disadvantage. We live in a current economic climate where unemployment is relatively low. And traditional hiring approaches are being upended. Just over a decade ago, most MBA graduates wanted to work at the big name consulting and finance firms. But the world has changed. Technology and society has made companies like Google, Amazon, and tech startups much more appealing to top graduates. According to Fortune, Millennials want a flexible workplace, interesting career development buoyed by non-traditional learning environments, and a workplace that cares about social causes and a sense of purpose.

3. **Use VR for Employee Induction:**
The basic facts around VR and new employee training are clear: VR is cost-effective, scale-able, and independent of geographic location. Using VR is a great way to both convey information and get new employees excited for their job. And it's particularly well-suited for high stress or dangerous jobs.

Induction: People in the human resources department are often overworked, and orientation and on boarding of new employees don't make it any easier. Using a virtual reality set up, they can let new hires experience being welcomed by the CEO, meet fellow colleagues and get acquainted with the particulars of the organization. It can also be a perfect way to get an employee who's going to work remotely, connect with the organization.

4. **VR for Continual Employee Education and Communication:**
Let's be honest — e-mail is an overused and less-than-ideal way to communicate with employees. It's efficient and simple, but it also gets lost amid a sea of other emails. And it's not dynamic or memorable. Video is better. But still, watching a video on your computer is passive, and you can get easily distracted as the video plays. VR is immersive, interactive, and memorable. It transports you into a world where your attention is 100% on the VR videos or images you're seeing in your headset. It can also be really fun! So for either ongoing employee communication or one-off events.

5. **VR exclusively for Training and Development:**
Training in the customer service department entails teaching existing and new employees the skills and knowledge required to increase, retain and understand customer happiness. The training given generally includes how to in greeting customers, body language, listening, dealing with discontented customers, managing an appropriate tone of voice.

V. CHALLENGES:

Virtual reality technology is here and is constantly evolving. The real challenge is changing those who want to stick to rather traditional parts of the organization. Whether you're a global player or a start up in Silicon Valley, you're going to need to keep up with the constant changes occurring in the digital world. We can't wait to see what the future holds for us, human resources and the business world! Over the years, business environments have faced many fine-tuning processes in view of buttressing a company's cultural values while also promoting efficient productivity. With COVID 19 impact on every aspects of business corporation, It will have maximum influence on introducing virtual workplaces as a measure to maintain qualitative productivity allows the recruitment and retention of top talents irrespective of their geographic locations, balance work-life among employees, and promote cost-efficient means to expand or increase office workforce.

VI. CONCLUSION:

A lot of business operation techniques have face developments in recent times, with more proposals on tons of business relieves offered by more growing technologies. For instance, emails and audio-conferencing alone have become obsolete and inefficient in promoting the level of productivity needed in a virtual workplace. COVID-19 will reboot the world into virtual reality and after the crisis, work from home models are likely to continue and business travel is likely to be curtailed as virtual meetings have proved to be just as effective. Hence, Human Resources touches on a lot of different facets of the employee experience: hiring, training, and communication. (to name but three!) And Virtual Reality offers HR employees a new and exciting way to improve all those areas.

REFERENCES:

1. Bitner, M. J., Brown, S. W., & Meuter, M. L. (2000). Technology infusion in service encounters. Journal of the Academy of Marketing Science, 28, 138-149.
2. Bowman, D. A., & McMahan, R. P. (2007). Virtual reality: how much immersion is enough?. Computer, 40(7), 36-43.
3. Bracken, D. W., Summers, L., & Fleenor, J. (1998). High-tech 360. Training & Development, 52, 42-45.
4. Brasil, I. S., Neto, F. M. M., Chagas, J. F. S., de Lima, R. M., Souza, D. F. L., Bonates, M. F., & Dantas, A. (2011, May). An Inteligent Agent-Based Virtual Game for Oil Drilling Operators Training. In Virtual Reality (SVR), 2011 XIII Symposium on (pp. 9-17). IEEE.
5. Brink, S., & McDonnell, S. (2003). e-Compensation. In The e-merging technologies series (pp. 1-4, 18)
6. Brown, K.G. (2001). Using computers to deliver training: Which employees learn and why? Personnel Psychology, 54, 271-296.
7. CedarCrestone. (2014) CedarCrestone 2013–2014 HR Systems Survey HR Technologies, Deployment Approaches, Value, and Metrics 16th Annual. Retrieved May 15, 2014 from
8. Elisabeth E. Bennett(2014), Introducing New Perspectives on Virtual Human Resource Development, Advances in Developing Human Resources 2014, Vol. 16(3) 263–280.
9. Galanaki, E. (2002). The decision to recruit online: A descriptive study. Career Development International, 7, 243-251.
10. HR in VR: How Human Resources Professionals Use VR for Hiring, Training, and More (.n.d.), https://www.instavr.co/articles/general/hr-in-vr-how-human-resources-professionals-use-vr-for-hiring-training-and-more , retrieved on 29.10.2019
11. http://www.cedarcrestone.com/media/ whitepapers/CedarCrestone_2013-HRSS-HRTech-100713.pdf
12. Mauldin, E. G. (2003). An experimental examination of information technology and compensation structure complementarities in an expert system context. Journal of Information Systems, 17, 19-41.
13. Olivas-Lujan, M. R., Ramirez, J., & Zapata-Cantu, L. (2007). e-HRM in Mexico: adapting innovations for global competitiveness. International Journal of Manpower, 28, 418-434.
14. SHRM (2002). The Future of the HR Profession Eight Leading Consulting Firms Share Their Visions for the Future of Human Resources. Retrieve February 15, 2013 from http://www.shrm.org/ pressroom/Documents/future_of_hr.pdf
15. Stone et al.,(2014), HRMR The Influence of Technology, Human Resource Management Review 25 (2015) 216–231
16. Stone, D. L., & Lukaszewski, K. M. (2009). An expanded model of the factors affecting the acceptance and effectiveness of electronic human resource management systems. Human Resource Management Review, 19(2), 134-143.
17. The Future of HR: How HR Can Use Virtual Reality (2018), Kirsty Chalmers, https://www.icslearn.co.uk/blog/posts/2018/july/the-future-of-hr-how-hr-can-use-virtual-reality/ retrieved on 29.10.2019
18. Zuboff, S. (1988). In the age of smart machines: The future of work and power. New York: Basic Books.