

Conceptualizing Innovative HR Practices of ABC Company Pvt Ltd as Practiced During Covid 19 Pandemic Period

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The spread of COVID-19 has created a huge disruption, in almost all organizations in practicing human resource management. The focus of this study is to reveal such innovative HR Practices by a leading company in the apparel industry and how those practices have supported the company to survive during the crisis. The research questions are set for knowing the changes in the performance behaviour of ABC Company, innovative HR Practices; and challenges and issues that aroused during COVID. A qualitative research approach was used with the constructivist research paradigm to design the study as a single case study. A narrative review was done to uncover the phenomenon in question. Data were gathered through in-depth interviews to gather data from Deputy General Manager, HR Assistant Manager, Compliance Manager, and an Executive at ABC Company. The study found performance behaviour changes like productivity drops, profitability drops, higher ETO, and order cancellations while the findings are mainly expected to highlight the innovative HRM practices adopted by ABC Company during the pandemic period. Innovative HR practices included the bubble concept, the organizational own counseling service, the initiation of FM service for health talks, the introduction of the FCR (Facial Recognition) system, the E-Leave process, scenario planning, flexible hours, and encouragement of self-directed knowledge seeking. Main challenges were societal pressure, family pressure, government restrictions and limitations, connectivity issues, time constraints, less manufacturing adaptability, and difficulty in ensuring employee well-being. The study recommends proper investment appraisal on innovative HR practices, encouragement of E-Leave Processes, ensuring a proper balance in usage of virtual platforms, ensuring self-directed knowledge seeking, and proper consideration of the implementation of the bubble concept can be considered.

Keywords: *COVID-19, Innovative HR Practices, Performance Behaviour, HRM challenges.*

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