ANALYZING THE EFFECTS OF DIGITAL TRANSFORMATION ON HANDLING HUMAN RESOURCES MANAGEMENT

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Abstract: *In the contemporary business landscape, digitization has become imperative for competitiveness. Despite the perspective of employees regarding the accessibility of electronic human resource management (e-HRM), their ability to adapt to the digital age still causes many problems. This study explores employee understanding of digital transformation within the HR department of an IT company and identifies priority processes for automation. The research addresses the ambiguities in the literature, focusing on the rapid technological advances of Industry 4.0. Through semi-structured interviews, we reveal new perspectives directly from HR employees. The results indicate the need for strategic approaches to ensure efficient processes and traceability. Recommendations include integrating an integrated strategy of digital solutions. Anticipating future needs alongside present needs is crucial for sustainable digitization strategies, improving competitiveness in the digital age.*
Key words: *Digital transformation; e-HRM; digitalization;*
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