

Degree of Shift Towards Human Capital Through Proactivity In The Wake of Covid-19 Crisis

Arun B.K.

Professor, MATS Institute of Management and Entrepreneurship,
Bangalore

Jitendra Kumar Mishra

Director, Jaipuria School of Management,
Ghaziabad, Uttar Pradesh

Uma Warriar

Professor and Area Coordinator, CMS B-School,
Jain – A Deemed to be University,
Bangalore

Abstract

15 years prior to COVID-19 crisis, there were frequent occurrence of recessions caused primarily by the dynamics of economic and business forces. Subsequent to this crisis, the organizations are facing higher degree of uncertainties. This has compelled the employees working in an organization to transform themselves as human resources and later on as human capitals by adopting increasing degree of proactivity. Learning Enthusiasm of the employees and the Degree of Purposefulness of such an enthusiasm are the two important factors that determine the degree of proactivity prevailing in an organization. Proactivity helps and employee to rise from a state of being a human resource to the next higher level of relevance to organization viz., human capital. Considering the importance of the proactivity in the wake of the challenging times, present study was undertaken with the research question of “what is the degree of shift towards human capital due to the advent of COVID-19 crisis?”. The primary data for the study was collected and analyzed from randomly selected 240 sample respondents of six organizations located in Karnataka State through a structured questionnaire and semi-structured interview schedules of the respondents who responded to the questionnaire. In addition, random observations were also adopted to improve the quality of the data. The

results highlighted that during the ongoing COVID-19 crisis, the degree of shift between manpower and human resource levels was significantly higher when compared to the levels between human resource and human capital. Based on the study, suggestions and recommendations were listed.

Key Words :Proactivity, Human Resource, Human Capital.