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DIGITAL HUMAN RESOURCES MANAGEMENT IN HOTEL INDUSTRY: A BIBLIOMETRIC STUDY



Miret Yassa

Postgraduate of HR Management and Psychology Department
Ural Federal University

miretyassa@gmail.com
19, Mira str.
Yekaterinburg, Russia, 620002
+7 (343) 375-41-69



Alena Fedorova

Candidate of Economic Sciences, PhD, Associate Professor of
HR Management and Psychology Department
Ural Federal University

A.E.Fedorova@urfu.ru
19, Mira str.
Yekaterinburg, Russia, 620002
+7 (343) 375-41-69

Abstract. This study analyzed the scientific publications of digital Human Resources Management in the hotel industry in terms of: chronological evolution, authors, and geographical distribution. The analysis was made using the VOSviewer software for visualizing data. Bibliometric research indicators were used for the papers included in the Scopus database during the last ten years (from 2013 to 2023 period). An analysis has conducted for Digital Human Resources Management in Hotel industry to find out the development of the topic and the number of researches and documents published annually over the last 10 years. The results of the study showed an increase in scientific interest in this topic. The article presents not only the number of publications dynamics, but also a map of words. The main publications about Digital Human Resources Management in Hotel industry are also systematized. The study showed the development of the topic considering co-occurrences of keywords, co-authorship between the countries.

Keywords: Digitalization; HRM; Hotel industry; Digital HR; Bibliometric analysis.

JEL codes: M12; M15; L83.

Introduction

Over the last few decades, technology has greatly influenced the practices of human resources departments. Each development has fundamentally changed aspects of HR functions across all industries for the better. The changing in the business models has affected by the development of technology in the modern digital (Mihova& Ivanova, 2020)

Today, the use of technology runs deep through most industry, especially their HR departments and how they communicate with employees. The use of digital technology in Human Resource Management creates a new trend in hotel management systems. Since the Human Resources Management Department is one of the most important departments in the hotel industry and other industries. As it is the vital elements controlling the success of the organization, therefore, any development in the human resources department will positively affect the organization, Public Interest and profitability, and affects the employees because they are part of the organization, and here the importance of digital transformation of Human Resources Management.

Many industries had improved in productivity, accessibility to market and reducing costs because of the digital transformation (Fedorova, et al., 2019; Agbozo, 2020).

According to (Eshan and Binoy, 2018) Digitalization has a great effect on the recruitment process and the training-development of the workforce.

1. Theoretical basis

Defining Human Resource Management (HRM).

According to Armstrong (2006) Human Resource Management (HRM) is defined as a strategic and coherent approach to the management of an organization's most valued assets.

HR is also concerned with industrial relations, that is, the balancing of organizational practices with regulations arising from collective bargaining and governmental laws (Klerck, 2009).

Human Resource Management, as an integral part of an organization, frequently ensures the success of the shared relationship between employees and an organization by identifying and satisfying employees' needs beginning with recruitment and continuing throughout their career (Bagri, et al., 2010).

Human Resource Management in Hospitality Industry.

The human resources department is one of the basic and main departments in hotels and all

organizations, which focus on all functional matters of planning, identifying needs, searching for and attracting new talented people.

HRM also paying attention to them from hiring until the end of its work in the organization. HRM department performs a range of activities and various tasks related to human resources, under its own strategy to achieve the mission and vision of the hotel or the organization, which follows the general strategy. Human Resources Management in hotel organizations considered one of the most important departments in particular, depending on what human resources are present in such organizations. Hotel organizations rely on the human element in providing service.

Digital human resource management.

HR function in hospitality industry has changed over time. Today, where digital environments and digital tools are widely used, companies also need to move their work to digital environments as (Özişik, Özden; 2021) mentioned. Digital Human Resource Management also refers to performing human resource management functions using the Internet. The Internet initially offers HRM department managers the opportunity to get personnel information when they need it (Lengnic Hall and Moritz, 2003).

2. Research Method

Bibliometric studies are the use of statistical methods and mathematical methods in the analysis of data on books, periodical articles, authors, publishers and other elements of documentary communication, in order to identify the characteristics of intellectual production issued in a particular field of knowledge, through information circulation processes, contributing to the development of scientific field (Al-Qader, 2019).

Bibliometric analysis had conducted on May 2023 depending on published researches and documents in the database Scopus and other search engines such as Google scholar. The search question string used was TITLE-ABS- KEY (digitalization AND in AND human AND resources AND management). The period was for the last 10 years, from 2013 until 2023. The query string's output was 617 documents. The used tool for bibliometric mapping and visualizing the documents was VOSviewer.

3. Results and Discussion

Figure 1 illustrates 617 published documents for the last ten years. The annual rate is clearly increasing, which indicates the authors ' interest in the field of digitization in the Human Resources

Management Department and the spread and expansion of technological development in all fields.

Fig. 1: Annual publications of Digitalization in human resources from 2013 until 2023¹

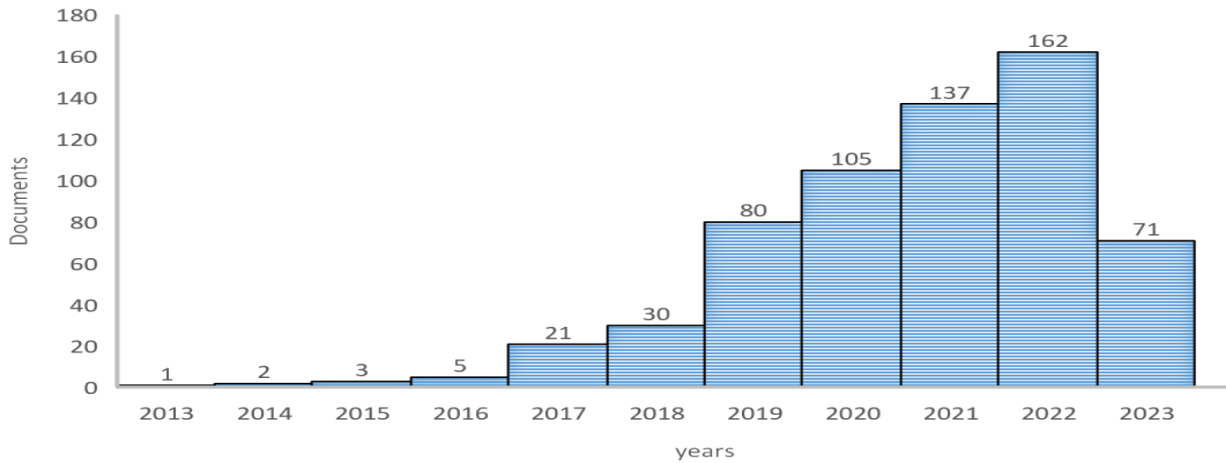
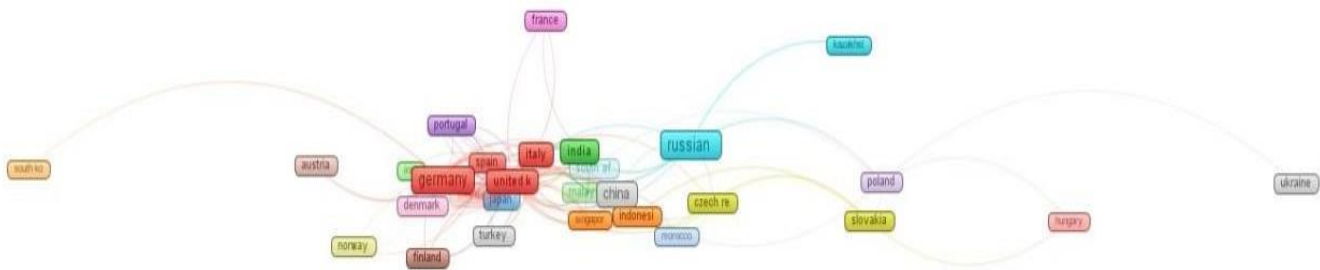


Figure 2 based on co-authorship between the countries of the research activity of the digitalization in Human Resources Management. From 37 Countries, the total strength of co-authorship links between the countries had calculated and the countries with the greatest total link strength are United Kingdom with 35 links, United States with 33 links, German with 30 links, Australia with 19 links, Switzerland with 18 links, Sweden with 16 links and others.

Fig. 2: Bibliometric chart based on co-authorship between countries with network visualization mode by VOSviewer²



In Figure 3 Minimum number of occurrences of a keyword was 5 from of the total of 4540 Keywords, 219 meet the threshold. Keyword (Human Resource Management) identified as the most frequently item with 244 occurrences and 1205 links to other keywords, (Digitalization) with 161

¹ Completed by the authors

² Completed by the authors

Table 1: List of researches on the Digital Human Resource Management in Hotel Industry⁴

Document title	Author(s)	Document Type	Year of publication	Country
Digitalization of human resources management practices in Nigeria's hospitality industry	Oyelude, O., Akinbode, J., Ogunleye, O.-I., Bakare, A., Ogunrinade, R.	Book chapter	2023	Nigeria
A digital job application reference: how do social media posts affect the recruitment process?	Demir, M., Günaydın, Y.	Article	2023	Turkey
New avenues for business competitiveness: the case of a community of practice in the hotel sector	Almeida, S., Campos, A.C.	Article	2022	Portugal
Digital HRM and Hotel Business: A Global Bibliometric Analysis	Ghazy, K., Fedorova, A	Conference Paper	2022	Russia
Antecedents of eCRM Success for Hotel Industry	Cherapanukom, V., Yanchinda, J., Sangkakom, K.	Conference paper	2021	Thailand
7 th International Conference of International Association of Cultural and Digital Tourism, IACuDiT 2020	[No author name available]	Conference review	2021	Hydra Island
'Employees first': The relationship between employee experience management systems and customer experience management	Abhari, K., Sanavi, A., Ly, J., Wright, M.	Conference Paper	2021	Virtual, Online
The competences in the digital era in the tourism and hospitality sector	Neves, C., Silva, S., Martins, D.	Conference Paper	2021	Virtual, Online
Hotel workers' perceptions on soft skills during the covid-19 pandemic	Magalhães, C., de Araújo, A.F., Marques, I.A.	Conference Paper	2021	Virtual, Online
Assessing the Degree of Human Resource Innovation: An Exploratory Analysis of Irish Hotel Corporations	Jooss, S., Burbach, R.	Book chapter	2017	Irland
3 rd International Conference of the International Association of Cultural and Digital Tourism, IACuDiT 2016	[No author name available]	Conference Review	2017	Athens
The impact of different styles of 'leadership' and levels of 'organisational innovation' on 'organisational performance': A case of hospitality industry in Thailand	Zumitzavan, V., Udchachone, S.	Article	2014	Thailand
2013 2nd International Conference on Information Technology and Management Innovation, ICITMI 2013	[No author name available]	Conference Review	2013	Virtual, Online

According to Demir, Günaydın (2023) Digitization in the HR Management Department has helped hotels to easily attract and accept job candidates easier, faster and automatically.

Recommendations for future work:

More studies and research on digitization in the human resources management department, such as the system of training employees through virtual reality and its impact on the organization and employees in the hotel industry, as the number of existing research is very few due to the fact that it is within 10 years.

⁴ Completed by the authors

Conclusion

In general, with the current modern progress of technology and digitization in almost all fields, and because the human resources department is one of the factors of its success, therefore, its role is important for both employees and the organization. The study showed that the trend of development of publications was few in the first years then had increased, as it shows the importance of digitization in human resources management and the interest of many authors in it given the increasing cumulative number of research and publications during the study period. There are not many publications on the digitization of human resources in the hotel industry. The study revealed challenges and main trends in digital Human Resources management in hotel. Finally, the results of these studies related to the limits of the characteristics of the bibliometric analysis used, the results remain limited.

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ЦИФРОВОЕ УПРАВЛЕНИЕ ЧЕЛОВЕЧЕСКИМИ РЕСУРСАМИ В ГОСТИНИЧНОМ БИЗНЕСЕ: БИБЛИОМЕТРИЧЕСКИЙ АНАЛИЗ

Иасса Мирет

Аспирант кафедры управления персоналом и психологии ФГАОУ ВО «Уральский федеральный университет имени Первого Президента России Б.Н.Ельцина»
Екатеринбург, Россия

Федорова Алена Эдуардовна

Кандидат экономических наук, PhD, доцент, доцент кафедры управления персоналом и психологии ФГАОУ ВО «Уральский федеральный университет имени Первого Президента России Б.Н.Ельцина»
Екатеринбург, Россия

Аннотация. В этом исследовании были проанализированы научные публикации о цифровом управлении человеческими ресурсами в гостиничной индустрии с точки зрения: хронологической эволюции, авторов и географического распределения. Анализ проводился с

использованием программного обеспечения VOSviewer для визуализации данных. Библиометрические показатели использовались для публикаций, включенных в базу данных Scopus за последние десять лет (с 2013 по 2023 год). Был проведен анализ цифрового управления человеческими ресурсами в гостиничной индустрии, чтобы выяснить развитие темы и количество исследований, публикуемых ежегодно за последние 10 лет. Результаты исследования показали рост научного интереса к данной теме. В статье представлена не только динамика количества публикаций, но и карта слов. Также систематизированы основные публикации по вопросам цифрового управления человеческими ресурсами в гостиничном бизнесе. Исследование показало развитие темы с учетом совпадения ключевых слов, и наличие междисциплинарного соавторства.

Ключевые слова: Цифровизация; управление персоналом; гостиничная индустрия; цифровой HR; библиометрический анализ.

JEL коды: M12; M15; L83.

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Контакты

Иасса Мирет

Уральский федеральный университет

19, ул. Мира, 620002, Екатеринбург, Россия

miretyassa@gmail.com

Федорова Алена Эдуардовна

Уральский федеральный университет

19, ул. Мира, 620002, Екатеринбург, Россия

A.E.Fedorova@urfu.ru