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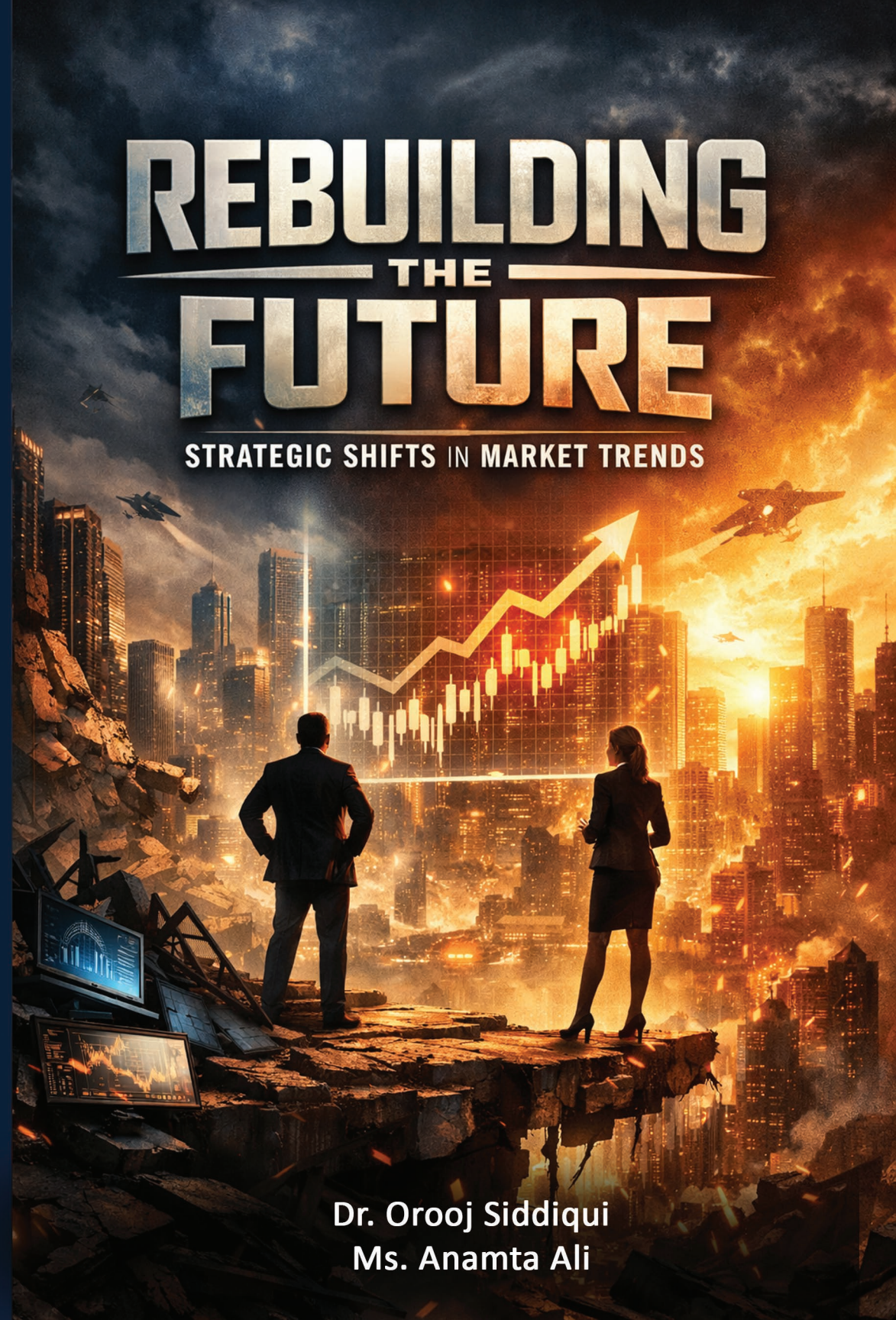
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STRATEGIC SHIFTS IN MARKET TRENDS

REBUILDING THE FUTURE: STRATEGIC SHIFTS IN MARKET TRENDS



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Rebuilding the Future: Strategic Shifts in Market Trends

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Role of HRM in Higher Education Institutions Post-COVID

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1. Introduction

The COVID-19 pandemic ushered in sweeping disruptions across all sectors of society, with education—particularly higher education institutions (HEIs)—among the most impacted. With global lockdowns, institutions were forced to abruptly pivot from traditional in-person learning to digital platforms. This unprecedented shift placed immense pressure on Human Resource Management (HRM) functions, particularly in managing academic and administrative staff through the transition.

Human Resource Management in higher education was previously focused largely on operational functions like staffing, performance appraisal, and payroll management. However, the pandemic necessitated a strategic repositioning of HRM to play a critical role in ensuring institutional continuity, digital transformation, faculty upskilling, and staff well-being. The post-COVID era now demands a re-examination of HRM's role—not just as an administrative function but as a strategic partner in educational resilience.

This chapter explores how HRM practices in HEIs have evolved post-COVID, with particular attention to digital adaptation, employee engagement, policy reform, and well-being initiatives. Drawing on primary data collected from academic professionals, the chapter provides insights into challenges faced and strategies adopted, thus contributing to the understanding of HRM's dynamic