

HR Lessons from the Pandemic

Roadmap for
Future Workforce

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Unlocking Employee Value Proposition to Retain Best IT Talents

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Organizational success depends on maintaining top people in today's competitive job market. The Employee Value Proposition (EVP) influences employees' decisions to stay or quit (Goswami, 2015). This requires an understanding of engagement and satisfaction elements (Goswami, 2015). Post-pandemic EVP prioritizes emotional well-being and is more human-centric. The huge resignation period shows that organizations must change their EVP to match employee expectations (Rasmus Hougaard, 2020). Workers are prioritizing work-life balance, with 86% considering quitting (Sreeradha Basu, 2022). The Employee Value Proposition (EVP) now combines tangible and intangible benefits that match organizational values to create loyalty and commitment (Berthon, 2015).

Communicating these benefits improves employer branding (Goswami, 2015). Before the epidemic, EVP prioritized personal growth and shared benefit (SenGupta et al., 2015). Covid-19 promoted resilience, diversity, and well-being using digital technology (Pandita, 2022). HR practices including job design and development affect resilience and performance (Mbethe, 2021). Sustainable and flexible HR strategies are crucial to employer branding.

For this, sustainable HRM practices are essential. Addressing environmental, social, and economic issues ensures long-term organizational success (Jackson et al., 2011). HRM approaches that incorporate sustainability boost employee happiness and commitment (Jackson et al., 2011). To attract and retain top people throughout the epidemic, organizations must improve their EVP and adopt sustainable HRM practices. SHRM integrates environmental, social, and economic concerns into HR initiatives to attract and retain people. Theory underpins Green HRM and SHRM, which promote environmental and social responsibility (Jackson et al., 2011). Green hiring and flexible work arrangements promote CSR and sustainability (Jackson et