

REVISITING HR PRACTICES DURING COVID-19 CRISIS: A CASE OF INDIAN FINTECH COMPANY

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ABSTRACT

With nationwide lockdown, travel restrictions and loss of businesses due to Covid-19, HR practitioners across various sectors faced numerous challenges. However, in such a scenario it is imperative to keep employees motivated and enthused to deal with this future together. Keeping this in mind, the present study aims to examine the challenges faced by the employees of an Indian Fintech company during COVID-19 pandemic. Further, the study aims to gain insights into the HR Initiatives taken by the company to help employees cope up with this pandemic. The findings provide an insight into the workforce challenges and the HR measures undertaken to cope up with the new normal. The study also highlights how different elements of HR got impacted due to this pandemic; and what is the way forward in coming times.

KEYWORDS: COVID-19, Crisis, HR Processes

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