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Digitization of Empowerment processes: models of human capital management in the pandemic crisis in NGOs in Poland

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ABSTRACT

With the emergence of restrictions, the occurrence and extent of which were related to the exacerbation of the COVID-19 pandemic crisis in the world, non-governmental organizations in Poland found themselves in a situation requiring adaptation to an unpredictable and chaotic environment. The managers of NGOs were thus forced to evaluate the tools used so far, responsible for exercising control over the organization and subordinates. It was associated with a change in the methods of capital management, contact with stakeholders and internal communication between teams and employees. One of the important elements of adapting to the new realities was the need to redefine the existing methods of division of duties, which, together with the digitization of management processes, showed the potential that lies in the empowerment of the organization's employees. In response to the emerging challenges in the era of the pandemic, netnographic research was carried out in NGOs in Poland, dealing with issues related to ecology, permaculture and healthy food. The methodological strategy based on the use of the triangulation procedure allowed for a holistic analysis of the leadership styles and models of cooperation between NGOs and their members. The aim of the paper is to present the impact of the digitization of the processes of employee engagement and remote allocation of duties and tasks on the form of internal processes of the organization's functioning. The research was carried out with the financial support of the FutureSoc Priority Research Area under the Strategic Program Excellence Initiative at the Jagiellonian University.

Keywords: Changeability of the environment; Environmental organizations; Interpersonal communication; Netnographic research; Organization environment;