AN INNOVATIVE CONCEPTUAL MODEL FOR HUMAN RESOURCE MANAGEMENT IN EDUCATIONAL INSTITUTIONS BASED ON THE UTILIZATION OF DIGITAL TECHNOLOGY

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Keywords	ABSTRACT
Human Resource Management, Digital Technology, Educational Institutions, Conceptual Model, Innovation	Educational institutions are faced with new challenges and opportunities in human resource management (HR). This research aims to develop an innovative conceptual model in HR management in educational institutions by utilizing digital technology. This model is expected to increase the effectiveness of the management of educators and education personnel by strengthening their digital capabilities and aiding their adaptation to the rapidly evolving digital landscape. The novelty of the research lies in the innovative approach that integrates digital technology in HR within educational institutions, creating a more dynamic, flexible, and collaborative work environment in the education sector, which is still rarely fully adopted. The research offers a novel approach by addressing the gap in the field of HR, where the integration of digital tools in HR is still underdeveloped. It provides a dynamic and flexible framework that can serve as a foundation for future HR strategies in education, contributing to the modernization and digital transformation of educational institutions.

INTRODUCTION

In the digital era that continues to develop, educational institutions are faced with new challenges and opportunities in human resource management (HR). With the rapid development of technology, educational institutions need to adapt and integrate digital technology into the human resource management process. This is important to improve the efficiency, productivity, and quality of teaching and research (Ambarwati et al., 2021). Innovative conceptual models that leverage digital technology can help educational institutions to design strategies that are more responsive to human resource needs, increase staff engagement, and create a more dynamic learning environment.

The use of digital technology in human resource management can also facilitate the process of recruitment, training, and performance evaluation. By utilizing digital platforms, educational institutions can reach a wider range of prospective teachers, as well as make more appropriate selections through sophisticated data analysis and algorithms (Hartanto et al., 2022). In addition, online-based training and e-learning can facilitate staff skill development in a flexible and affordable manner. Technology-based performance evaluations allow for more accurate and objective data collection, so that institutions can make better decisions in formulating HR development policies and strategies (Rawis & Kaligis, 2024).

The application of innovative conceptual models for human resource management must also pay attention to aspects of collaboration and communication between team members. Digital technology can be used to build a communication platform that facilitates collaboration between lecturers, administrative staff, and students (Hasibuan & Prastowo, 2019). By creating open and transparent

discussion spaces, educational institutions can increase synergy between human resources, which contributes to the achievement of the institution's overall goals. Through the application of the right digital technology, this HR management model not only focuses on administrative aspects, but also creates a more inclusive, innovative, and adaptive work environment to changing times (Nurhalim & Puspita, 2021).

Based on previous research conducted by Tahar et al. (2022), creativity plays an important role in human resource development, especially in the current era of digitalization. By moving from a fixed mindset to a growth mindset, individuals can more easily adapt to changes and new challenges. In a fixed mindset, a person tends to feel limited by innate abilities and avoid challenges. On the contrary, a growth mindset encourages the belief that skills can be developed through effort and learning, so that the opportunities that arise in the era of digitalization can be optimally utilized. Thus, creativity allows individuals to continue learning, innovating, and creating new solutions in the face of modern challenges.

This research aims to develop an innovative conceptual model in human resource management in educational institutions by utilizing digital technology. This model is expected to increase the effectiveness of the management of educators and education personnel, strengthen their digital capabilities, and facilitate adaptation to changes in the digital era. The novelty of the research lies in the innovative approach that integrates digital technology in human resource management, creating a more dynamic, flexible, and collaborative work environment in the education sector, which is still rarely fully adopted.

The research contributes to the field of human resource management by introducing an innovative conceptual model that integrates digital technology within educational institutions. This model enhances the effectiveness of managing educators and education personnel by strengthening their digital competencies and aiding their adaptation to the rapidly evolving digital landscape. The research offers a novel approach by addressing the gap in the education sector, where the integration of digital tools in HR management is still underdeveloped. It provides a dynamic, flexible, and collaborative framework that can serve as a foundation for future HR strategies in education, contributing to the modernization and digital transformation of educational institutions.

METHODS

The method used in this study is qualitative, with data collection conducted through a literature review of relevant sources such as scientific journal articles, books, research reports, and other published documents. Data analysis is carried out using triangulation, which involves utilizing various techniques or data sources to validate the research findings, ensuring the accuracy and reliability of the results by comparing information from multiple perspectives.

RESULTS

The development of digital technology is accelerating and entering various aspects of human life, ranging from communication, education, to industry and health. Innovations such as the internet, artificial intelligence, and mobile devices have changed the way people interact and access information. In the field of education, online learning provides easy access for students and teachers to connect without geographical limitations (Habibah & Irwansyah, 2021). In the industrial sector, automation and data analysis allow for higher efficiency and more informed decision-making. In addition, in the health sector, digital technology supports telemedicine and remote health monitoring, improving the quality of services. So that this digital transformation not only optimizes the process, but also enriches the human life experience (Nugrahanti et al., 2023).

The existence of digital technology has an impact on competition in various sectors, encouraging individuals and organizations to be more innovative in the face of rapid change (Fajriyani et al., 2023). With easy access to information and tools available, companies must continue to adapt and create unique products or services to meet the increasingly diverse needs of consumers. Innovation includes not only the development of new technologies, but also creative thinking. Being in this competitive environment, the ability to innovate is the key to success, as being able to utilize digital technology effectively has a greater chance of excelling in the market (Tiffani, 2023).

To achieve maximum performance results, educational institutions need to utilize human resources (HR) effectively. Quality human resources are a valuable asset in the process of learning, research, and institutional development. By utilizing the expertise and potential of each individual,

educational institutions can create an environment conducive to innovation and collaboration (Armansyah & Siregar, 2020). Educators who have high competence, experience, and dedication can provide effective teaching, encourage students to think critically, and create an inspiring learning atmosphere. In addition, HR skills and knowledge also have a direct impact on the quality of the curriculum and the development of academic programs that are relevant to the needs of the community (Pahira & Rinaldy, 2023).

Competitive advantage in educational institutions relies heavily on innovation because innovation allows institutions to offer more engaging, relevant, and high-quality learning experiences. By developing new teaching methods, cutting-edge curriculum, and sophisticated educational technology, educational institutions can meet the needs and expectations of students and parents, while differentiating themselves from other institutions (Fadhli, 2020). Innovation in education can also increase student engagement, facilitate collaborative learning, and create an environment that supports the development of creativity and critical thinking. In the face of global challenges and changes in industry demands, educational institutions that are able to adapt and implement innovations will be better able to attract and retain students, as well as produce graduates who are ready to face the world of work (Lestari & Nuryanti, 2022).

The integration of digital technology in the management of Human Resources (HR) in educational institutions has become a must in today's digital era. Digital technology offers various tools and platforms that simplify the HR management process, such as employee data management, scheduling, and internal communication (Luntajo & Hasan, 2023). By using an HR management information system (SIM SDM), educational institutions can store and manage employee information efficiently, thereby minimizing the risk of data loss and increasing the accessibility of the information needed (Arianto & Susetyo, 2022).

In addition, digital technology also allows educational institutions to conduct the recruitment process more effectively. By utilizing online platforms for job advertisements and applications, educational institutions can reach a wider and more diverse range of prospective employees. The selection process can be carried out using an online assessment tool that provides more objective results. In this way, educational institutions can attract and select candidates who best suit their needs (Siregar et al., 2024). Employee learning and development also benefit greatly from the integration of digital technology. Educational institutions can use e-learning and online learning platforms to train employees, offering flexible and accessible professional development programs. With this technology, employees can learn at their own pace and access quality resources without being tied to time and place. This not only improves employee skills, but also encourages a culture of continuous learning in the organization (Fajar, 2024).

Digital technology supports better communication and collaboration among employees. By using communication tools such as email, instant messaging apps, and collaboration platforms, employees can interact more easily and quickly. This improves coordination between teams, speeds up the decision-making process, and creates a more integrated work environment. In addition, feedback and performance assessments can also be carried out digitally, providing opportunities for employees to continue to develop and contribute optimally to educational institutions (Norliani et al., 2024).

Innovative conceptual models for human resource (HR) management in educational institutions by utilizing digital technology can be built by paying attention to several key aspects. First, this model must integrate a digital-based HR management system, such as software for employee data management, attendance, and performance. By using information technology, educational institutions can collect and analyze HR data more efficiently, which allows for more informed data-driven decision-making. The use of this system can also increase transparency in human resource management, so that all parties involved, including lecturers and staff, can better understand the processes and policies implemented.

HR training and development should be the main focus in innovative conceptual models. Digital technology allows the development of flexible and interactive training programs, such as e-learning or webinars, that can be accessed by all employees at the appropriate time and place. By utilizing online platforms, educational institutions can offer a wider range of courses and training, as well as accelerate the process of improving human resource competencies (Castro, 2019). In addition, the evaluation of training results can also be carried out systematically through the use of digital tools, which makes it easier to measure the effectiveness of training programs. Collaboration and communication between all elements in educational institutions can also be improved through the use of digital technology. Online

collaboration platforms, such as project management apps and discussion forums, allow lecturers, staff, and students to interact and share knowledge more easily (Al-Samarraie & Saeed, 2018). This not only strengthens the relationship between team members, but also creates a more inclusive and innovative work environment. With good collaboration, new ideas can emerge and be implemented to improve the quality of human resource management.

Therefore, it is important to develop an organizational culture that supports innovation and adaptation to change. Innovative Conceptual Models must encourage active participation of all employees in the decision-making process and policy development related to HR. With policies that are flexible and responsive to employee needs, educational institutions can create an environment that supports individual development while improving collective performance. The use of digital technology in human resource management can also encourage innovation, so that educational institutions can remain relevant and competitive in the midst of rapid technological developments.

CONCLUSION

The use of digital technology in educational institutions is transforming human resource management. This model enhances efficiency in recruitment, training, and performance evaluation. It allows for a wider range of teachers, flexible e-learning, and data-driven evaluations. The model fosters better collaboration and communication, creating an inclusive work environment. This integration can help institutions adapt to changing times and gain a competitive advantage. Future research should explore the long-term impacts of digital technology on staff retention, job satisfaction, and professional development. It's also important to identify potential challenges or barriers faced by institutions in adopting digital HR models. Comparative research across different educational settings can provide insights into how these digital HR innovations can be customized to suit different institutional needs.

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