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## **FACTORS INFLUENCING DIGITALIZATION IN HR: EVIDENCE FROM CZECH BUSINESSES**

### **Abstract:**

Digitalization represents a significant trend in modern human resource management (HR), playing a crucial role in streamlining processes, improving data management, and optimizing communication within organizations. In recent years, digital technologies have increasingly been applied in HR, bringing both challenges and opportunities for Czech companies. This paper presents the results of research focused on assessing the extent and manner of digitalization use in HR management within Czech organizations. The research was conducted through a survey among companies of various sizes, operating in different economic sectors, and with diverse employee age structures. The goal was to determine whether the size of the organization, economic sector, or age structure of employees influences the level of digital tool implementation in HR processes. Data analysis shows that digitalization is utilized across companies; however, the scope and form of implementation vary significantly. The results provide an overview of the current state of digitalization in HR management in the Czech Republic and serve as a basis for further discussion and strategy development in this dynamically evolving field. It can be concluded that the economic sector and organization size influence the level of digitalization in HR management. Large organizations in the secondary sector approach digitalization progressively, whereas small organizations and those in the primary sector tend to see digitalization as a weakness. On the other hand, the length of time an organization has been in the market and the age structure of employees proved to be statistically insignificant.

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### **Keywords:**

Digital Transformation, Human Resources Management, Factors In

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