

HUMAN RESOURCES MANAGEMENT AND METAVERSE ASSOCIATION

ABSTRACT

In today's rapidly evolving digital landscape, technological advancements are continually bridging physical distances and reshaping human interactions. The emergence of the Metaverse—a convergence of virtual and real-world environments—promises to redefine the boundaries between digital and tangible experiences. This paradigm shift presents both remarkable opportunities and significant challenges, particularly for the business sector already transformed by the effects of COVID-19.

This study offers a comprehensive exploration of the Metaverse by first defining its core principles and then establishing a robust conceptual framework to assess its potential impact on human resource management. Recognizing that the integration of new technologies can disrupt traditional organizational practices, the research highlights the critical role of human resources in both mitigating adverse effects and capitalizing on the benefits of such innovations.

By examining potential resistance to technological adoption within organizations, the paper provides strategic insights into how businesses can proactively navigate the complexities introduced by the Metaverse. Ultimately, the study contributes to a deeper understanding of how emerging digital environments can drive transformative changes in human resource practices and organizational performance.

Keywords: Metaverse, HRM, Decentraland

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