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THE IMPACT OF EMERGING TECHNOLOGIES ON THE EFFECTIVENESS OF HUMAN CAPITAL MANAGEMENT

During 2023–2026 we conducted a comprehensive study on the impact of emerging technologies on the effectiveness of Human Capital Management (HCM) within enterprises. This paper presents the key findings of our research.

The conducted study made it possible to identify and systematize the patterns of transformation in the field of human capital management under the conditions of widespread digitalization of the economy and society as a whole. The principal theoretical and practical contribution of this work lies in substantiating that the implementation of HR technologies is no longer merely a supporting function, but is becoming a key driver of efficiency, financial sustainability, and innovative development in modern enterprises.

From a theoretical and methodological perspective, the study significantly broadens the understanding of digital personnel management mechanisms. The developed conceptual framework of a digital human capital management system enables the integration of fragmented HR processes into a unified structure aimed at increasing overall labor efficiency. The systematization of business effects resulting from the implementation of HR technologies allows company management to clearly identify how investments in digital tools are transformed into tangible economic benefits - from optimizing operational costs to creating sustainable competitive advantages in the labor market.

A special focus of the study is devoted to the development of a systemic mechanism for integrating innovative technologies into the field of human capital management. The architecture of this mechanism, including clearly defined guiding principles and functional blocks, offers businesses a universal algorithm of actions. This approach makes it possible to avoid chaotic digitalization and transition toward a systematic model in which technological implementation is aligned with the strategic objectives of the organization. This result has substantial practical significance, as it removes barriers between the technical implementation of HR solutions and their strategic positioning within enterprise activities.

The empirical part of the study, based on an analysis of Latvian enterprises, confirmed the high relevance of the identified HR trends. The comprehensive analysis made it possible to determine the degree of technological integration within key processes and to prove the existence of a direct relationship between the level of HR innovation, the quality of human capital, and the company's overall financial performance. The statistically significant impact of HR innovations on talent attraction and retention, as well as on financial outcomes, confirms the hypothesis that human capital is the most important asset, whose productivity directly depends on the quality of the technological environment in which employees operate.

The methodology developed during the study for analyzing the effectiveness of implementing advanced HR technologies represents a practical tool suitable for regular monitoring. It enables companies not only to assess qualitative changes in personnel management but also to quantitatively measure the contribution of HR innovations to overall financial sustainability, which is critically important for making well-grounded managerial decisions in conditions of high business environment volatility.

Particular attention should also be paid to the study's findings in the field of public policy. The identification of priority vectors for supporting the

implementation of HR-Tech solutions makes it possible to scale the obtained conclusions to the national level. The proposed structural elements of a state policy program for integrating emerging technologies into companies' HCM processes provide regulators with concrete instruments for stimulating economic growth through increasing the efficiency of human resource utilization. The adaptation and implementation of these recommendations into national practice can create a favorable ecosystem in which businesses receive the necessary incentives for digital transformation, ultimately enhancing the competitiveness of the economy as a whole.

In conclusion, it can be stated that the objectives and tasks of the study were fully achieved. The theoretical conclusions and practical recommendations obtained form a comprehensive foundation for the further development of personnel management theory and provide practical tools for the effective operation of HR departments and public institutions. Summarizing the findings, it should be emphasized that in the modern economy, enterprise success is inseparably linked to the depth of technology integration into human capital management processes. This study demonstrates that a systematic approach to such integration is a necessary condition for ensuring long-term efficiency, innovative capacity, and the financial well-being of businesses.

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