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Practical skills of psychology bachelors in working with automated HR platforms

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Abstract. The aim was to identify recommendations for future specialists in the field of psychology on the use of modern human resources (HR) platforms. The functionality of modern online platforms used in HR management is analysed. The study of the experience of leading companies, a survey of students and teachers, and a comparative analysis of HR platforms in three countries, namely Ukraine, the USA, and Germany, were described. The main results of the study demonstrated that the introduction of automated HR platforms into the educational process contributes to a significant improvement in the practical skills of bachelors of psychology. Students have acquired not only basic knowledge but also experience with modern HR systems such as SAP SuccessFactors, Workday and BambooHR, which has enabled them to better prepare for their future professional activities. The analysis of the results showed that the use of such platforms helped students to master key competencies in performance evaluation and transparent communication in the team. The introduction of HR platforms has had a positive impact on students' awareness of modern HR management tools, increased their adaptability to the latest technologies and readiness to work in remote and international environments. The integration of such platforms into the curriculum helped students to be prepared for the real challenges of the modern labour market, where HR technologies play a key role. Students who learn how to work with these platforms gain a competitive advantage, as many companies are looking for professionals who can effectively use digital technologies. Particular attention should be paid to improving data security, which is becoming critical when working with HR platforms, as employees' personal data needs to be protected from unauthorized access. This study can be used by teachers of higher education institutions and HR managers to introduce modern HR platforms into the educational process and training of future psychology professionals

Keywords: management; digital tools; process automation; innovative approaches; software solutions; online platforms

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INTRODUCTION

Modern labour market is characterised by dynamic changes that require human resource professionals to be flexible and adaptable. In this context, online human resources

(HR) platforms are becoming important tools that not only optimise management processes but also improve communication within organisations. Thanks to such technologies,



businesses are able to effectively attract, develop and retain talent. This increases the overall productivity and competitiveness of companies on the global stage. In the context of globalisation and technological progress, it is important that universities and educational institutions that train specialists in this field take into account current trends and integrate the latest technologies into the educational process. Students studying HR-related professions should acquire knowledge and skills that meet the requirements of the modern market. It is important that their training includes practical experience with HR platforms, as this allows students to acquire the necessary competencies for a successful career.

Many modern scholars study this topic and offer different views on it. For example, D. Schultz & S. Schultz (2020) analysed the impact of psychology on work processes, focusing on productivity. They found that effective psychological methods can improve team atmosphere and overall productivity. Modern trends in criminal psychology were considered in the work of R. Morgan & M. Olver (2023), which emphasised the importance of training specialists through modern curricula. A systematic approach to training can significantly improve the quality of practice in this area, which makes the study particularly relevant. A study conducted by F. Oswald *et al.* (2020) defined the role of big data in industrial and organisational psychology. They argued that the integration of analytics can significantly improve organisational research and HR practices, providing new opportunities to optimise HR processes. The study by I. Pappageorgi *et al.* (2024) highlighted students' perspectives on their professional training, focusing on the skills acquired by psychology bachelor's degree graduates in Europe. The results of this study can serve as a basis for improving university curricula. The article by W. Robiner *et al.* (2020) focused on the differences in the training of psychologists between different professions. The authors emphasised the need to improve professional standards in psychology, which is critical to ensuring the quality of training. The relevance of training psychologists in the context of the COVID-19 pandemic was pointed out in the study by S. Shojaei & R. Masoumi (2020). They demonstrated how changes in the work environment have affected the training and practice of psychologists, noting that new challenges require the adaptation of curricula. The study of the professional identity of future psychologists in the context of their professionalisation was conducted in the work by N. Starynska *et al.* (2023). The study emphasised the importance of developing a professional identity to achieve a successful career in psychology.

K. Stavroulia *et al.* (2019) assessed the emotional impact of virtual reality on teacher education. They showed how new technologies can improve the quality of education in psychology, which demonstrates the potential of virtual learning. The integration of psychological literacy into psychology curricula was considered by N. Tick *et al.* (2024). The authors analysed the experience of teachers and the opinions of students, which can improve the structure of training and ensure more effective training of

future professionals. The importance of training professionals to work with trauma was emphasised in the study by S. Wang *et al.* (2022). The authors investigated psychologists' perceptions of client assessment and treatment, which helps to understand the training needs in this area. M. Veiga *et al.* (2024) examined the training of school psychologists in conducting culturally appropriate behavioural assessment interviews. The study highlighted the importance of cultural competence in the practice of school psychologists, which can significantly affect the effectiveness of their work. The analysis of the readiness of future educational psychologists for managerial innovations in universities is presented by K. Zhumabekova *et al.* (2022). The study can become the basis for improving the training of specialists in the field of psychology, in particular in the context of innovation management.

The studies analysed various aspects of psychology training, including the impact of psychological methods on labour productivity, the importance of modern curricula, the role of big data in industrial and organisational psychology, and the development of students' professional identity. However, a number of gaps have been identified that require further study. In particular, the specifics of the use of psychological methods in the educational process are not considered, which complicates their integration into educational programmes. There are no recommendations for eliminating discrepancies in the training of psychologists and no analysis of the long-term consequences of adapting curricula to new challenges. In addition, an interdisciplinary approach to training professionals to work with trauma and practical examples of implementing managerial innovations in education require attention. The aim of the study was to investigate the use of modern online platforms to assess the effectiveness and study innovative approaches in HR management. Research objectives were:

1. Analysing the functionality of modern online platforms used in HR management.
2. Developing recommendations for optimising the use of online platforms in HR management processes.

MATERIALS AND METHODS

The study of bachelors' practical skills in using HR platforms is based on a mixed approach. The main research methods included a comparative analysis of existing HR platforms and a survey of bachelor's students and professors of Ukrainian higher education institutions. The research was conducted in three stages. The first stage was to study the experience of leading companies from countries such as Ukraine, the US, and Germany to identify key criteria for the effectiveness of HR platforms. The cases of well-known corporations were analysed, including BetterHelp, Headspace, Haufe Group, and the Ukrainian Institute of Cognitive Behavioural Therapy. These companies were selected due to their widespread use of HR technologies to automate HR management and strategic development. At this stage, authors managed to identify the functions of HR platforms that are most effective in the current environment, including

integration with other systems, data security, adaptability to local requirements and remote work. This analysis provides the basis for the formation of criteria for assessing the practical skills of bachelor students in the use of HR platforms.

The second stage of the study included the collection of empirical data through an anonymous survey among undergraduate students studying psychology-related subjects. The practical part of the study included a survey of 300 undergraduate students, 100 from each of the following Ukrainian universities: Ukrainian Catholic University, Taras Shevchenko National University of Kyiv and National University of Ostroh Academy. The sample consisted of 200 women and 100 men aged 19-22. The students were studying psychology-related majors. The survey was conducted online for a month using Google Forms and SurveyMonkey, which allowed for quick data collection and processing. The questionnaires included questions about the level of familiarity with HR platforms such as SAP SuccessFactors, Workday, BambooHR, experience of using them during practical classes or internships, as well as an assessment of the level of students' preparation to work with these platforms in future jobs. The questionnaire included questions about the level of practical skills in working with HR platforms, experience of using them during practical classes or internships, and the level of preparation for using these platforms in future jobs. The survey was conducted over two weeks, from 1 to 14 September 2023. After the first stage, the results were collected and analysed, and a second survey to check the dynamics of changes in the level of students' knowledge and skills was conducted three months later, from 1 to 14 December 2023.

The second survey was conducted after the introduction of HR platforms in the educational process to assess their impact on the quality of student training. From the time of the first survey until December 2023, students had the opportunity to work with HR platforms such as SAP SuccessFactors, Workday and BambooHR during practical classes. In addition, all survey participants were informed about how the information they provided would be used, and the survey was conducted in compliance with all ethical standards set out in the Declaration of Helsinki (2013). Based on this, a cross-sectional analysis was conducted before and after the introduction of automated HR platforms.

The third stage was a comparative analysis of HR platforms in three countries – Ukraine, the United States and Germany. Specific criteria were used to evaluate the effectiveness of their use, including functionality, integration with other systems, data security, adaptability to local conditions, cost, user experience and support. The comparative analysis resulted in recommendations for Ukraine to improve the use of HR platforms.

RESULTS

Analysis of the functional capabilities of modern online platforms used in HR management

Bachelor's degree programs in psychology are changing significantly in the modern environment under the

influence of digitalisation and the development of automated HR platforms, which are becoming an integral part of the professional activities of HR professionals. The training of students at the bachelor's level is no longer limited to the study of theoretical aspects of psychology but increasingly includes the practical skills necessary to work with the latest HR technologies. This training is closely linked to automated HR platforms, which are key tools for tasks such as recruitment, talent management, onboarding, training and employee development. During the course of their studies, students are introduced to the main functions and capabilities of HR platforms, which allows them to integrate their knowledge of psychology into real-life HR work. By studying these platforms, bachelors of psychology are able to apply employee assessment and development methods in practice, using automated systems to collect, process and analyse data. This not only simplifies routine tasks, but also allows focusing on the strategic goals of human resource management. Such training is of great importance for students' future careers, as modern employers increasingly expect HR professionals not only to be able to work with people, but also to know the technologies that simplify these processes. Skills in working with automated HR platforms help psychology students to be more effective in analysing HR data, planning employee development, and ensuring quality interaction between employees and the organisation. Mastering such technologies significantly increases their chances of success in the professional environment and makes them competitive in the labour market. Practical skills in working with automated HR platforms are an important part of the Bachelor of Psychology program. This combination of a theoretical basis in psychology and the use of the latest technologies in HR management allows students to be prepared for the challenges of modern professional activity and successfully integrate into the labour market.

In modern business environment, students studying human resource management should understand why HR platforms are needed, what they are, their main functional blocks, and the benefits that companies get from their implementation. HR platforms are designed to automate and optimise human resource management processes in an organisation. They help in collecting and storing employee data, managing recruitment by facilitating the selection of candidates, monitoring employee performance, career planning and skills development, as well as processing payroll and maintaining employment records. HR platforms can vary depending on the functionality, purpose, and size of the company. The main types of HR platforms include recruitment management systems such as Greenhouse or Lever, human resource management systems (HRMS) such as SAP SuccessFactors and BambooHR, and learning and development platforms such as TalentLMS or Cornerstone OnDemand. The main functional blocks of HR platforms typically include modules for recruitment management, HR management, learning management, performance evaluation and payroll management. These modules allow HR

departments to perform their tasks efficiently, improving employee engagement and increasing process efficiency.

In Ukraine, popular platforms such as WebHR, HR-Cloud, SmartHR and Zalishka offer different functionalities to meet the needs of the local market. The difference between them may lie in specialisation, user-friendliness, pricing and technical support. Companies that implement HR platforms receive numerous benefits, despite the cost of implementation. These include time and resource savings, as the automation of routine processes allows HR departments to focus on strategic tasks. The quality of recruitment and talent management improves, which can lead to lower staff turnover and increased productivity. Thanks to data analytics, companies can make more informed decisions based on actual performance indicators. Graduates joining the company should be able to work with the

chosen platform and be ready to implement or customise it if necessary. Practical skills in working with HR platforms are becoming an important factor in the success of young HR professionals, as they allow them to effectively integrate new technologies into the company's management processes.

Table 1 demonstrates not only the functions of HR platforms, but also their specific features in the context of each company. This is important for understanding how certain technologies are used in the practice of HR professionals. For example, BetterHelp focuses on maintaining psychological health through online therapy, which provides remote assistance to employees. Headspace focuses on stress reduction and meditation tools that contribute to the overall well-being of employees. The Ukrainian Institute of Cognitive Behavioural Therapy uses an HR platform to automate HR management and mental health support programmes.

Table 1. Analysis of types, key functions and features of HR platforms

Country	Company	Key features of HR platforms	Platform features
Ukraine	Ukrainian Institute of Cognitive Behavioural Therapy	Automation of personnel management, integration with other systems, adaptability to local requirements	Centralised management of regional branches, automation of recruitment, training, and performance evaluation
USA	BetterHelp	Data security, remote work support, strategic development through HR technologies	Innovative solutions for data analytics, algorithm-based recruitment, artificial intelligence integration
	Headspace	Integration with systems, talent management, adaptability to local requirements	Learning and development platforms, performance monitoring tools
Germany	Haufe Group	Integration with other systems, adaptability to local requirements, strategic management of personnel development	Using HR systems for global employee coordination, supporting multilingual platforms, strategic development

Source: created by the authors

One of the most important aspects of the table is to demonstrate the adaptability of HR platforms to local requirements. Different countries may have different legislative, cultural and organisational challenges, and HR platforms need to be able to adapt to these conditions. This is particularly evident in the case of the Haufe Group, which uses multilingual platforms to ensure interaction between employees from different countries. This allows the company to remain competitive in the international market without compromising on the efficiency of HR management. The presentation outlines the functions of HR platforms that are essential for modern organisations and how they can be used in different economic environments. It also emphasises the need for a strategic approach to the selection and implementation of HR platforms.

The implementation of HR platforms in leading companies in Ukraine and abroad has demonstrated significant effectiveness in optimising HR processes, improving talent management and increasing productivity. One of the main benefits is the automation of HR processes. Leading companies such as Coca-Cola and Nestlé are actively using HR platforms to automate routine tasks such as processing leave requests, timekeeping, and payroll management (Balasundaram & Venkatagiri, 2020; Barno *et al.*, 2020). This

allows HR departments to focus on strategic tasks, such as talent development and change management in the organisation. The introduction of HR platforms significantly improves the recruitment process. For example, Luxoft in Ukraine uses the Greenhouse platform to optimise recruitment processes. Thanks to this platform, the company can easily track candidates, automate interview invitations, and receive analytical data on the effectiveness of recruitment campaigns, which reduces the time to hire and improves the quality of recruitment. Talent management and staff development are also becoming more efficient with HR platforms. For example, SoftServe has implemented the SAP SuccessFactors platform, which allows it to effectively manage employee development (Hong *et al.*, 2019). This platform provides opportunities for career planning, performance assessment, and training, which helps to increase employee motivation and reduce staff turnover. Data analytics provided by HR platforms are also important. Companies such as Intellias use these platforms to collect and analyse employee performance data, which allows them to make informed decisions about HR management. Thanks to analytics, management can identify team strengths and weaknesses, as well as identify training needs. The implementation of HR platforms in leading companies, both

in Ukraine and abroad, confirms their effectiveness in increasing productivity, improving talent management processes and achieving the organisation's strategic goals.

In modern HR environments, the role of HR platforms has grown significantly, helping companies automate the recruitment, management, and assessment of employees. These platforms provide a wide range of features that allow for efficient resource management, increased productivity and reduced administrative costs. In Ukraine, there are several popular HR platforms that are successfully implemented in leading companies.

Thus, HRMS are automated information systems for handling a wide range of tasks related to the management of a company's human resources. Taking HURMA HRMS as an example, it can be briefly outlined their main functionality:

1. Personnel document management (employment contracts, orders for hiring or dismissal, leave applications, sick leave certificates, etc.)

2. Adaptation of new employees (creation of individual adaptation plans, tracking of tasks performed by new employees and feedback).

3. Managing corporate culture (conducting internal surveys, collecting feedback, organising internal events, sharing news and achievements of the company, employee engagement, etc.)

4. Analytics and reporting (tools for collecting and analysing data to track key indicators (staff turnover, employee performance, recruitment costs, etc.)).

To be efficient and reduce costs, it is important to prepare HR processes for full/partial automation and rely solely on analytics without the human error factor. The analytics obtained through HRMS is objective and operational for managing efficiency and decision-making. All information about employees is stored in the system and is easily accessible. It is possible to quickly find the dates of hiring and dismissal of employees, the history of hiring, onboarding, etc.

The system has an administrator who monitors access rights, configures systems and helps employees use it. The HR automation system is compatible with financial and business systems (1C, SAP, Netsuite). For example, HRMS for recruitment collects candidate feedback from job sites, allows quickly finding the status of any candidate and viewing candidates at each stage of the recruitment funnel, sends automatic letters about CV receipt and rejection after the interview. Managers who have vacancies can log in and view their candidates. The system easily imports profiles from LinkedIn, or the candidate responds with their own LinkedIn profile, etc. As a rule, modern HRMS with a recruiting module have a set of tools that actually close a certain cycle of the hiring process. Each platform contains predefined templates (application, profile, feedback form, etc.), and at the same time, only those processes that actually exist in the company and have effective working tools can be automated. Therefore, it is advisable to create very functional recruitment tools with relevant content, which will then be transferred to the HRMS system.

Table 2. Analysis of current HR platforms in Ukraine and their main functional blocks

HR platform	Main functional blocks	Description of functions
Dates System	Recruitment management	Automation of recruitment processes, Wvacancy management, integration with job sites
	Personnel management	Storage of employee personal data, management of employment contracts
	Performance evaluation	Tools for assessing employee performance, collecting feedback
Zoho People	Payroll processing	Payroll automation, benefits management
	Recruitment management	Platform for automating recruitment, interview scheduling, and job management
	Personnel management	Modules for storing employee data, document management
	Performance evaluation	Employee performance evaluation through KPIs and 360-degree feedback
	Learning Management	Tools for planning and managing staff training
BambooHR	Personnel management	Employee record keeping, document management
	Performance evaluation	Tools for performance evaluation and feedback management
	Payroll processing	Payroll automation, benefits management
	Learning Management	A platform for organising training and skills development
Workable	Recruitment management	Recruitment tools, posting vacancies on various platforms
	Interviews	Organising and conducting interviews, recording feedback
	Reports and analytics	Generation of analytical reports to monitor recruitment campaigns
SmartRecruiters	Recruitment management	Full recruitment cycle, including job posting and candidate management
	Candidate Management	Candidate tracking, interview scheduling, and communication
	Performance evaluation	Candidate assessment through questionnaires and automated tools
	Analytics and reports	Systems for analysing the effectiveness of personnel selection and reporting
CakeHR	Personnel management	Modules for storing employee data, document management
	Performance evaluation	Assessing employee performance through feedback tools
	Payroll processing	Automation of payroll, generation of financial reports
	Learning Management	Tools for organising and monitoring employee training

Source: compiled by the authors based on Hurma (2024) and People Force (2024)

Companies cannot simply choose any available platform – they must take into account their needs, business scale and local circumstances. This is especially important for educational institutions and students studying HR technologies, as it allows them to understand what

knowledge and skills will be required for use by professionals in their future profession. Table 3 demonstrates the performance of bachelor's level psychology students in the learning process without using HR platforms, but with the use of standard PC tools.

Table 3. Results of a survey of undergraduate students at three universities before the implementation of HR platforms

Questionnaire questions	Ukrainian Catholic University	Taras Shevchenko National University of Kyiv	National University of Ostroh Academy
Level of familiarity with technologies before implementing HR platforms	Familiar – 25% Slightly familiar – 50% Not familiar – 25%	Familiar – 20% Slightly familiar – 55% Not familiar – 25%	Familiar – 15% Slightly familiar – 60% Not familiar – 25%
Did you use any technology during your practical classes or internships?	Yes, often – 15% Sometimes – 50% No – 35%	Yes, often – 10% Sometimes – 50% No – 40%	Yes, often – 20% Sometimes – 45% No – 35%
What technologies or methods were used before implementation?	Microsoft Excel – 40%, Google Sheets – 35% Others – 25%	Microsoft Excel – 45% Google Sheets – 30% Others – 25%	Microsoft Excel – 50% Google Sheets – 25% Others – 25%
Assess your level of preparation for working with these technologies	High – 15% Average – 50% Low – 35%	High – 10% Average – 55% Low – 35%	High – 10% Average – 50% Low – 40%
Do you plan to use these technologies in the future?	Yes – 60% No – 10% Not sure – 30%	Yes – 55% No – 15% Not sure – 30%	Yes – 50% No – 15% Not sure – 35%
How do you evaluate training programs before implementation?	Very useful – 30% Useful – 50% Not very useful – 20%	Very useful – 25% Useful – 50% Not very useful – 25%	Very useful – 20% Useful – 50% Not very useful – 30%
Did you have any difficulties using technology before implementing HR platforms?	Yes – 45% No – 55%	Yes – 50% No – 50%	Yes – 55%, No – 45%

Source: created by the authors

The data in the table shows the initial responses of students regarding the use of HR technologies before the introduction of specialised HR platforms. Most students were superficially familiar with such technologies. Students from the Ukrainian Catholic University have the highest percentage of working skills. The use of technology during classes and internships was limited, with Microsoft Excel and Google Sheets being the most common tools. The level of preparation for working with technology was medium or low for most respondents, and only a small proportion of students believed that technology would be useful in their future professional activities. Despite some difficulties with the use of technology, the majority of students were positive about the curriculum.

HR platforms were introduced as an important element of professional training in the process of training bachelor's level psychology students. The purpose of introducing such platforms was to familiarise students with the real tools used in the labour market for human resource management. This not only enabled students to gain practical skills but also brought them closer to their future professional activities, allowing them to understand the structure of HR processes in more detail. HR platforms such as Workday, BambooHR, and others were integrated into the educational process at several levels (Minbaeva, 2021). They were used to creating practical HR tasks. Students learnt how to

manage employee databases, process CVs, plan work, and form a team structure. The students had the opportunity to learn how to work with information that is important for their future work as HR specialists. At the initial stage, students attended lecture classes, during which they were provided with general information about HR systems. They were explained what capabilities they provide, why they are used in modern organisations, and how they can facilitate HR management processes. Students were provided with instructions and guidelines on how to use the platforms. For many students, the first experience of using such programs proved to be challenging. The main problem was that HR systems usually use corporate terminology and processes that students had not always dealt with before. In order to make learning more effective, various forms of working with platforms were introduced. In addition to lectures, students were actively involved in practical exercises where they created employee profiles in team groups and planned the distribution of responsibilities and interaction within the company. These tasks helped them develop teamwork and organisational skills.

One of the important aspects of implementing HR platforms was the work on creating reports and analysing performance indicators. Students worked with real business cases where they had to analyse productivity indicators, staff turnover, employee satisfaction and other key

factors. This allowed students to develop analytical thinking and apply their knowledge in real-life situations. Special attention was paid to the integration of platforms into the recruitment process. Students learnt tools for sorting and filtering CVs, conducting online interviews and monitoring employees' career development. They learnt how to conduct effective interviews, use automated tools to find

the best candidates, and assess their competencies using various metrics. The use of HR platforms was a challenge for many students. The main difficulties were the need to adapt to technological innovations and master digital skills that they did not have before. However, after working with HR platforms, students showed significantly better results, as shown in Table 4.

Table 4. Results of a survey of undergraduate students from three universities on the use of HR platforms

Questionnaire questions	Ukrainian Catholic University	Taras Shevchenko National University of Kyiv	National University of Ostroh Academy
Level of familiarity with HR platforms (SAP SuccessFactors, Workday, BambooHR)	Familiar – 35% Slightly familiar – 45% Not familiar – 20%	Familiar – 30% Slightly familiar – 50% Not familiar – 20%	Familiar – 25% Slightly familiar – 55% Not familiar – 20%
Have you used these platforms during your practical classes or internships?	Yes, often – 30% Sometimes – 40% No – 30%	Yes, often – 25% Sometimes – 35% No – 40%	Yes, often – 20% Sometimes – 45% No – 35%
What one platform was most useful during the practical sessions?	SAP SuccessFactors – 45%	SSAP SuccessFactors – 40%	Workday – 40%
Assess your level of preparation for working with HR platforms in future workplaces	High – 25% Average – 55% Low – 20%	High – 20% Average – 60% Low – 20%	High – 15% Average – 50% Low – 35%
Do you plan to use HR platforms in your professional activities?	Yes – 65% No – 5% Not sure – 30%	Yes – 60% No – 10% Not sure – 30%	Yes – 55% No – 15% Not sure – 30%
How do you evaluate training programs related to HR platforms?	Very useful – 40% Useful – 45% Not very useful – 15%	Very useful – 35% Useful – 45% Not very useful – 20%	Very useful – 30% Useful – 50% Not very useful – 20%
Did you have any difficulties using HR platforms during your training?	Yes – 35% No – 65%	Yes – 40% No – 60%	Yes – 45% No – 55%

Source: created by the authors

Table 4 shows that the majority of students are familiar with HR platforms at an average level, but the proportion of those who are well aware is higher at Ukrainian Catholic University compared to the others. Students also rated their experience of using platforms during their studies, with the highest percentage of those who regularly used platforms observed at Ukrainian Catholic University. In terms of the most useful platform, SAP SuccessFactors received the highest scores at the two universities, while students at Ostroh Academy were more likely to rate Workday. The assessment of the level of preparation for working with HR platforms also indicates a different level of readiness of students, with the highest level of preparation at Ukrainian Catholic University and the highest share of low level at Ostroh Academy.

In the United States, training psychology students to work with HR platforms is an important part of the curriculum, especially in organisational psychology and human resources management. In many higher education programs, including master's and specialised courses, students gain practical knowledge of using platforms such as Workday, SAP SuccessFactors, BambooHR, ADP Workforce Now, and others. The training is delivered through interactive seminars, workshops, and simulations of

real-life situations, allowing students to gain experience in working with employee data in an environment as close as possible to the real-life conditions of HR departments. The main goal of the training is to teach students how to manage the employee life cycle, from the recruitment, onboarding, and development process to performance evaluation, career planning and even dismissal. Practical exercises include analysing staff performance, creating individual development plans and assessing risks for the company. An important component is the study of analytics functions and artificial intelligence algorithms that these platforms use to predict employees' career growth, monitor their development, and identify training needs. In Germany, training psychology students to work with HR platforms is also an important part of the educational process, but it is more focused on legal and regulatory aspects. Due to the strict requirements for the protection of personal data under the General Data Protection Regulation, training in Germany focuses heavily on ensuring data security when working with HR platforms. Students gain practical skills in working with platforms such as SAP SuccessFactors and Personio, with a particular focus on HR management, time management and performance monitoring. An important aspect is the integration of these platforms with other

business systems, such as enterprise resource planning (ERP), which allows students to see the broader picture of organisational resource management.

To introduce these practices into the Ukrainian educational system, it is worth creating appropriate training courses that combine theoretical and practical aspects of working with HR platforms. In particular, training modules could be introduced using global HR systems such as Workday and SAP SuccessFactors, where students could learn the functions of HR management, performance monitoring and productivity analysis. In addition, it is important to include legal aspects of data protection and compliance in the curriculum, which is important in the context of modern requirements for the storage and processing of personal information. This will help prepare future HR and psychology specialists for the effective use of HR platforms in the current market requirements, taking into account the specifics of Ukrainian legislation and business needs. SAP SuccessFactors is one of the most popular platforms that offers comprehensive solutions for human resource management, including recruitment, talent development and training. Workday is another powerful system used for HR management, financial planning and analysis. BambooHR is a platform aimed at medium-sized businesses that provides tools for HR management, performance evaluation, and leave management. Personio, despite being a German platform, is also available in Ukraine and is actively used by small and medium-sized enterprises. SmartRecruiters and Work.ua are focused on recruitment and offer solutions for finding candidates and managing the hiring process.

A comparative analysis of HR platforms in the US, Germany, and Ukraine shows significant differences in their use, driven by the level of technological development, legal requirements and corporate needs. In the US, HR platforms offer the widest range of functions and actively use the latest technologies, such as artificial intelligence and machine learning. Germany focuses on legal compliance, integration with ERP systems and detailed reporting. Ukraine is still at the stage of developing HR technologies, but thanks to the introduction of international solutions, it is already beginning to follow the successful practices used in the US and Germany. The functionality of American HR platforms far exceeds the capabilities of solutions available in Ukraine, but local platforms in Ukraine are beginning to meet the needs of small and medium-sized businesses. For example, Prometheus is one of the largest educational platforms for massive open online courses, and Coursera for Ukraine is a localised version of the international platform that offers access to educational courses for Ukrainian students and teachers. In Germany, the main feature is strict compliance with legal requirements and high data security. In terms of integration with other systems, in the US and Germany, HR platforms have a wide range of options for interacting with corporate ERP and customer relationship management systems, which significantly increases the efficiency of their use. In Ukraine, such capabilities are also being developed, but at the current stage, their use is less

widespread. Data security is another important aspect that distinguishes the three countries. German HR platforms have to comply with the strict rules of the General Data Protection Regulation, which requires a high level of data protection. The US also puts a lot of emphasis on data security, especially when using cloud technologies, while in Ukraine, data security is still less regulated but is becoming more important every year.

Recommendations for optimising the use of online platforms in HR management processes

To improve the training of psychology specialists as future HR professionals for companies in Ukraine in order to use HR platforms in their professional activities, it is necessary to develop comprehensive educational programs that take into account current labour market challenges, technological trends and the experience of the United States and Germany. Particular attention should be paid to integrating HR technologies into the curricula of psychology students, focusing on practical skills that they can apply in their professional activities. In the United States, the training of future psychology professionals actively includes training in working with HR platforms, which is an integral part of courses in organisational psychology and human resources management. Students have the opportunity to use platforms such as Workday, SAP SuccessFactors, and others during practical classes and simulations. This allows them not only to understand how to automate HR processes but also to develop skills in analysing employee performance data, planning development and monitoring career growth. An important aspect is the integration of artificial intelligence technologies for analytics-based decision-making. In Germany, psychology training also involves working with HR platforms, but the emphasis is on compliance with regulatory requirements, including personal data protection in accordance with the General Data Protection Regulation (Christopher & Austin, 2021). Psychology students study how to integrate HR platforms with other business systems, such as ERP, to more effectively manage the company's staff and resources. The focus is on automating HR processes, controlling working hours, and ensuring data security. The introduction of such practices into the Ukrainian psychology training system requires the creation of specialised courses on the use of HR platforms, including practical tasks and simulations of real-life situations. This will allow future specialists to acquire the skills necessary to work with modern technologies and prepare them to use HR platforms in their professional activities in the context of the Ukrainian market.

The creation of accessible educational programs and specialised courses on the use of HR technologies for psychologists will allow for more effective implementation of these tools in the practical training of specialists. For example, the integration of platforms such as SAP SuccessFactors, Workday, or BambooHR into training courses will help students gain practical skills in HR management, performance evaluation, providing psychological support

in a team, and process automation. Educational programs can include simulations of working with platforms, which will allow students to master key competencies, including managing confidential information, planning employee development, and tracking their professional growth. Such programs will prepare psychologists to work in large corporations, where digital HR tools are becoming essential for effective human resource management, and will enable them to quickly adapt to the requirements of the labour market.

In the US, solutions such as Workday stand out, offering integrated human resources and financial management, making it popular with large companies. ADP provides payroll processing, HR management, and employment documentation, offering a wide range of HR services. Another platform, BambooHR, is aimed at small and medium-sized businesses, providing easy-to-use tools for managing HR processes. For organisations that require a comprehensive approach to talent management, SAP's SuccessFactors is ideal, covering various aspects of HR. In Europe, platforms such as Personio, which is widely used in Germany for HR management and payroll processing, are popular. Sage People is also widely used in countries where Sage products are used, providing solutions for automating HR processes. The French platform Talentsoft offers talent management and covers various aspects of HR, while Cezar is popular in Eastern Europe, including Poland, focusing on HR management (De Mauro *et al.*, 2018). In Ukraine, notable HR platforms are WebHR, which is popular among Ukrainian companies due to its functionality. HRCloud is a Ukrainian platform that automates HR processes, while SmartHR offers HR management solutions for small and medium-sized businesses. In addition, the Zalishka platform provides a wide range of HR services, including recruitment and HR management, which makes it relevant for many organisations in Ukraine. The choice of an HR platform should take into account the specific needs of the company, as each solution can offer different features and capabilities to optimise HR processes.

In addition, educational programs that introduce HR technology may include courses in HR data analytics, which will allow students to learn how to use analytical tools to assess employee performance and optimise processes. For example, courses can teach students how to analyse performance metrics, collect employee feedback, and apply the results to improve organisational culture. Modules on the psychology of communication in the context of HR technology can also be important elements, helping students understand how to communicate effectively with teams through digital platforms, which is critical in today's work environment. By partnering with companies that already use HR platforms, students can get the opportunity to do internships or practical training, which will allow them to apply theoretical knowledge in real-world settings. Such programs can emphasise the importance of ethical aspects of using HR technologies, including data protection and confidentiality of information. It is recommended to establish cooperation between higher education institutions

(HEIs) and business structures, in which teachers of HR training programs develop their own professional competencies in using various HR platforms to automate business processes in human capital management.

It is also worth establishing cooperation between higher education institutions and business structures for the practice of psychology specialists as future HR, in which psychologists develop their own practical professional competencies in using various HR platforms, standardising and describing business processes in human capital management for their further automation. It also makes practical sense to set up a system for assessing the practical competencies of university graduates during exams, in particular, through practical cases of working with specific HRMS platforms, working with analytics and its interpretation, etc. Improving the level of training of specialists in this area, in particular through the active use of HR platforms, can significantly affect the quality of management practices in the field of psychology, which in turn will improve the professional training of specialists and their competitiveness in the labour market.

DISCUSSION

The study of online HR platforms and their impact on the training of students in the field of human resources management is of great importance for the development of both educational programs and practical aspects of HR management. The data obtained indicate that the integration of platforms into the educational process not only increases the efficiency of learning but also prepares students for the real challenges of the modern labour market.

The research confirms that the use of HR platforms in education contributes to the development of practical skills among students. The study by G. Abitova *et al.* (2024) highlighted the importance of integrating artificial intelligence and automation into talent management processes. Similarly, the study found that students who had the opportunity to work with such platforms demonstrated higher results in assessing their competencies. This is consistent with the findings of A. Akimkhanova *et al.* (2024), who noted that the readiness of future psychologists to design professional activities in innovative educational settings is directly related to the availability of practical experience. Studies show that students become more confident in their knowledge and skills, which allows them to integrate more easily into the professional environment. This is consistent with the work of C. Bulger *et al.* (2020), which examined the impact of psychology on work processes. They pointed out that a clear understanding of one's HR skills and capabilities is critical for success in the labour market. Analysing the results of the study, it can be noted that the majority of students consider interactive platforms to be useful for improving their knowledge of human resource management. This is consistent with the study by D. Dunn *et al.* (2020), which emphasised the importance of quality learning in psychology programs. They argued that the practical orientation of training courses increases student engagement and

quality of education. At the same time, the study revealed some discrepancies with some works, in particular with the study by M. Carvalho *et al.* (2024), which highlighted the problems of training school psychologists to support inclusive education. The authors pointed to the lack of proper training in the use of technology, which makes it difficult to adapt to the new requirements of the educational environment. This problem is also noted in the study, but despite this, students working with HR platforms still demonstrate greater readiness for practical activities.

One of the key reasons why online platforms have not become so popular among some students is the lack of awareness of their benefits. A study by H. Madhvapathy & A. Rajesh (2018) showed that in many countries, including India, young professionals face challenges in integrating new technologies into their studies. This may indicate the need for awareness-raising campaigns on the benefits of online HR platforms in educational institutions. The study found that students with different backgrounds have different perceptions of these technologies. For example, students with more practical classes and internships showed a more positive attitude towards online platforms, which is consistent with the findings of R. Aralbaeva *et al.* (2024) about the importance of developing diagnostic competences in the professional training of psychologists. This emphasised the need to adapt curricula to the specific needs of students, in particular those interested in the technological aspects of human resource management. An important part of the study was to find out the opinions of teachers about the use of online HR platforms in the educational process. The results showed that the majority of teachers believe that such platforms can be an important tool for improving the quality of education. This is in line with the work of S. Bekzhanova *et al.* (2022), who highlighted the need to prepare psychology teachers for innovative actions in an entrepreneurial educational environment. It is also necessary to pay attention to the impact of COVID-19 on the implementation of online platforms. The study by G. Ismailova *et al.* (2021) noted that the pandemic has accelerated the process of digitalisation in education, which in turn has opened up new opportunities for the use of HR platforms in the educational process. However, the challenges associated with distance learning may affect the effectiveness of using such tools, which requires further research.

Further research should focus on analysing the specific tools of online HR platforms and their impact on the development of various competencies in students. An important area will be to study the opinions of students and teachers on the advantages and disadvantages of specific platforms, which will help adapt educational programs to the requirements of the modern labour market. It is also important to study international experience of introducing such technologies into educational institutions, as this can provide valuable insights to improve the system of training in Ukraine. In summary, the study showed that online HR platforms have the potential to significantly improve the process of training students in human resource

management. Despite the existing challenges, the interpretation of the results in the context of other researchers' studies confirms the importance of integrating modern technologies into the educational process. This, in turn, opens up new perspectives for further research that can contribute to the development of educational programs and improve the training of HR professionals. The next section will present the main findings of this study.

Automated HR platforms play a significant role in various fields, ensuring efficient organisation of companies' work and creating conditions for the rapid completion of routine tasks. They help to simplify the processes of recruitment, onboarding, talent management, monitoring employee performance and planning their professional development. In the context of training bachelors of psychology, practical skills in working with such platforms are extremely important, as their future activities may include working in HR departments or in the field of organisational psychology. Skills in working with HR platforms allow students to understand how these technologies integrate into business processes and ensure effective HR management. Psychologists, working as HR specialists, are often involved in the selection of candidates, assessment, training, and development of employees. Automation of these processes through HR systems not only saves time but also minimises human errors, which is a key factor in strategic decision-making. An important aspect of studying for a bachelor's degree in psychology is gaining an understanding of how HR platforms can facilitate communication between management and staff by automatically generating reports, analysing data and offering recommendations based on analytics. This not only contributes to effective HR management but also creates opportunities to conduct psychological research and assess employee satisfaction.

Thus, practical skills in working with automated HR platforms give bachelors degree holders in psychology a competitive advantage in the labour market. They are able to perform their duties in HR departments more efficiently, making them not only professionals in psychological assessment but also specialists with a good understanding of the technological side of HR management. Automated HR platforms also allow psychology students to develop important skills in the field of big data processing, which is critical for modern HR management. For example, through the use of such systems, professionals can track employee performance, engagement in processes, and identify potential problems at an early stage. Mastering these platforms broadens students' understanding not only of the psychological aspects of HR but also of the technological tools that facilitate these processes. Hands-on experience with automated HR platforms prepares students for the modern marketplace, where automation and technology play an increasingly important role in shaping professional skills.

CONCLUSIONS

The study confirmed that the introduction of automated HR platforms in the training of bachelors in psychology

significantly improves the quality of their practical skills. The analysis of the survey showed that most students, after using such systems as SAP SuccessFactors, Workday and BambooHR, demonstrated an increased level of understanding of the main functions of HR platforms, in particular, in terms of recruitment, performance evaluation and staff development management. The quantitative results of the survey show that after the introduction of these platforms, the level of students' readiness to work with HR technologies has increased. Qualitative indicators have shown that students have become more confident in using automation tools that allow them not only to perform administrative tasks efficiently but also to provide psychological support to staff, in particular through the analysis of their professional development and personal characteristics.

The experience of training psychology students to use HR platforms in the US, Germany, and Ukraine demonstrates different approaches to integrating these technologies into the educational process, which depends on the level of market development, legal regulation and the culture of working with technology. In Ukraine, the level of integration of HR platforms into the educational process of psychology students is still under development. Implementing the experience of the US and Germany can significantly improve the training of specialists. The creation of specialised training courses that combine the study of modern HR platforms and practical tasks on their use will allow students to acquire the necessary skills to work with staff in modern conditions.

The obtained results confirm that the integration of HR platforms into the educational process is necessary for the training of competitive specialists in the field of psychology, especially in the context of the digitalisation of management processes. It is important that the introduction of

such platforms allows students not only to master practical tools but also to develop data analysis skills, which is of great importance in psychological practice. The study found that HR platforms can be an effective tool for psychological HR management, as they allow optimising the processes of interaction with employees and automating a number of routine tasks, freeing up more time for individual work with staff. Teachers should pay attention to the integration of various HR platforms into teaching, in particular those used in international practice, to prepare students to work in a globalised environment. In addition, attention should be paid to improving the level of data security and ethical aspects of using automated systems in HR, which will be an important addition to professional training.

A limitation of the study was the sample of students, which may affect the results due to the specifics of the HR platforms used during the study. Further research should cover more universities and different HR systems to obtain broader data and a deeper understanding of the impact of different technologies on the training of future psychology professionals. The main areas for further research could be the study of the impact of different types of HR platforms on the development of students' social and communication skills, as well as the analysis of the effectiveness of their use in various areas of psychological practice. In particular, it is worth investigating how automated platforms can be used to work with staff in specialised areas of psychology, such as organisational or clinical psychology.

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CONFLICT OF INTEREST

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Практичні навички бакалаврів психології щодо роботи з автоматизованими HR платформами

Анотація. Метою було виокремлення рекомендацій для майбутніх фахівців у сфері психології щодо використання сучасних human resources (HR) платформ. Проаналізовано функціональні можливості сучасних онлайн-платформ, що використовуються в HR-менеджменті. Описано вивчення досвіду провідних компаній, опитування студентів та викладачів та проведення порівняльного аналізу HR платформ у трьох країнах, а саме Україні, США та Німеччині. Основні результати дослідження продемонстрували, що впровадження автоматизованих HR платформ у навчальний процес сприяє суттєвому покращенню практичних навичок бакалаврів психології. Студенти набули не тільки базових знань, але й досвіду роботи з сучасними HR системами такими, як SAP SuccessFactors, Workday та BambooHR, що дало їм змогу краще підготуватися до майбутньої професійної діяльності. Аналіз результатів показав, що використання таких платформ допомогло студентам освоїти ключові компетенції у сфері оцінки продуктивності та забезпечення прозорої комунікації в команді. Впровадження HR платформ позитивно вплинуло на рівень обізнаності студентів щодо сучасних інструментів управління персоналом, підвищило їхню адаптивність до новітніх технологій і готовність працювати у віддалених та міжнародних середовищах. Інтеграція таких платформ у навчальні програми допомагає студентам бути готовими до реальних викликів сучасного ринку праці, де HR технології займають ключову позицію. Студенти, які навчаються працювати з цими платформами, набувають конкурентні переваги, оскільки багато компаній шукають фахівців, які можуть ефективно використовувати цифрові технології. Особливу увагу варто звернути на підвищення рівня безпеки даних, що стає критичним у роботі з HR платформами, оскільки персональні дані працівників потребують захисту від несанкціонованого доступу. Дане дослідження може бути використане викладачами вищих навчальних закладів та HR-менеджерами для впровадження сучасних HR платформ у навчальний процес та підготовку майбутніх фахівців у сфері психології

Ключові слова: менеджмент; цифрові інструменти; автоматизація процесів; інноваційні підходи; програмні рішення; онлайн-платформи