New Emerging Top Trends in HRM and Key Challenges in 2021

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Abstract

Now-a-days, HRM is extremely significant into accomplishing the businesses targets of the company. HRM is implementing a new emerging top trends technology such as AI/Automation, ML, AR& VR, Predictive modelling, Big data, Data science, deep learning, algorithms, business process automation, IoT, robotic process automation etc. in-order-to raise employee experiences throughout the talent management(TM) lifecycles as well as lead across corporate changes into key corporations are practicing the present remarkably developed Human Resource (HR) Models as well as concern such as HR 3.0.

The paper highlights the new emerging top trends of human resource management in 2021. Also provide a deep understanding and invaluable insights on topic along with some key issues and challenges in 2021 relating to new emerging top trends of HRM. The nature of data used in this study is non-quantitative and mainly based upon secondary data which has been collected from distinctive sources.

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Keywords: Challenges; Emerging; HRM; New; Trends

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1. Introduction

According to study of Gartner (2021), Human Resource Professional Agenda Poll Survey, indicates that "forty eight percent of HR Leaders as reported theirs latest Human Resource high-tech answers hindering instead of improvement, employees experiences." Consequently, this makes crucial importance for collaborate HR Technology road mapping extremely closely as well as explicitly alongside the company's leadership and development.

The primary significant reference and preferably significant growth in the previous year used to be worldwide change to remotely working or working from home (WFH) to better of the manpower. Working styles indicates that the WFH trends would sustain despite the covid-19 seaside. In addition to the tools suite existing accessible for assistance required working 2021

would witnesses continue updating through HR high-tech that entrepreneurs as well as people possibly accessibility through everywhere.

Moreover, it is possible also anticipate overall digitisation of operations, programmes and requisition that assistance and reinforces anyplace processes. For gaining competitive advantage in the new markets, many businesses will be into online; seamless and unification processes.

For advantage better detailed checked-in, companies would speedy come close near three-monthly and also month-to-month analysis compared to annually evaluation of the performance.

HR Technology would empowering executives as well as personnel for recording growing trends, building a robust cycles of making expectancy as well as executing reactions. While businesses prepare a road mapping about making national employment market, clearly it turns significant for up skilling and reskilling people at a expeditiously that wasn't supported usually earlier. Augmented Reality (AR) and Virtual Reality(VR) driven learning and development is going to be the top emerging trends in digitising the department of learning.

Human Resources are the life -blood for any organisation and remarkable assets for the success or of the businesses. To an enterprise intended to prosperous and productive all enterprise is compelled in-order-to increase their manpower through adopting theirs people strategy along with the current emerging trends. The HRM Division of organisations have undergone changing progressively throughout eventually.

HR leaders must promptly response to crucial enterprise significantly, handling variations in the manpower as well as harnessing the recent hi-tech.

Under the millennium as well as Gen Z when the big cohorts into the enterprise personnel, businessman globally become in need of technology – driven approach to organise and handle, hire, and involvement theirs people. The new emerging trends such as AI/ML, cloud based HR technology, encourage diversity and inclusion, employee productive skills, virtual employee experience, remote hiring, virtual on boarding, remote learning, virtual team-building , upskilling and reskilling, digital collaboration and tracking, virtual employee engagement, AR & VR, cultivating employee wellness programmes, etc. Would lead the HRM in 2021 for formulating and designing, implementing business plans and better employees engagement for improvement an enterprise.

Artificial intelligence and chat bots are currently promoting into resumes pre-screenings as well as recruiting, products the suitable and qualified applicants and formulating hiring better

effectively. Bots are ongoing progressively utilise onto manufactures and production assembly line or workplace, and AI hi-tech would be replacing roles and responsibilities which are iterative or repeatable in structured.

Corona virus disturbance improved the adapting of artificial intelligence. For instance, Mahindra & Mahindra were emphasised toward industrialised robotics for building better capacities earlier the covid-19. That exists as viewed consumer satisfaction/needs and increase employees productivities.

Roy, Somraj, (2021) asserted that the "Working remotely (or WFH) has expeditious ourselves utilise high-tech into the recruitment procedure. Through utilising AI screenings software program which added enough hit for backgrounds verifying for utilising recruiters bots to do virtual interactions-we have deployment artificial intelligence in recruiting throughout anywhere enterprises."

Rao, Anjali(2021), senior Director of HR Intel India asserted that, " major arising employments we can anticipate presently are into artificial intelligence, machine learning, internet of things, data security and information security, privacy, cloud-based computing , signal processing- data analysts, data scientists, Big data specialists and employees who can developing software at several levels". Nair, Akhilesh (2021), "Global Hiring Leader, Genpact said that the " The human-animal collaboration will need a distinct mentality and skilling for succeed in the prospective wherever community cognition/psychological and technology-enabled skilling would be in much needed".

Accenture research reveals that skills would be have an important part and India can loses around $ two trillion in 2028. Unless up skilling or reskilling along with highest jobless.

Overall the globe, various enterprises initiated their campaign for digitisation shift into the latter half of the last years. Empirical findings shows that along this outbreaks of pandemic these earlier embraces was capable for ensuring continuing of businesses inside theirs enterprises and continuing to go ahead along sustainable and in certain circumstances better, employees productiveness as well as development of the enterprise.

The present responses facing an unprecedented crisis were virtually testamentary of the enterprise resiliency which digitised switch-over could ensuring. The covid-19 has been only the worst distributive in contemporary times along a multiplicity of businesses pivot theirs activities as well as take the plunge of digitalisation. Pivots or perished becoming the catchword against

the juncture as well as to empathized the foreseeable difficulties, businesses prioritising algorithmic enabling for finding recent and powerful tools of remote work.

The cloud -based digitisation ensuring remotely/isolated and stable accessible for set of computer programs for business as well as data and partnership equitability jibetween a geographical allocated workforce.

2. Literature Review

"As reported by BCG, the peoples considered twenty-five percent of their remote time prior the corona virus as well as assumed to be this data may perhaps increase to around fifty percent or excess (Kaufman et al., 2020)." Pandemic had speed up the adopting of working from home (WFH). " Over and above seventy percent participants agreed they worth online solution which depending theirs connections alongside more workforce and sixty-percent trust they would depend upon digitisation technology over and above they make before to the covid-19 despite it settled (2021 Global Marketing Trends, 2020). "

"A study against twelve thousand businessman revealed that the covid-19 had compelled entrepreneurs to moves an unprecedented contribution of people would working into Hybrid Models which integrate remotely and on-site work, sixty percent of participants shows they desire a little adaptability into whereby and whereas they working in forthcoming (BCG2020)." To people whoever was universally mobility and currently finding oneself remote working throughout the covid-19 , the change is especially important and boundaries among work-life perhaps need renegotiation as well as redesign (caligiuri et al., 2020)."

Hence, this is understandable signal to HR leaders in -order -to engage with digital integration toward a widespread throughout this juncture they should promote and rewards people, digital integration skill, encouraging understanding closeness and designing information communication technology, working objectives and the communication framework moderately which promote integration (caligiuri et al., 2020). "

 "According to Oxford Economics predicted that the remotely working or WFH would be a talents attracting in forthcoming and should be looked even as achieve long-term capital growth (Oxford Economics, 2020)." "As reported by Klynveld Peat Marwick & Goerdeler(KPMG, 2019) study reveals that Human Resource Professionals plan for investment particularly toward Human Resource high-tech which increases talent analytics and enables to more Human resource computerisation during the coming two years. 60% finally accepted that comprising such

technology innovation would need a crucial shift of roles and responsibilities under Human Resources (KPMG, 2020)."

Definitely, the present programme has become more prominent after pandemic emerged, when most of hiring as well as screening practicing have provided through robotics / resume screening system. Audio-Video interviews utilisation increased from twenty two percent (2019) to fifty eight percent (2020). "Analysis of drugs utilisation in screening decreased twenty one percent, probably because of shortage of accessibility to personally screening. References checking more inclined nine percent , seems to indicate that companies are searching modes for learning extra all over theirs applicants as other personally procedures are become unusable (McKinsey & company, 2020))".

"The year 2020, nearly eighty seven percent of participants state that they all are witnessing shortage of skills at present or expects oneself into a little time. Against this backdrop, the solutions for this issues probably recruiting or capacity-building when according to fifty six percent of McKinsey's participants (McKinsey & Company, 2020)."

3. Research Methodology

This paper is non-quantitative in nature and has mentioned collectives research and surveys inputs from distinct source and using secondary data and combined methods such as review of literature, articles, journals, News papers and magazines, text-books, websites and expert advice of various companies.

Human Resources are the life -blood of any organisation as well as remarkable assets for their success or failure. To an organisation intended succeeded, all organisations are compelled for increasing their personnel through adapting theirs people strategy along the current schemes or patterns. Along the improvement in the high-tech, the HRM Division of an organisations had transformed progressively throughout these years.

The worldwide corona virus had forced Human Resource Leaders for promptly response for crucial enterprise significance, handling variations towards the workforce as well as harnessing the recent hi-tech. Under millennium as well as younger generation((Gen Z) even as the big cohorts into the enterprise personnel, businessman globally become in need of technology driven approach for organising, hiring, and engaging their people. The new emerging top trends of HRM in 2021 are AI/ML, AR&VR, Cloud – powered HR technology, Data science, Big data, Inclusion and diversity, productivity skills, etc. Will drives the HRM in this year for formulating,

implementing business strategy as well as enhancement in employee engagement for improvement a businesses.

Following are the new emerging top trends of HRM in 2021 which HR leaders should familiar one self are as follows:

- **AI &ML:** AI-based computation/program like applicants monitoring systems, integrated with an enhance into cloud-based computing services could support HR leaders in the recruitment of applicants and streamline workflows.

  AI mechanisms support meritorious screening eliminates mindfulness or insensible or sub-conscious prejudice. Artificial intelligence assistance Human resource for managing on boarding, combination, training of employees, report on performance, salaries, and database management.

  Combined Robotics processes automations (RPA), for encompasses skilling such as bots, Machine Learning, and Natural Language Processing (NLP) for accessibility the database.

- **Remote working or work from home (WFH):** The covid-19 crisis had changed the models of commercial areas globally. That worldwide all-night shift for WFH brings a great worth toward flexibility in working time arrangement. Various industries are providing WFH just as whole-wheat opportunities. By this means HRM department require for accommodate for novel place of work adjusting for continue the workforce engaging and at the top.

  The notion of WFH were unprecedented or never heard, albeit majority of enterprises lacking strategy and policy as well as infrastructures for creating an opportunities. At the time that, the outbreak of covid-19 affected enterprises had to accommodate or adjust for the remote working trends virtually all-night.

  Currently, ninety percent of employees preferred for WFH all their employment as reported by world Economic Forum (WEF). WFH is enduring despite the corona virus outbreak come to an end. It is not necessary that every enterprise going to work online-to-online but remote working would definitely becomes a significant trends in HR in the year 20-21.

  For instances organisations such as Facebook, Google, Instagram, Microsoft, Twitter, WhatsApp etc. has ever accepted the remote working trends along a few proposing Hybrid model of working.

- **Nurture critical and design thinking, agile practising, soft and digitised skills :** currently, digitised or virtual and context of the globalisation, repetitive create jointly along consumers as well as people has quickly become a norm. Senior HR leaders have the responsibilities for ensuring that the human resource teammates achieve design thinking as well as agile specialist by way of up-skilling/ reskilling capability. The teams must too ensure so as the HR teams are experienced into mechanisms like net promoters score(NPS i.e. a tool to measure customer's loyalty) for being able to encourage the workforce establish novel range of goods and services according to the needs of its customers.

  The cutting-edge calling human resource staff for seek a amalgamation of powers skilling into the personnel. Searching for candidates along digitised competence such as analysis of data as well as computing skills.

  Evaluating the critical thinking skills or analytical attitude such as tactical thinking as well as resolving the conflicts.

  Soft skills or inter-personal skills such as skills in understanding emotions or emotional intelligence(EI) and creative activity/thinking are accepted a priorities through enterprises at the present time to the people-centric working climate. Selecting applicants with understand ability as well as aptitudes for operating in a individual technique Hybrid work model.

- **Organised employee experience :** HR leaders possibly advantage the ought advanced analytics , data science, business intelligence, data analytics, machine learning, data mining, predictive analytics, analytics to capture, analysing the data through first hand information, survey of employees as well as applicant exist interviews or latest meeting for understanding the emotions/feelings.

  HR leaders require for investing in customers grades , employees experience which depend upon quick designs principle. Significantly, HR leaders should disintegrate the conventional organisations silos as well as organise employees experience which aligning with the emerging -market enterprise requirements.

- **Tools to continuing skills development :** HR leaders will deploying predictive analytics for understanding rightly, the skilling of the workforce possessing, utilising artificial intelligence, and HR leaders would identifying the skills towards the prospective through

evaluating exogenous trends as well as digital resource with deeply transparency inside the skills in the enterprise. Besides, HR leader would utilise artificial intelligence for personalise learning in large scales to each workforce.

- **Strategic- level talents acquisition:** HR leaders will utilise AI throughout the talents acquisitions domains for pursuing best talents which is essential to the successful of the enterprise. Artificial intelligence enabling the acquisition new talents or incoming instincts depend upon appropriate skills or expertise with expedite and exactness customisation of applicant experiences and smoothing of the recruitment processes.

For shifting to HR 3.0, HR leaders should establish the combined human resource database structure which promotes skilling based decision-making/taking. Through shifting human resource framework for the cloud-based , HR leader would bringing in scalability and flexibility and facilitating workforce with secured and stables accessible for database at any moment, everywhere, anything as such indispensable towards the pandemic age.

Artificial intelligence could become valuable instrument-AI- driven digital assistant could determined employee engagement/involvement problems when AI- based compensations assistance will bookmark the inequalities in remuneration and prejudice, specialised bots driven through AI could support along the on boarding of trainees(i.e. induction of a new entrants) and answering to the questions through present personnel.

Cultivating and nurturing employees wellness programme with technology :

Conventionally, Human resource technology has been better emphasised onto authoritative /administrative as well as management roles and functions. Mainly directed into providing details and facts , completed assignments , optimise procedures and imposing rule and regulations. HR leaders overlooked toward the significant as well as remarkable objectives which are concerned for employees wellness.

Despite that, HR professional and technological supporters attract their awareness/spotlight for enhancing the all-round employee experiences, this is a recent developments of HRM technology-enabled are locating workforce about the centre of theirs activities. Technological innovation improved for supporting people by any means necessary that ought building best possible solutions concerning advantages from training and development for taking good care of theirs physiological and psychological wellness.

While workforce are progressively returning to their workplace, Artificial intelligence driven covid-19 pandemic testing devices are enabling human resource professionals for monitoring people health-care statuses secretly and security, at the same time as lessening coronavirus exposures.

A few devices features artificial intelligence chat bots who's asking a list of issues for the people concerning exposure risk involved as well as indications. The people is specified for screening /tests whether the applications indicates that the people is susceptible.

Employees wellness turn out to be a fall down henceforth the covid-19 have adverse effect on around the world. The emerging lockout as well as avoiding physical distance measuring decreases inter-personal relationships driving dissatisfaction and depression.

For confronting the problems , organisations should investments into Happy Index Tools (HIT) which utilise an integration of neurology. Artificial intelligence and data sciences for facilitating major perspectives and understanding toward the well-being catalysts by feedbacks collecting the workforce.

- **Facilitating Diversity and Inclusion :** corporate culture playing a prominent place for facilitating a best practices to its workforce. Along workforce connected with racial diversity , aged/old, sexes, sexuality and cultural, corporation must build their workforce feeling which it's posses a society.

  Human resource leaders require for planting a seeds of inclusiveness and affiliates wherein the workforce sense trust for share theirs thoughts along fairness. Finding suggests that a adhesive business environment improved performance of employees for fifty six percent and declined turn-over risks for fifty per cent . Encourage the employees to be engaged into the organisational perspectives end-to-end.

- **Training the workforce along with AR & VR :** Along the emergence of digitised combination, each departments incorporating HRM, is utilising the innovative automation such as augmented and virtual reality to people development as well as practical expertise. Employees has get undergo skilling procedures to a various of enterprise like insurances, consumer support, retailers, constructions and security trainings etc.

  The practical-on-experience fostering through oneself is witnessed in few learning strategy for successfully make changes in the behaviour in mentees to oneself for

developing newly acquired knowledge required to their current assignment. Besides, they should too share for necessary cutting edge suchas hiring and on boarding.

- **Building in Recruitments and E-Training Systems :** Human resource professionals always complaining regarding the challenges of recruiting skilled people. HR specialists require for adapting for innovative approach for selecting eligible and competent candidates or the status they require for fulfil. In addition to this, artificial intelligence (AI), Talent acquisition manager or teams could maneuver executive recruiter / head hunter or hiring merchandising agency for finding prospective applicants.

Amalgamate e- training systems like learning management system(LMS) and mechanisms for facilitating trainings and seminars -workshops . For nurturing prospective talents through the online. Moreover, incorporating mentorship and counselling programmes for escalates the rates of retention of the workforce.

Issues and key Challenges of the emerging top trends in HRM 2021

The pandemic phase had increased various challenges for employees , organisation and the HR department. Today's thanks again face a lot of uncertainties, several of them had to close down operations at the peak of the pandemic, they now have to adhere to extra regulation and safety measures, employees on the other side faced stressful and anxious moments, many of them now have to adopt to working remotely.

All these raised new challenges for HR department such as dealing with new safety regulations, managing panic retaining employees, being able to manage remotely, sudden shift in work culture and coping with lack of crisis management skills (Gigauri, 2020). The main challenges confronted by workforce into WFH was residence, interface unsuccessful telecommunications, a tendencies for delay/postpone and sense of isolation.

This is that time crisis caused isolation to many industries and has changed the practices in which employee accustomed work in the past, bringing about HRM to manage these challenges.

Following are the key Challenges and the emerging top trends in HRM which HR leaders has confronted due to covid-19 pandemic as follows as :

- **Immediate shift in work culture:** HR leader has absolutely not expected the challenges that corona crisis pandemic has emerged against themselves. An ambiguity had smashed wealth, workforce is annoying, and anxious situation as well as Human resource leaders

is doing theirs better for conducting and control all in Outlook and regulate. The immediate shift in work culture has delivered new challenges for HRM.

The biggest challenge and top priority to HRM leaders is presently pandemic response and how to retain the employees engaged and support the proper and fair communication channels and tools for remote work and others.

- **Managing the nature of remote work:** HRM professionals stand discomforting in-order-to setting up easy way as well as planning for manage problems last time providing. The policies and tactics not planned consistently and into improve yet into straight way and instantly. For instances, many companies like Google and Twitter have declared the entire employees will WFH for most of the year 2021, most organisations will require to administrative a diversity of work schemes.

  This way HR Professionals now face the challenges of managing systems and processes job (work activities and responsibilities for a plenty of employees from those who visits and be presented the workplace full time, to those who WFH, to contractual and legitimate employees to gig (engage) workers.

- **Digital transformation :** The digital transformation of HRM is restrained to pursue, possibly at a greater frenetic step for instance organisation such as Accenture and Oracle have earlier been utilising robot to screen reopen in accordance with unquestionable access and authentic work experience and education eligibility of applicants and also help in on boarding of new entrants to the workplace.

- **Employee Communication:** Employee communication is one more big challenge particularly on the top preference list. This adapt difficult for handle employees. After corona virus widespread have Human Resource Manager alarmed as well as careful including maintain oneself and found that in order to get the good teleworking devices for instances, teleconference, video call, chatting software app, cloud storage services, which adapt their cultures.

  At the same time, devices such as meeting Zoom app and slacking message app stand normally familiar with for fulfil the conditions based on teleworking along with difficult to carry out the regularly as well as certainly other than the consistently otherwise normalised flow of work.

- **Employees Mental Health and wellbeing :** In this time, covid-19 crisis, WFH change into the New Normal, the basic exhilaration of saving disintegrate time for the people instantly go away. Subsequently, various people perceive that work from home derive to a violation of work life balance with discontents and grievances of apparently never ending time for networked, prominent to tiredness and monotonous.

  This was irritated by segregation from associate and feeling workers, prominent to victim or sufferer of alienation and distress. HR professional will need to have creative thinking to make sure high employee engagement specially after all workplace alienation or loneliness is allegedly derive to separation and disconnection and a failure in work satisfaction.

  This is that time, when HR leaders understand the employee's pulse and sensitivity and that support and co-operation employees largely to hear or tackle the problems. In this unprecedented time, employee pulse survey, health and well-being of the workers around the globe by HR professional to be a major challenges.

- **Lack of Agility :** This is the time to be agile and less bureaucracy for the HRM professional. It is also crucial for HRM to be more agile than ever before during these testing times.

- **Adapting and Fixing the Feedback System :** pandemic feedback system or mechanism and upsetting to fix employee's workplace problems has ever been a major challenge.

  However, remote working functions such as WFH survey conducted the task significantly easier; where the JR personnel obtained feedback from its employees through an Artificial intelligence facilitate interactive chat.

- **Re- defining** New **Leadership Competencies :** The leadership challenges in managing and support workforce or staff engagement and motivation also enhanced to the safety and well-being of employees , their education and training , communication, guidance and personal encouragement .

  As a result, the merging tend WFH framework, people have recognised that work is not concerned to the place, HRM professional will need to wish whole hearted was.

- **Re-look and Re-define New Organisation Structure and Workflows:** HR professional need to focus on providing personalised customer experience (facilitated or enabled by digital interventions and faster turnaround times) , in order to build competitive advantage , organisation structures for facilitating quick decision-making and empowerment.

Organisation structure redesign and process teen hindering are too new agenda for HR professionals to derive.

4. Findings And Analysis Of The Study

After careful and detail analysis of the new emerging top trends of HRM and challenges in 2021 during pandemic phase, the researcher find in the study that diversity and inclusion, printing and business pressure for the cost optimisation will give a gig, a big push. Even though external hiring will be limited.

According to HR professional, only 20% recruitment will be done through external vendors and HR consultants and agencies, which 80% of the leaders will consider internal hiring to be their first choice of hiring. Hence, the focus on learning and development of core results and behavioural and leadership competencies will be a defining factor in future, says 87% of the leaders.

 The study reveals another trend that suggests employers will be critically thinking to improve the employee experience for talent retention as external hiring will be limited. 87% of the leaders feel that measuring employee performance in remote working is a vital challenge and 73% feel that employee engagement is a big issue in terms of remote working.

According to a recent study of Institution of Engineering and Technology (IET), INDIA, found that 74% of Indian workforce feel it's difficult to coach a new employee in the WFH set up. While 48% prefer to continue WFH in the future.

With remote working become the new normal in the present turbulent time, many HR Professionals would wish continue WFH in the future as well. However, some professionals do not appear to be follower of WFH or in silos because managers think it is tough for them to train team members.

The study further found that 60% of the respondent feel that the job security is a thing of the past and 67% of the respondent say the growth is going to be stunted. While there is no data but anecdotal evidence appear to suggest that this worry has made team members be extremely proactive and be seen as working and contributing by their managers. This also appears to have helped managers manage teams better.

Moreover, integrating technology is productivity and many felt they have been able to better bond with colleagues virtually. Virtual team management has also shown effective outcomes.

However, effective use of technology is still a far cry.. Organisational support is being expected with infrastructural and training to make a virtual work environment both effective and efficient. The study further highlights that HR professionals feel WFH had reduced travel expenses. Also, most HR professional feel continuing to WFH might be very productive, given the time saved due to long hours of travel.

The one of pandemic has taken a massive toll on the employee's mental health. According to findings almost 62% of employees globally believe mental health issues had been one of the major challenges at workplace after pandemic as well as 96% of global companies provided resources for mental health. Only one in six employees felt supported with the additional resources provided.

5.   Conclusion And Suggestions

As various new HRM top trends are emerging technological advancement like AI/ML, Big Data, cloud -based computing are enabling HRM leaders for successfully monitoring workforce to all the types of sources of tension, nervous breakdown etc. and seeking people intervention as and when needed. Besides, there are many general issues which would be drives how HRM department approaches the employees lifecycle.

Pandemic has compelled HRM department for depend still greater strongly onto data-driven insights for guidance theirs judgement. In the year 20-21, one of the leading HR technological emerging top trends would be probably engage HR professional integrating various tracking mechanisms for collecting facts as well as transforming this toward actionable intelligence.

Remembering that the halfway of implementing HRM automation technological skills would be for formulating our people to up-to-date and progress it's legacies procedures. It is suggesting initiating shortly in such a way the businesses accelerate as well as take the lead in the year 20-21 and across.

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