

**Covid 19 As A Driver in
Behavioural Capital Investment**

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Abstract

Outbreak of covid-19 has impacted the traditional work life resulting to a new working normal across the globe. This has created numerous human resource management challenges prompting organizations to invest in behavioral capital as mitigating strategy to reduce face to face work related activities so as to minimize the spread of covid-19 among the staffs. Using an exploratory study design the researchers investigated the challenges and opportunities inherent in human capital behavior. The study found that setting clear guideline on working from home, developing positive routines and holding themselves accountable and building social interactions resulted in combating anxiety, stress, burnouts and building evidence based mental health programs. The study recommends that the human resource department should make deliberate, consistent and real time communication to care for staff wellness and safety initiatives. In addition there is need for the organizations to monitor changes and updates on new employment legislation that impacts employee benefits.

Key Terms: Covid-19 and Behavioral Capital Investment