

## ABSTRACT

This study explores the impact of digital transformation on human resource management (HRM) practices in the Middle East, focusing on the unique challenges and opportunities presented by the region's cultural, economic, and regulatory environment. As organizations in the Middle East increasingly adopt digital technologies to enhance HRM, understanding these factors becomes crucial. This research examines current digital HRM trends, identifies key barriers and enablers, and evaluates the effects on employee satisfaction, engagement, and productivity. Through a comprehensive literature review, case studies, and primary data collection via surveys and interviews with HR professionals and organizational leaders, this study offers a nuanced analysis of the digital HRM landscape in the Middle East. A comparative analysis with global practices further highlights regional distinctiveness and potential best practices. The findings aim to provide a framework for successful digital HRM transformation tailored to Middle Eastern contexts, offering practical recommendations for organizations seeking to leverage digital HRM for competitive advantage and enhanced organizational performance. This research contributes to the broader understanding of digital HRM implementation in diverse cultural and economic settings, emphasizing the importance of contextual factors in shaping successful digital transformations.

**Keywords :** Digital Transformation, HR Management, Middle East, HR Technology, AI in HR Automation, Talent Management, Employee Experience, Data Analytics, Cloud HR Solutions.

