

HRM A-2

Topic:- Learning and Development

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Slide 9: IHRM issue of Nike

International human resource management has played a major role for the companies which are operating business over the international market. Nike is an international sports brand which is operating business in more than 45 countries and it is a main reason that res organization management will need to be conservative about their business. During the international business activities organization management will need to focus on the cultures and organizational effectiveness. According to the availability information, cultural barriers have played a major role over the human resource management of international industry. However no such issues have been identified regarding Nike (De Marchi et al. 2020). The main reason is that the number of employees of the organization over the global market has been increased by each person every year and it could not be possible with inactive human resource Management. The management of this organization have decided to implement the international cultural environment as a common cultural activity and have been implemented by all the employees during the training periods to enhance workplace efficiency.

Doing the financial year 2010 and international human resource management issues has been identified in this organization which is related to collusion among employees. Due to cultural differences after joining the international organization employees are sometimes I have started with you regarding moral thoughts. As the moral thoughts of all employees from different cultures are different thus it has resulted in the issues in organizational processes. How the organization has decided to implement an organizational culture will need to be adopted by all the employees at the time of joining the company and it reduces the implication of individuals' cultural viewpoints to others. Apart from that, the workplace environment is different in other countries. As the Nike operating business of an international market thus it is used to determine the possible working environment in different countries. It helps organizational Management in enhancing their market (Johnson et al. 2019). Otherwise the company will be capable of managing the human resources from different countries.

Slide 10: IHRM issue of Nike (Cont'd...)

Another issue has been identified in the international market as the value of currency is different in all the countries and organizational Management has decided to provide the similar salary for the similar designation to the employees during the financial year 2008. It was Contemplated as the issue over the international human resource Management. The organization management have decided to improve their businesses analyzing the demand of the human resources center market in which they have

decided to start business. Apart from that the countries in which mainly the issues of human resource management have been identified, the company has stopped producing in these countries and operating business through maintaining the agencies (Meyer and Li, 2022). Lack of understanding also has been considered as the international human resource management issue which could be raised by the availability of employees from different cultures. During the financial year 2006, 22% of the employees have decided to leave the organization. The working environment is not appropriate for these employees and this is the agent for which they have decided to leave the company. This is the major international human resource management issues of Nike and organization and management have resulted in all these issues.

Slide 11: Analysis of both issues

Effectiveness of a company could be identified through analyzing the processes through which they have managed their human resources. During the analysis it was identified that Nike have maintained their human resource management effectiveness however during the financial year 2005 to 2015 different issues have been identified regarding the human resource management and international human resource Management. Cultural differences has been contemplated as the reason for 40% of the issues on HRM in Nike. Collusion is another way enhancing the issues is human resource as organizational management could not resolve these issues. Nike is operating business over the international market and more than 45 operating countries are under these organizations. Apart from that more than 700 stores are there with the world and this is the main success of this organization as it is capable of operating more than 700 stores in the different countries with the employees of different cultures. Resource management issues organization and management have set it a proper structure of operating business in the work culture and it reduces the issues (Qureshi et al. 2023). The main reason is that proper work culture reduces the requirement of presenting moral viewpoints of different employees belonging to different countries and it enhances the efficiency of the organization.

This organization has faced service shoes regarding the regulations as they have the employees for production of sports shoes and they have been forced to produce the sports apparels. Employees were not keeping or bringing that then they were terminated. Temperature as the issues of controlling processes in the organization and its management has taken proper decisions and resolved all these issues. More than 20% of the other issues belong to this process and it is contemplated as the major part for resolving the human resource management in this organization. Nike has acquired more than 10 companies and it enhances the employees of the organization as all the employees of these countries became the employees of Nike (nike.com, 2023). The employees of Nike were capable of making good relations with these new employees and it enhanced the issues in human resource Management. This is the main Reason for reach organization management has decided to post all the employees of awkward companies to their own countries and it reduces the issues as the differences in a few points will not be freezed by the organizations.

In addition to these submissions also has been identified regarding the business processes of Nike and its human resource management like all the employees of this company have faced some issues regarding the arrival of the remuneration. In order to solve this issue, the organization management of Nike has decided to dispatch the salary and wages of all employees and laborers at the right time and it reduces these issues. Effective strategies have been identified in the organization regarding the development of employees. Training procedures have not been implemented by the management and it is required to enhance the knowledge of employees otherwise the business performance will be downward (Krugielka et al. 2023). This is also contemplated as a human resource management issue as the organization management is capable of providing proper training to their employees. Started to provide training to the employees and it reduces that human resource management issues