



University of Wales
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Human Resource Management Assessment 2

Outline HRM during crisis situation- Dixons Carphone

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Overview of the Organization

Dixons Carphone is a relatively new business that has had remarkable growth in the few years since its founding; it is now an international retailer of telecoms and electronics situated in London, United Kingdom. The two firms' senior executives are still in charge; Sebastian James, the previous CEO of Dixons Retail, is now the CEO of Dixons Carphone, while Sir Charles Dunstone, the former Carphone Warehouse leader, is the chairman (Dixons Carphone, 2022). The firm was created in 2014 when Carphone Warehouse Group and Dixons Retail merged. Dixons Carphone is a rather successful company that relies on a clever expansion and penetration strategy into a variety of regions. The firm provides a diverse range of goods and services, allowing it to meet the demands of a wide range of clients. The firm has gained international awareness and notoriety by developing a variety of brands, some of which are targeted at specific national markets.

The CEO said- When the Covid-19 epidemic hit, technology played an even bigger part in our lives, allowing the company to remain in touch with the people and things they care about. The company proud of their employees for stepping up to continue providing customers with the quality of service they expect and access to the critical products and services they require. The company place a premium on safety. We're quite happy of how our colleagues responded during the Covid-19 epidemic, and while they're looking out for our consumers, we're looking out for them as well. Everyone has been affected by the Covid-19 epidemic in some manner, whether it's psychologically, physically, or financially. As a result, Dixons Carphone made sure that all our employees have access to their Employee Assistance Program. There's also Dixons Carphone new online Wellness Hub, which is full of helpful material on topics like mental health, resilience, family concerns, and financial wellbeing, in addition to our free, confidential, 24-hour counselling and advisory service.

To Outlines detailed and appropriate Human Resource Strategies I would develop and deploy in any following three areas out of the seven listed.

- Staffing: Retention
- Leadership development
- Compensation

Frederick Herzberg's use of the two-factor theory

In a company, the management's goal is to maintain a focus on the employees' moral principles, for which they continue to motivate them. Employees' interest in their specific task might be boosted via motivation. Employee motivation is extremely vital in a company since it is the only way for managers to fulfill their jobs successfully and efficiently with the support of their employees (Tan, 2013). According to the statement, if management wants to grow or improve an organization's overall production, people must be motivated.

Fredrick Herzberg proposed the two-factor theory to describe two separate hygiene variables that are critical for an employee to attain personal and corporate goals. According to the Herzberg two-factor hypothesis, a few factors determine whether or not an employee is content with his or her employment. When an employee receives good characteristics from the company or management, according to (Philipp Koncar, 2022), it helps to inspire that individual. The remark implies that in a company, managers must maintain a constant emphasis on whether or not their people feel comfortable at work.

According to the two-factor motivation theory, the business must offer a better and friendlier working atmosphere for employees so that they may feel at ease when working with team leaders and other team members. In the internal atmosphere of the firm, according to Dixons Carphone, the organization uses a democratic leadership style, in which team members are given the opportunity to propose their ideas to management. The organization has also been focused on the personal interests of employees as well as organizational needs and has taken care of its personnel accordingly.

COVID-19 and its impact on Human Resource Management:

Implications and Challenges The COVID-19 define human resource management as "how people are hired, managed, and developed in businesses," posing substantial issues for managers and HRM practitioners. This section delves into the effects and problems of strategic HRM, working conditions, and HRM functions, including staffing, performance management, training, and development, pay management, safety and health management, and employee relations (Senia Kalfa, 2021). Each HRM function

is explained separately, yet they are all interconnected. This implies that any modification in one HRM function will have an impact on the other.

COVID-19 and Staffing

The COVID-19 had had a profound impact on it, reshaping its dynamic in relationships. "The most typical means of pulling in, choosing, and holding prepared personnel to fulfil hierarchical objectives" is referred to as "staffing". As a result, the effects of COVID-19 on staffing vary greatly from one organization to the next (NCIRD, 2021). Several businesses saw a severe drop in business, prompting some to temporarily close their doors, while others prospered throughout the epidemic.

COVID-19 and Leadership

For leaders all throughout the world, the current scenario is a huge challenge. The 'leadership challenge' is made much more difficult by the ambiguity that exists in this circumstance. Today's leaders are confronted with a plethora of 'leadership issues' and competing demands, the majority of which do not have a clear binary solution. It's critical to consider competing viewpoints, especially when both positions appear to be rational; it's almost like a game that can't be won. In a nutshell, the expectations on leadership are unprecedented.

COVID-19 and Compensation

In the UK, for example, the federal government has introduced temporary paid sick leave, allowing private and public sector workers to isolate, treat Covid-19, and care for a family member infected with Covid-19, And childcare due to school or daycare closures. This includes providing employees with a temporary reduction in their working hours to enable firms that are experiencing declining demand to retain their staff and prevent layoffs. Some countries have introduced government measures in response to the COVID-19 epidemic to provide financial assistance to employees and organizations during this health crisis and to encourage them to follow the door-to-door instructions (Weinstein, 2021). The internal and external benefits that employees receive to run their jobs are called compensation management. Employee motivation, performance, and retention can all be affected by compensation. The study found that bonuses during financial incentives such as Covid-19 had a significant effect on staff perception.

Staffing: Retention

Recruitment and human resource management functions

Recruitment

The management's motivation, from an organizational standpoint, is to preserve the focus on employee recruitment and selection, which is critical to obtain better workers to complete the assignment. It is proposed that Dixons Carphone concentrate on the recruiting plan as well as the procedure, as well as the candidates' educational levels and talents (Careers at Dixons Carphone, 2021).

Design and analysis of the job

According to this component, the administration of Dixons Carphone is zeroing in hands on plan or the errand division among the workers with the goal that the representatives ought not to feel the weight. It tends to be accepted that the picked association Dixons Carphone has great command over their HRM capacities to manage the workers, their requirements just as necessities of the association

Preparation and enhancement

The word is used to describe new representatives who have recently joined the organization. Furthermore, the training is delivered to current employees in accordance with the organization's new developments in the internal environment. Dixons Carphone may recognize this truth, and as a result, the organization may establish a 3-6 month training term for every new candidate, as well as week-by-week training for existing representatives.

Leadership development

Moral and practical concerns about the recruitment procedure

Misrepresentation Employment Advertisement

Recruiters must ensure that the content of the job posting is accurate so that no candidates are misled. It has been computed that candidates may have a negative opinion of the organization if they are deceived in the job advertisement (SHRM, 2016)Dixons Carphone, for example, needs to retain the focus on this theme and offer

specific details on the career post. That it could rely on the candidates is also important for the firm to hire the right people.

Screening-related issues

For huge organizations, such as Dixons Carphone's workplace, screening may be a realistic challenge. The reason for this is because throughout the screening process, the resumes of candidates are vetted by the organization's HR staff, which takes a lengthy time. According to Slavi, Bjeki, and Berber tackling the external element while recruiting individuals for an organization is a complex and demanding process for a company. According to the statement, the problem will occur in the event of an emergency where the candidate's demand is urgent but may be delayed owing to the screening procedure.

Ethical Issues and Regulatory Concern

Avoid being biased

The technique should not be biased by the management throughout the selection process. Because candidate 'A' has an internal reference, he or she will be evaluated differently than other candidates. (OpenStax, 2020) stated that in every business, a fair selection procedure should be implemented so that everyone has an equal opportunity to demonstrate their abilities.

Administrative Issues

Security of individual data

During the choice cycle, applicants need to present their subtleties on a sheet that ought to be kept gotten from any sort of abuse. For instance, it ought not to occur that individual subtleties of any applicant use for individual use by the specialists rather than business use. Dixons Carphone should keep this variable in their cycle and asked their HRM administrator, not to such exercises.

Ideal climate

Applicants ought to be given an agreeable climate before they take the characteristic test and one more test under the choice cycle. Dixons Carphone needs to keep up with this thing in their determination technique. Derous and De Fruyt, (2016) remarked

that in the determination technique in the event that the spot isn't happy than it mentally influences the psyche of the applicant.

Compensation

Compensation Issues

Wage disparity

Employees should not be paid unjust salaries in the workplace since this might lead to employee demoralization. The organization of choice Dixons Carphone is unlikely to make any unequal payments in the organization, which is known for its democratic payment structure (Dixons Carphone, 2021).

Regulatory concerns

System of compensation

An organization's pay system should be carefully maintained since it is the most effective approach to inspire personnel. In the instance of Dixons Carphone, the corporation should have appropriately compensated him based on the employees' efforts and goals, not only his compensation.

Encashment of a leave

When an employee retires or resigns, it is the obligation of the organization or the authority of the HR team to follow the leave encashment requirements. The selected firm can concentrate on the fact that when an employee retires or resigns, the management should consider the person's leave in cash.

Health and safety Moral and practical concerns

Data Privacy and Confidentiality

The HR office should plan normal clinical check-ups for staff and workers. Likewise, gather their reports. This is on the grounds that the clinical report of a singular representative or workers might be shipped off the higher specialists of the association, however just with the endorsement of that representative or representatives (MarketResearch, 2021). This is on the grounds that a clinical report contains a secret report about a specific individual, and just that individual has the privilege to impart that data to other people. Dixons Carphone is worried about this

reality, and thus, the organization has an information security strategy to keep workers private.

Increment information about wellbeing and security at the work environment

It is the obligation of the administration that they should be mindful of their representatives about the wellbeing and security at the work environment. The explanation is workers are the resource just as the obligation of the association and thus the board is compelled to deal with representatives. On account of Dixons Carphone, it has been seen that the association is managing equipment items and consequently the danger at the work environment is higher. Consequently, the association has a different division for giving them preparing in regards to treatment of equipment items without harming self at the work environment.

Risk Assessment Training

As an organization, management is responsible for not only providing training on how to conduct tasks safely, but also for allowing employees to practice estimating risk variables. The HR department, in collaboration with another supportive department, should give sufficient training to workers in order to improve their knowledge and abilities in identifying risk factors.

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