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Assignment Title: Advocating Afflictions In A Students Admissions And Consultancy Organization In Birmingham, UK Based Company: HR (Human Resource) Department's Strategies, Responses, And Challenges To Address Business Changes, Digital Trending, And Hybrid Working Model

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Advocating Afflictions In A Students Admissions And Consultancy Organization In Birmingham, UK Based Company: HR (Human Resource) Department's Strategies, Responses, And Challenges To Address Business Changes, Digital Trending, And Hybrid Working Model

Introduction:

The Global-Education-Group-Ltd. is a students admissions consultancy company based in the Birmingham, UK which provides information, and consultancy services not only to the local and national students but also to the international students who are eager to study in the UK national universities and colleges for pursuing their academic endeavours, academic degrees, and career ventures after completing their higher education journeys in the UK. In addition, this company operates competitive, and highly standard educational services to its client-bodies within the UK. The organisation's workforce consist of academic advisory bodies, students consultants, admissions officers, office administrators, students supporting officials, career advisors, marketing department, HR department, IT department, finance department, and executive body. Additionally, this organization collaborates with numerous UK national universities, and colleges to provide top notch students admissions services to recruit both national and international students within the UK. Moreover, this company has partnerships with multiple educational institutions in the UK, and several educational agencies both in the UK, and internationally.

After joining to the HR department of the Global-Education-Group-Ltd. as a recent graduate, the amount of employee objections and complaints have risen significantly due to huge workload, lack of communications, unclear guidance, unfair evaluations of remote workings, lack of trainings on digitalization etc. These grievances are associated with business transformations, adapting to technological trends, and flexible working-patterns.

Research shows that business changes, and business digitalization can cause stresses, disparities of skills, ambiguities it is not addressed with inclusive manner (Lewis, 2019), (Kotter et al., 2012). Moreover, adapting to flexible work environments may cause challenges due to lack of proper communication (Choudhury et al., 2020). Furthermore, the breakdown of employee-performance, coordination, communication, cooperation, and collaboration within a consultancy-firm may create conflicts, tensions, and frustrations among employees (De Menezes et al., 2011).

This-report analyses the-factors responsible-for-grievances, explores HR-duties that can solve employee-grievances, suggests recommendations to department-managers to overcome employee-complaints, and outlines strategies for supportive-and-inclusive work-environments. The aim-of-this-report is not only to eradicate employee-

grievances but also to increase organizational-performances, job-satisfactions, and long-term-operational-efficiencies. Eventually, ardent HR-practices, and interventions with inclusive-management, and superior-leadership-qualities can create a harmonical-organizational-culture, and healthy-working-environments (Ulrich et al., 2012).

Components Associated With Business Changes, Digitalization, And Flexible-Working At Global-Education-Group-Ltd:

The all-three-factors are described below which are causing employee-grievances at Global-Education-Group-Ltd. Birmingham, UK-based student-consultancy-firm:

Business Changes / Transformations:

The-company is facing transformations to increase operational-efficiency, engage with-students via-digital-platforms, and compete with-industry-competitors. Business changes are defined-as operational-changes which can modify the-working-patterns-of-the-organization (Whelan-Berry et al., 2010). The-Global-Education-Group-Ltd. is planning to advise students in online-platforms instead-of face-to-face-meetings. Business-changes are vital to remain competitive, and deliver effectively (Hayes, 2022). However, rapid-transformations can cause ambiguities, resistance to changes, insecurities, struggles to adapt new-changes (Kotter et al., 2012). The-employees-emotional-responses intensify who have lack of confidence, and feel frustrated due to transformations (Bolman et al., 2021). Due to this-recent-business-transformations, the-employee-grievances have increased significantly at Global-Education-Group-Ltd.

Digital-Trending:

The-Global-Education-Group-Ltd. plans to adopt digital-tools to run remote-tasks, create internal-dashboards, analyse data, manage clients, automate communication through-bots, and process students-documents. Firstly, these digitalization-processes can cause employees-skills-inequalities within-the-organization (Prensky, 2001). Secondly, digital-trends increases electronic-dependant-communications which can decrease employees-interpersonal-rapports in-the-company (Schein, 2010). Thirdly, the-usage-of technology-based tools may cause 'tech-stresses' among-company-employees (Tarafdar et al., 2019). The-employees of Global-Education-Group-Ltd are reluctant to these technologies-changes, and for-that-reason, they are feeling resistances to adapt the-digital-trends which causes employee-grievances within-the-organization.

Flexible-Working-Styles:

The-Global-Education-Group-Ltd. is planning to adopt hybrid-working-model where company-employees would work remotely for part-of-the-month or entirely. Flexible-working-styles may enhance company-operational-efficiencies, job-satisfactions, and balance personal-life and work-life (Atkinson et al., 2011). However, this may cause miscommunications, miss-coordination, miss-collaboration, miss-cooperation among-company-employees, and may lead to less-productivity within-the-organization (Spreitzer et al., 2017). Moreover, this may create unfairness-perceptions, conflicts-

among-colleagues, ambiguities-for-responsibilities, inconsistencies for implementing policies (De Menezes et al., 2011). Furthermore, this may lead to feel isolated, feel-stressed, employee-dissatisfactions, unclear-guidelines, irregular-communications-among-colleagues, and decline in anticipated-fairness among-company-employees (Conway et al., 2005), (Colquitt, 2001), (Rizzo et al., 1970). The flexible-working-style-initiative of The-Global-Education-Group-Ltd. causes employee-grievances within-the-organization due to lack of expected-expectations among-the-company-employees.

Assessments of The Numerous Present-Day HR-Processes To Sermonize Three Preceding Factors of The-Global-Education-Group-Ltd:

To address these three aforementioned HR-issues The-Global-Education-Group-Ltd. should adopt most latest-and-recent HR-policies which are aligned with company's current-needs, and future-goals. Here, all three recent-HR-practices are described below chronologically against all-three-aforementioned-issues.

Business-Changes HR-Strategic-Practice:

To facilitate business-transformations within-the-organization the HR-department must apply some change-frameworks-tools through which company-employees can engage in changing processes, and adapt themselves to transformed-environments, such as by applying Lewin's business-change-model (Hussain et al., 2018), (Burnes, 2020). In addition, the-HR-department may introduce Kotter's business-transformation model to implement business-changes, create shared goals, visions, and purposes, provide upscaled-communications, deliver seamlessly, and develop commitments towards organization's long-term aims (Kotter, 2012). The HR must provide briefings to employees about the-business-transformation-processes, and explain why changes are necessary within-the-organization. Furthermore, the-HR should create employee-workshops on the recent business-changes to engage them into-the-process spontaneously, and provide hands-on experiences regarding-changes. On-top-of-that, the-HR should provide mental supports, mentoring-opportunities, coaching-and-trainings, learning-windows, and necessary tools, accessories, and equipment for adopting the-business-transition (Hayes, 2022).

Digitalization-Trends HR-Strategic-Practice:

To go with the-flow-of digitalization-trends within-the-company the HR-department should operate digital-learning-programs, provide digital-mentorships, create digital-training-platforms, establish peer-digital-networking-and-learning-opportunities, and create internal-digital-dashboard to view company-employees digital-performance-metrics. The-ongoing learning environments promote digital-knowledge-sharing-cultures, and lead to enhance critical-thinkings, and combined-problem-solving-attitudes within-the-organizations (Senge, 1990). The HR-department must administer rigorous digitalization-employee-trainings on digital-trend, create continuous-learning-and-development-platforms for-digitalisations, and ensure inequality regarding-digital-learnings among-all-employees within-the-company. Moreover, the-HR-department should produce digital-learning-courses-and-modules for the-employees, and provide online-access to all-employees. Additionally, HR-department must provide required

certifications-and-recognitions for the-successful-completion of digitalization-trainings. The continuous-learning-cultures may enhance employee-strength, boost confidence, support collaboration, reduce tech-stresses, and promote inclusiveness within-the-organization (Brynjolfsson et al., 2014).

Flexible-Working-Style HR-Strategic-Practice:

To foster flexible-working in-the-company the-HR-department should produce clear guidelines-and-policies for remote-working-patterns, create communication-guideline, identify roles-and-responsibilities clearly, produce employee-performance-metrics, and ensure availability-of-all-company-employees at a targeted-time on-a-daily-basis to brief the-daily-company-tasks on-a-regular-manner. Here, the-HR-department should prioritize the-performance-output, and the-quality-of-the-assigned-task rather than monitoring the-whole-work-time (Bloom et al., 2015). Moreover, the-HR-department must fabricate a-scheduled-routine for-all-employees to join conferences on-a-regular-basis virtually which may foster collaboration, cooperation, communication, and coordination among-company-workers (Armenakis et al., 2009). Additionally, the-HR-department should assign some-core-times during-the-day to all company-employees, and all-of-them must be available on those-assigned-core-times every-day. Furthermore, the-HR-department must assign responsibilities to project-task clearly, and eradicate any-ambiguity regarding-the-project-task. On-top-of-that, the-HR-department must ensure smooth-communications among-all-stakeholders regarding any-project-task. Last but not the least, the-HR-department should create collaborative-platforms for-all-the-company-employees through virtual workshops, project-meetings, conferences, team-buildings, and internal-briefings. Finally, all-these-steps may reduce misconceptions, miscommunication, perceived-unfairness, misunderstandings among-the-company-workers, and maintain flexible-working-style within-the-organization.

Assuring The Exertions of Contemporary HR-Principles, Policies, And Practices Through Department-Managers:

First of all, the company's department managers speculate a momentous portrayal to implement HR strategies, policies, procedures, processes, and practices within the organization (Anwaar et al., 2016). Moreover, safeguarding exertions of HR principles require leadership and management qualities, profound accountabilities, supporting frameworks, formal trainings, and defined strategies (Gratton et al., 2003), (Peck, 1994). Furtherly, managers must demonstrate new processes-and-practices to all the-company-employees (Yukl, 2012). In addition, they must create open-discussion platforms to foster psychological-wellbeing, and obtain employee-feedback (Edmondson, 2018). Additionally, the-managers should administer continuous reviews on employee-performances to check the-expected-expectations, and address any changes or concerns. Then, the-managers must use digital-dashboards to monitor workloads to foster transparencies, inequalities, and accountabilities. Furthermore, department-managers must create a shared-project-task tracking-system to observe the progress of assigned-tasks, and address any changes if necessary.

The department managers of The-Global-Education-Ltd. must integrate 4Cs methods framework into their policy implementation practices to support internal employee coordination, communication, cooperation, collaboration, and increase teams coherences (Ellis et al., 1991), (Das, 2011). Thus, HR principles may progress from corporate practices to company cultures.

To begin with, the department managers of The-Global-Education-Group-Ltd. should acquire changing and transforming leadership qualities, become open to embrace the transformations, possess empathy towards tensed employees, promote changing working conditions and behaviours according to new business changes (Bass et al., 2006). Secondly, department managers must provide clear and regular communications regarding recent business transformations to reinforce trusts among company employees, and promote psychological well beings for the organizational employees (Edmondson, 2019). These HR-procedures include to listen actively to issues and concerns of the company employees, and address to all grievances those are created by latest business transformations within The-Global-Education-Ltd. These steps would prevent further employee grievances escalations on a significant manner within the student consultancy organisation based in the Birmingham, UK.

Thirdly, the students consultancy company department managers should administer formal trainings, conferences, workshops, and hands on practical sessions on project tasks for the organisational employees on a continuous basis to foster smooth business transitions periods within the company. These trainings sessions are not only vital for the company employees, but also essential for department managers to know in depth about the organizational business transformations (Ulrich, 2012). On top of that, the department managers must practice business transforming skills including usage of digital platforms, remote working and supervision, reducing tech stressors, managing employee conflicts, eradicate tensions regarding recent business changes among the company employees, and provide equal and unbiased formal trainings to all employees to achieve the required changes and transformations for the organization (Storey et al., 2019), (Ulrich, 2020). After all, if the company department managers may apply all the above mentioned procedures with confidences and competencies, the HR-practice initiatives may establish the business transformations processes smoothly.

Fourthly, company employee performances should be integrated with accountabilities, and judged based on performance metrics while maintaining company employees mental well-being, and smooth communication regarding project tasks (Armstrong et al., 2023). In a consequence, the department managers of Global-Education-Group-Ltd. should provide supportive attitudes, and necessary accessories to its employees for implementing business changes of the organization. In addition, recognitions, and certifications must be provided to employees based on their work performances, and essential coaching and trainings sessions should be provided to those employees who are underperforming in the company.

Fifth, the department managers should collaborate with business change HR policy makers, and HR department spontaneously to ensure adaptation of new business transformations within the organization. Moreover, they should express their needs to

the HR department directly (Harrison et al., 2017). Finally, the HR-department of The-Global-Education-Group-Ltd. must provide continuous workshops, trainings, supports, consultations, and all resources to department managers for implementing these contemporary HR-procedures, processes, and practices on a urgent basis.

Last-but-not-the-least, prosperous exertions of these-HR-practices depends on resource-capacity, leadership-qualities, training-capabilities, performance-metrics, accountability and responsibility, collaborative-approaches, establishing sustainable-business-transformation-frameworks, tools, and mechanisms, and supporting-working-environments with inclusiveness within-the-organisation.

Recommendations:

Here, a-few-recommendations are provided to the-HR-department, and department-managers of The-Global-Education-Group-Ltd. to address any business-changes, and business -transformations for the-future-working-patterns of the-company.

1. Developing a-training-program to enhance employee-skills on-digitalisations.
2. Creating workshops for organizational-changes, and business-transformations.
3. Arranging brief-meetings to address departmental-changes.
4. Establishing mental-wellbeing-support centre to reduce job-stresses.
5. Producing a-module to define workloads, and provide guidelines for individuals, and group-project-tasks.
6. Implementing an-unbiased-reward-framework based-on employee-performances, and metrics.
7. Establishing a-hybrid-working-policy for performing remote-works, and remote-supervisions.
8. Providing coaching-and-trainings on leadership, and management to department-managers.
9. Establishing a-learning-centre to learn about continuous business-transformations, and business-changes within-the-organisation.
10. Organising workshops on business-transformation processes, policies, and strategies.
11. Creating an-internal digital-dashboard for monitoring project-works progresses.
12. Using the-digital-dashboard for digitalization-trainings, and project performance-monitoring.
13. Creating an-analytical-tool to assess the-employees-workloads.
14. Establishing a-digital-hub for resource-sharing through online-platforms.
15. Creating a common learning centre where all departmental managers, and employees can learn about changes, share their concerns, and exchange their ideas.

These above-mentioned-recommendations will enhance operational-efficiencies, eradicate grievances, build employee confidences, competencies, and trusts, boost engagements, encourage working flexibilities, increase employee performances, and experiences, and foster long-lasting sustainability of The-Global-Education-Group-Ltd.

Conclusion:

In conclusion, The-Global-Education-Group-Ltd. is facing high-employee-grievances due to recent-business-transformations, digital-trends, and hybrid-work-patterns. Although these latest-business-changes are beneficial-for-the-company, these transformation can cause ambiguity, stress, miscommunication, perceived-unfairness, excessive-workloads, lack of job-performance-confidences, and biased-judgements among-organizational-employees if not handled-tactfully.

To overcome these-challenging-issues regarding recent-business-transformations within-the-organization, the-HR-department must execute strategic-management-policies for addressing these-business-changes including digital-skills-development-processes, adoption of hybrid-working-styles, creation of trainings, modules, and workshops on strategic-changes-and-transformations, employee-trainings-initiatives, departmental-mangers-trainings, establishments of digital-learnings-platforms, and digital-learning-resource-centre, and establishment of internal-digital-dashboards for performance-monitoring. Moreover, the-department-managers perform a vital-role for implementation of the contemporary HR-policies by administering leadership-qualities, proactive-involvement-approaches for trainings-and-developments, supportive-environments, performance-metrics-based reward-systems, clear-communications-and-guidelines for project-works, impartialities-and-fairness, and inclusivity within-the-organization. Last-but-not-the-least, the exertions of these-HR-practices can increase employee-performances-and-experiences, organizational-efficiencies, engagement-mechanisms, and can diminish employees-grievances, and employees-complaints significantly within-the-organization.

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