



University of Wales
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LONDON

THE ROLE OF HUMAN RESOURCES IN PROMOTING INCLUSION AND DIVERSITY THROUGH FLEXIBLE WORKING

Managing People (LCBB5004)
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AMAZON: THE EVERYTHING STORE

- Sector: Retail Trade
- Industry: Online shopping retail services
- International e-commerce company
- Cloud computing, artificial intelligence and live streaming
- Part of the Big 4 technology companies

amazon.co.uk



MISSION, VISION AND VALUES

➔ Mission

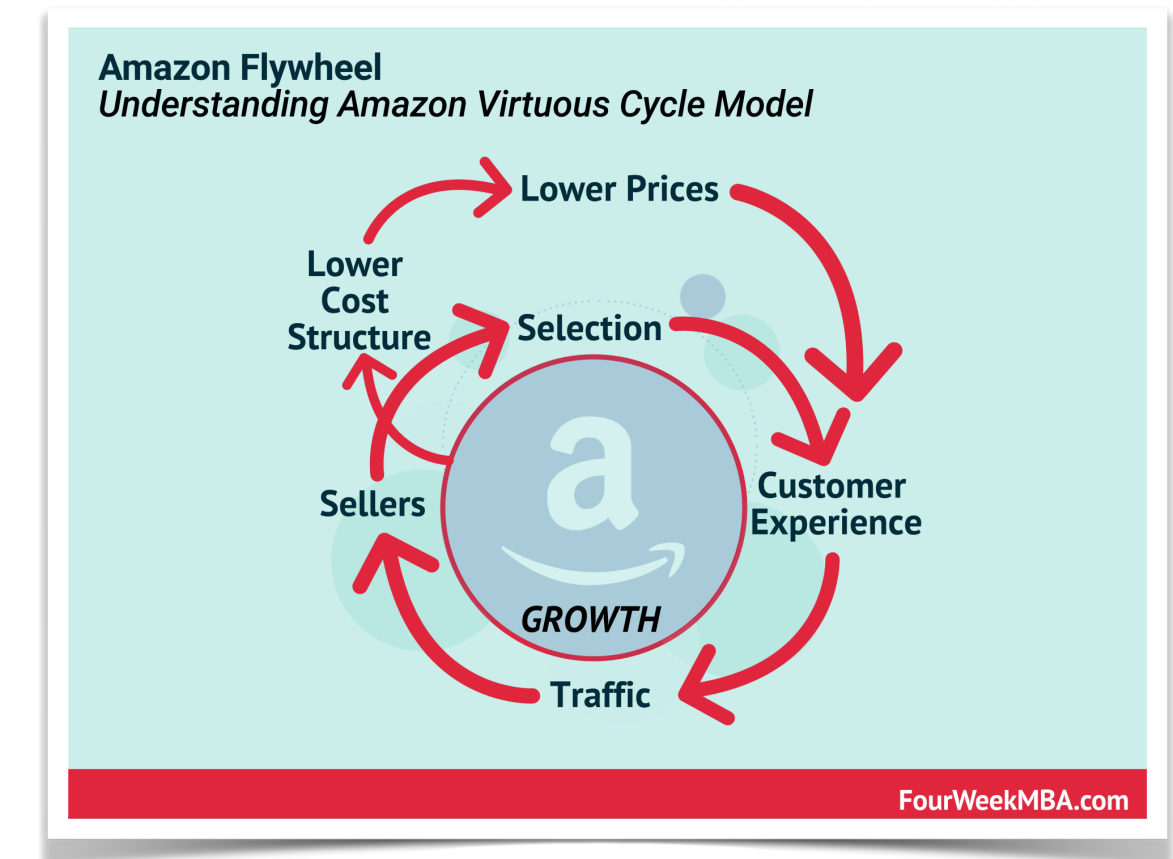
- ✓ Affordability
- ✓ Focus on customer, instead on competitors
- ✓ Think big
- ✓ Customer feedback

➔ Vision

- ✓ Global presence
- ✓ People can find everything
- ✓ Customer-centric firm

➔ Values

- ✓ Obsession of customer
- ✓ Think big
- ✓ Nurture and hire the best
- ✓ Go for the highest standards
- ✓ Be curious





COVID PANDEMIC AND THE NEW FUTURE

- ➔ Critical thinking in the business decisions
 - Stay home, be safe
 - Need of new technology
 - Meeting can be virtual
 - Work can be done remotely
- ➔ Reshape the structure of work
 - Make possible the more flexibility



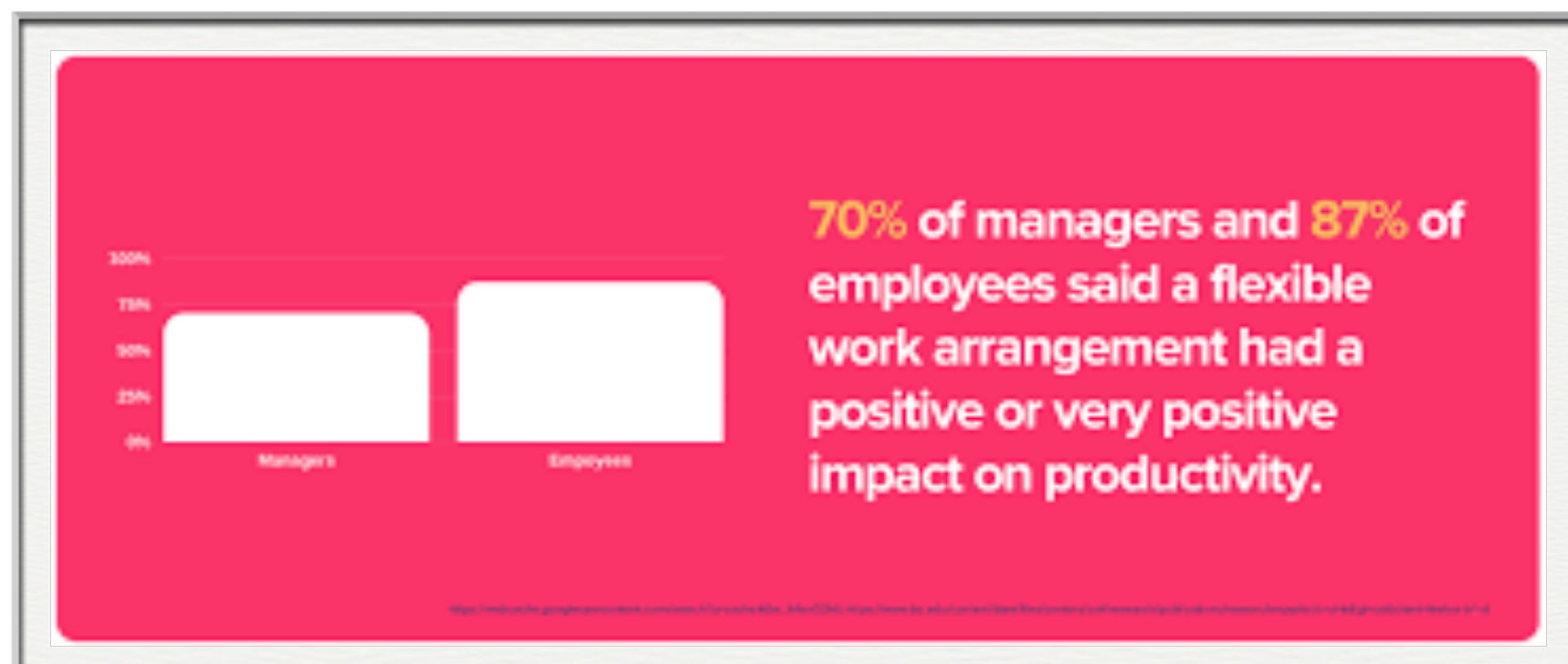
FLEXIBLE WORKING AND UK EMPLOYMENT LOW

- **Definition** “Flexible working is a way of working that suits an employee’s needs, for example having flexible start and finish times, or working from home.”
- **Types-** reduced working hours, working from home, job sharing, mobile working, flexitime, compressed hours, zero contract, staggered hours
- **Applying-** there are no limitation and all employee are able to request flexible working but “Employees must have worked for the same employer for at least 26 weeks to be eligible.” (Government Digital Service, 2022)



BENEFITS OF FLEXIBLE WORKING HOURS

- Costs are reduced
- Productivity and creativity are increased
- Physical and mental well-being
- Attract talent
- Increase loyalty



FLEXIBLE WORKING IN AMAZON

- Technology solutions

Chime- an online workplace for business chats, calls and meeting

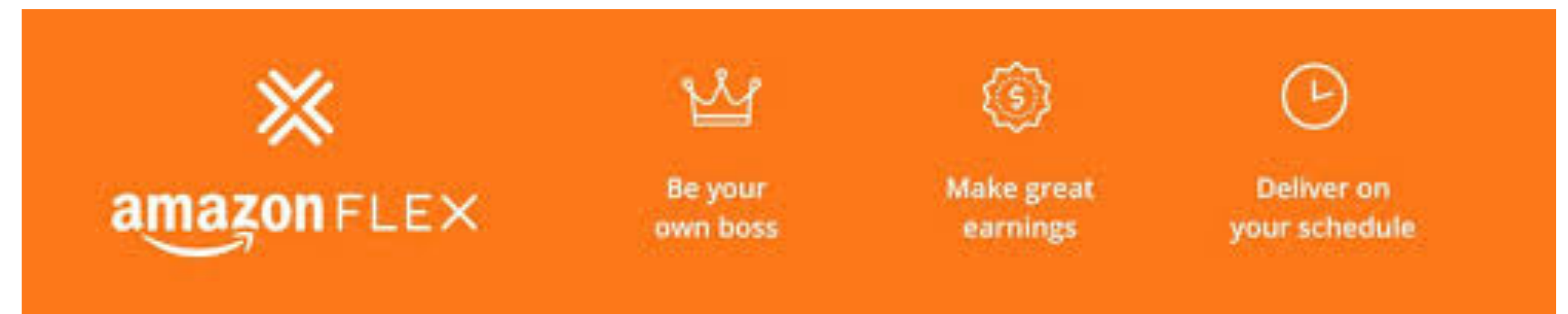
- Positive attitude and flexible tolerance

“Flexible working practices open up a pool of diverse talent that otherwise might avoid corporate life.” (Eloise Smith, Group Creative Director)

- Support and help

“The trust from Amazon, as well as the tech solutions, make working from home so easy. “ (Frances Russell, VP Softlines)

- Anytime shifts





DIVERSITY AND INCLUSION

- Organisational responsibility that evokes a sense of belonging and justice
- Team imagination and cohesion
- Employee confidence and business initiatives
- HR monitoring- recruitment and development
- Diversity and mentoring



DIVERSITY AND INCLUSION IN AMAZON

- Mentoring relation- programs for new employees
- Improve leaders- Black Employee Network Executive Leadership Development Program
- Conferences- AmazeCon, AmazeWIT, Conversations on Race and Ethnicity

(About Amazon,2022)



CONCLUSION

- The importance of HR department
- Advantages of flexible working
- Why is Amazon one of the best companies for employees?

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