

Assignment Title: Human Resource Management LCMB7000- Assessment1

Student's Name: Diana Ghereg

Student's ID: 2115673

University Name: University of Wales Trinity Saint David

Table of Contents

Introduction	3
PEST	3
Overall influence and impact on IMB	5
Responses for Covid pandemic and Brexit in IBM	7
Conclusion	9
References	10

Introduction

The purpose of this study is to highlight the issues and challenges faced by IBM as a result of Covid 19 and Brexit. International Business Machines Corporation or IBM is a multinational technology corporation that manufactures and sells computer software, hardware and middleware, and also provides services which are consulted and hosted in those areas which are ranging from mainframe to nanotechnology computers (Computerhistory, 2022). There are many factors that affect the company and they are discussed in this study for the better understanding of the present condition of the company in the competitive market. These factors show both threat and opportunities for IBM (IBM. 2021). This study sheds light on these external factors and present issues that IBM is facing in its recruitment because of the Covid 19 and Brexit.

PEST

- **Political Factors**

An important role is played by the political factors in the business environment. Government policies can affect the business environment of a company. The management of a company needs to pay attention to government policies before taking any decision regarding the company policies. Before starting a business or opening new branches of the company they must be ready to tackle the possible political issues in future. Some of the significant political factors regarding the IBM are: Governments are moving towards digitisation, Political support provided for e-technologies and governmental efforts on the improvement of protecting data. Government initiatives for digitisation create opportunities for IBM to provide information technology products that meet these requirements in government agencies. Technology can improve its innovation processes to leverage opportunities based on political support. Due to its political issues, the company splits into two sections (forbes, 2021).

- **Economic factors**

The company needs to be alert of the global economy. The economic factors can provide with both threat and opportunities to a company. The economic factors that affect the remote environment of IBM are: the stability of economic growth in the major markets, then the rapid growth seen in the development of markets and the increasing demand for the online products. In

the major markets, stable economic growth provides an opportunity for the companies to continue their operations in the market with less problems related to undesirable economic trends. The rapid growth of developing markets is consistent with the growth opportunities for IT companies, particularly with the penetration strategies of the market. The company can grow its business through products that specifically target online demand and online marketing. The annual revenue of IBM in 2020 reached more than 70 billion US dollars. The annual revenue of the company faces a decline in the last eight years from 2011 but still IBM is one of the most valuable technologies (Statista, 2022).

- **Social factors**

The sociocultural situation may present a challenge to IBM's operations and determine the overall state of the remote or macro-environment. This component reflects social trends and changes that affect the way of interaction that customers and employees do with the IT business and its products. The social factors IBM addresses are: worldwide increase in purchasing capacities, increasing use of customer service in product quality and business quality evaluation and raising rate of use of online products and services. External reasons for the increase in purchasing power are related to IBM's market access. Ample opportunities offered by remote or macro-environments to evaluate product quality and business quality based on the increasing use of customer service.

- **Technological factors**

In this digital era technology plays an important role and takes an important place in every field. With the help of technology a business can be developed much further. It is the best way for any organization to achieve its goal and success. Advanced CRM software and recruitment procedure can be helpful for the company to improve the recruitment process. The business tools and equipment determined by the technology and related changes available in the IT industry. Integration in technology in various markets and industries, cybercrime and the expansion of global Internet accessibility are some of the technological factors that affect IBM. It can be considered as a threat also as it can affect the company as cybercrime is a big threat in every field and it can affect the infrastructure of the company. Thus threats can be avoided by adopting effective strategies and strong cybersecurity for the company. In the market of covid-19

Technology plays a very important role for the companies as well as the educational institutions as all the marketing System depends on the technology.

Overall influence and impact on IMB

Epidemic and Brexit both play to IBM's strengths; it claims to turn the threat into an opportunity to account for the latest gains and losses filed for its loss-making operation of the UK. There will still be core business risks regarding the Covid-19 epidemic and its impact on the economic environment. The Brexit transition period's ending and the working relationship that is new with the European Union provides an effect which is short-term. Outbreaks appear to be exacerbated during this time, with new treatments threatening the effectiveness of medical treatments and vaccines. Both the new Brexit agreement and the epidemic present an opportunity for IBM, for example, to enable and accelerate data-enabled healthcare initiatives, ecommerce revival, supply chain, digital collaboration, and scalable digital business models and data compliance. According to IBM, the UK needs to "invest heavily in digital infrastructure" and move forward with "increasing productivity" to repair long-term economic losses due to the Covid-19 crisis and the effects of Brexit. IBM is an American MNC corporation that develops and sells computer hardwares and softwares and the company is also a major research organization. IBM provides the services to different clients and provides business solutions for the same. Due to the pandemic situation over the 2 years passed through some of the changes in the industry for example how the employees, executives' demands are changing and shifting towards a different line. They are also looking at the high performing companies in terms of profitability and what they are following in their system.

- **Marketing**

The results of the recent UK referendum and the subsequent introduction of Article 50 in the 2007 Lisbon Treaty recognizing Brexit triggered the UK's withdrawal from the European Union (Arribas-Ibar *et al.* 202). In addition to the political instability and division of the country, the complex and lengthy process of Brexit has both economic and monetary consequences. The impact of Brexit can be analysed on four major British financial markets that are foreign

exchange, equity, gold and sovereign debt. This study indicates a definite impact on market stability and therefore efficiency in the UK financial markets in the long and short term. The production value of everything in the UK economy decline 9 per cent every year in 2020, multiple lockdowns disrupt economic activity to prevent the spread of the virus (Kooli *et al.* 2021). According to The National Institutes of Economic and Social Research the UK government managing the epidemic and Brexit indicated that the local economy in the next half-decade might see a rate of 727 billion in lost output.

- **Management**

In IBM's transaction database, IBM Information Management System is a trusted name. It provides the necessary performance, availability and scalability for the integrates and the enterprise into on-premises and the environment of hybrid cloud. International Manahement System is an open and integrated system that promotes innovation, it uses trusted IMS transactions, applications and data at the time of processing billions of daily secure transactions (Lim *et al.* 2021). The information management system of IBM features Data Pervasive encryption, enhancing data privacy in the diagnostics, Identifying IMS-specific performance work pressure inconsistencies, auditability and reporting of mobiles, passphrase support of RACF, support of JVM 64-bit and tracking of JVM, improvement of message processing of OTMA, tuning and performance enhancing, enhancements of the connection of information management system, and option of Value Unit Pricing.

- **Operational Department:**

Each and every company is looking for new and innovative ways to do the work in an automated way for greater productivity and profitability with a huge scale of the value of data. After the Covid-19 phase IBM came up with some great workflows and digital experiences on business solutions to transform their operations (TOKGÖZ, 2020). These operations are mainly driven by AI and the framework is built on an open and hybrid cloud platform. The coronavirus crisis will definitely have a long term impact on these solutions but IBM decided to remain steady and parallel to this crisis and climate change. The IBM developers and business associates are ready to build some open source solutions that can overcome the lasting impact on the business value. Though the pandemic situation forced the IBM employees to face the toughest days in operations

as well as communities, some guidance makes their work life easier in terms of actions that the team leads can take up into their business.

- **Recruitment Department:**

Besides all other departments IBM also offers some recruitment process, sourcing and employment according to their unique business requirements and needs. They always try to find the higher quality candidates that are having some good interpersonal skills along with the skills in the business-oriented work and some development skills. IBM designs the digital experience and uses their data to segment their hiring. Their recruitment department hires the skilled employees identifying the potential of the candidates. The coronavirus crisis had a lasting impact on this side also as the recruiter faced challenges in hiring the candidates and the pandemic situation didn't allow them to recruit the candidates in their official recruitment process and it was tough to identify the talent among the candidates (IBM, 2022). The management level and the recruitment department of the company usually gathers the information from the employees of the company and portrays the history of the records before these 2 years and as well as in this pandemic period. Though there is a difference between these 2 phases but again the business team is taking the control after this crisis period.

Responses for Covid pandemic and Brexit in IBM

The climate of the last few years has been challenging for all people and the business sectors. The business sector's are rapidly adapting, the streamline and power of data in their digital process. This is also a huge problem for the IBM Company in the UK. Brexit has changed the transfer of personal data between the UK and the EU, the way goods are traded, the movement of people and the provision of services. Recently the UK government plans on the guidance of Brexit. In these new arrangements the technical notices are related to remain relevant to assist in business planning.

IBM Watson assistant

The arrival of the pandemic forced the people to reconsider the capabilities that adapt and the fingertips of them to circumstances like video conferencing. This pandemic situation survives all

over the world. Every business organisation and the other organisations have faced many problems. The company has implemented mask detection, facilities management to ensure health and productivity of the employees (IBM, 2022). IBM has a long history of innovation and it remains the most important market in the United Kingdom. But for this pandemic and for brexit it has a great impact on its business. In this situation the world is facing a rare global public health crisis. This pandemic situation has led to suggest that the persistent changes and their longer term consequences for IBM company and the other industries or individual habits. The organisations are continuously adapting the ever-changing conditions. The study reports say that the organisations that have respondents approximately 95% of the requirements talent acquisition would be highly volatile over the next few months.

Technology and analytics

In the UK IBM imports goods from the vice versa and the EU such as the free movements that have impacted by the goods that also impacted. In technology the new advances have been developed by IBM that positively impact on everyday lives and the country's essential services of UK citizens. Providing in hand experience in technological advances and providing facilities with virtual education all over the world is one of the most effective strategies of IBM (USCCF, 2022) By weaving together the benefits of innovative technologies, human touch points, employee experience and the organisations can improve the candidates. However this process always is not straightforward, it is reimagining to imperative how the work gets done. Constant access to analytics and the current data that have the ability to analyze requires the resources and the automated workflows. The enterprise leaders redesigned processes but the maximum number of respondents says that the lack of use of AI to free recruiters and digital workforce tools from administrative and transactional tasks. In the last few years the companies have invested in salesforce technologies that have no doubt to find a pace of slight change that is less challenging than relying on a patchwork quilt of applications.

Management of post-Brexit custom compliance

The company ensured resilient and sustainable process for coping with the changes due to Brexit (IBM, 2022). Success of the organisation is such a turbulent market that retaining and attracting the talents remains pivotal and the well being of the employees. In their manufacturing facilities

social distancing, modified shift systems and enhanced hygiene procedures are introduced to include remote working practices in their workplace. It is imperative to understand that the experience of the candidates is lacking as more steps, especially in areas like virtual event management, in the process become virtual and interview logistics on boarding and management. The rapid growth of developing IT companies markets is consistent with the growth of the opportunities for, particularly with the penetration strategies of the market (Machiavelli, 2020). They committed to improving and maintaining their process and global policies for their company. After the pandemic, this sector has raised several problems for the experience of the candidates. Ultimately that has a great impact on the profits of these industries and the recruitment. IBM began to analyze the taking proactive measures and business operations to prepare for the various Brexit scenarios. During the candidate of talent acquisition, procurement and sourcing of organisations that are using the contingent labor that is more often to make greater use of third party services and to support the recruitment surges. IBM focused on the approaches to Brexit on minimising disruption to the delivery services of their partners, clients and the overall operation of their business.

Conclusion

The International Business Machines Corporation is leading the american computer manufacturer with a major share of the market both in the abroad and the united states. The working relationship and the ending period's of the Brexit transition that is new in short-term with the European Union provides an effect. Currently the IBM company operates through five business segments such as global business services, global financing, cognitive and cloud software and global technology systems and services. In the management process the right vendor can improve the effectiveness and the response times of the services for the end to end applications. The business tools and the equipment determined by the related changes of the technology that are available in the IT industry.

References

- Arribas-Ibar, M., Nylund, P.A. and Brem, A., 2021. The risk of dissolution of sustainable innovation ecosystems in times of crisis: The electric vehicle during the COVID-19 pandemic. *Sustainability*, 13(3), p.1319.
- Computerhistory. (2022). *INTERNATIONAL BUSINESS MACHINES CORPORATION (IBM)*. Available at. <https://www.computerhistory.org/brochures/g-i/international-business-machines-corporation-ibm/> Assessed 30 December 2021)
- Forbes. (2021). IBM Splits Into Two Companies. Available at. <https://www.forbes.com/sites/peterbendorsamuel/2020/10/09/ibm-splits-into-two-companies/?sh=27e3cef656e6> (Assessed 30 December 2021)
- IBM. (2021). home page. Available at. <https://www.ibm.com/us-en/> (Assessed 30 December 2021)
- IBM. (2022). *Building for the future; Managing post-Brexit customs compliance challenges*. Available at https://www.ibm.com/events/event/pages/ibm/657ksjes/1581037797007001PJAd.html?utm_medium=OSocial&utm_source=Internal+Influencer&utm_content=000039KR&utm_term=10013687&utm_id=Conv7-39KR-Brexit-GSH-3 (Accessed 30 December 2021)
- IBM. (2022). COVID-19 and the future of business. Available at <https://www.ibm.com/thought-leadership/institute-business-value/report/covid-19-future-business> (Accessed 30 December 2021)
- IBM. (2022). IBM's response to COVID-19. Available at <https://www.ibm.com/impact/covid-19/?lnk=ushpv1811> (Accessed 30 December 2021)
- Kooli, C. and Lock Son, M., 2021. Impact of COVID-19 on Mergers, Acquisitions & Corporate Restructurings. *Businesses*, 1(2), pp.102-114.
- Lim, W.M. and To, W.M., 2021. The economic impact of a global pandemic on the tourism economy: the case of COVID-19 and Macao's destination-and gambling-dependent economy. *Current Issues in Tourism*, pp.1-12.

Machiavelli, N., 2020. COVIDINNOVATION (COVID-INNOVATION). *LABOR MARKET AND SOCIETY*, p.73.

Statista. (2022). *IBM Global Revenue 1999-2020*. Available at. <https://www.statista.com/statistics/265003/ibms-revenue-since-1999/> (Accessed 30 December 2021)

TOKGÖZ, C., 2020. Covid-19 ile Mücadelede Konumsal Gözetimin Kurumsallaşması. *Kültür ve İletişim*, 23(46), pp.310-341.

USCCF. (2022). IBM - Coronavirus (COVID-19) Response. Available at <https://www.uschamberfoundation.org/aid-event/corporate-aid-tracker-covid-19-business-action/ibm-coronavirus-covid-19-response> (Accessed 30 December 2021)