

University of Wales Trinity Saint David

Human Resource Management Assessment

**Subject: The Impact of Globalization and Diversity in the companies
around the world**

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1. Introduction

The aim of this report is to provide, develop and introduce a research focus on the globalization and diversity inside the human resource management and demonstrate how the companies works and manage this points inside of the infrastructure and how those points effect in the labor market and in the employee's life.

The globalization nowadays influence in the company's culture, the way how the companies work, the kind of the products to sell, influences about the types of the customers, make difference in value and the prices of the products, influences about almost all the areas and business nowadays in the world which forces the business environment to adapt of the new connect and global, multicultural and diversified world.

According to Decenzo and Robbins:

“Human Resource Management is concerned with the people dimension in management. Since every organization is made up of people, acquiring their services, developing their skills, motivating them to higher levels of performance and ensuring that they continue to maintain their commitment to the organization is essential to achieve organizational objectives. This is true, regardless of the type of organization – government, business, education, health or social action”.

The world has people from different cultures working at the same place, different countries, languages, behaviors and this merge of people contribute to create new ideas, better solutions and a respectful place of work because every single person have an experience to share and transform the old ideas into a new one. A Multicultural environment contributes for creativity, empathy effort and a collaborative workplace.

2. The Impact of Globalization in the companies around the world

The globalization has contributed to create a world more connected and multicultural, nowadays almost of the enterprises are spread around the world, sharing solutions, knowledge and it has changed a lot the workplace in general.

The global economic activities exist in the history a hundred years, as a example maritime exploration during the 15th and 16th centuries. In the past it was more based in commercialize commodities. A long the years the global marked became more bigger and technological and it influence in the global and local economy and also in the way how the people works and how the companies manage the business around the world, creating a link between the continents, between people and then creating a new world more connected and breaking barriers.

According to March (2001) as cited in sparrow et al (2004):

“Analysis, from an economic perspective, concludes that globalization is a myth because there is no single world market with free trade, triad-based production (competing trade blocks of the US, Europe and Japan) and distribution has been the past, current and future reality, MNCs have tried-driven regional not global strategies, and that whilst there is a see-saw of balance between governments and firms, the impact of MNCs and non-governmental organizations (NGOs) will continue to be held in regulatory check”.

In that perception the author try to bring the idea that is not a real globalization because there's so many barriers in the middle of the path and the author also says should have more balance between the government and the companies about contract foreign workers to the companies because even when the company is a big multinational the majority of the workforce is local.

Looking in the positive way globalization change completely change the world, the way we consume, the technology witch connect the people, nowadays the world has more integration, there's a significant investment in high level skills, there's more similarly educated employee around the world, more investment in the undeveloped countries, this generates more jobs, require more skills from the employees to work in a big companies and consequently increase the education and improve the people who was underestimated access to high position level of work and big companies where they could not imagine before.

According to Engardio et al.,2003:

“The truth is, the rise of the global knowledge industry is so recent that most economists haven't begun to fathom the implications. For developing nations, the big beneficiaries will be those offering the speediest and cheapest telecom links, investor-friendly policies, and ample college grads. In the West, it's far less clear who will be the big winners and losers. But we'll soon find it out.”

The globalization transformed the social way of work, the companies nowadays has more concern about the society, about people, about the impact they cause on the planet, they have more conscience about the distribution of economic power, about human rights, it's turns the world more linked and consequently creating more equal opportunities to everyone.

According to Parker, 1998:

“Has a category that sees globalization as a transformative social force: sometimes also called the “globalization from below” perspective (falk,1993). Attention here is directed towards those organizations working for a vision of a just world and for a redistribution of economic power – such as the charities and direct action groups.”

The globalization is a process we cannot stop, it's the fast transformation of a word, it's the key to open so many doors in the past and future, for some people it's the cause of our unhappiness and tragedy as we have the example of the Brexit but it's the destiny for all of people, it's an irreversible process that effect everyone, between technology, immigration, connections to the people, it's a process inside the companies, inside the homes and inside our life.

Globalization, in the light of sociological factors, also alters the sense of territorial ownership that makes the individual perception about possesses and also the Technology is one of the disseminators and co-responsible for the outbreak of this reorganizing globalization of social spaces.

3. The Impact of Diversity in the companies around the world

A relevant reason to betting on pluralism is to form an intellectual capital with different life experience. Then there will be a wealth of world conceptions, habits, customs, values, positions, versions, experiences.

This knowledge based is critical to processing consumer demands and increasing satisfaction with the goods and services delivered.

The world has changed a lot in the past years but still needing to understand that the diversity generate more ideas, more creativity and in fact when it comes to product and service improvement, the moment of diversity's greatest contribution is the search for innovation and insights. A homogeneous group can easily get stuck with the same ideas, with no one thinking outside the box.

The talent development and retention is another point that benefits from diversity in the workplace. After all, many times, as companies lose good professionals due to the difficulty of adapting to the characteristics of a function or team, and the absence of pluralism is one of the main causes.

On the other hand, it is common for the most selected professionals to acquire knowledge-rich environments, leaving a financial issue in the background. In this case the richest intellectual capital can be decisive.

According to Al Andrevski et al., 2014; Richard, Murthi, & Ismail, 2007:

“Supporting the idea that organizational diversity enhances organizational performance in growth-oriented strategic environments, two studies showed that organizational diversity in terms of race was indeed positively related to organizational performance in munificent environments (supporting sustained growth) but negatively in resource-scarce environments”.

The group work usually to improve the relations in psychological, social and professional ways, and, also generate a moderate effect in people tend a depression and anxiety when they have a perception about injustices and start to trust the company. This is a perspective that makes to grow the innovation and creativity in the team.

There's many studies to demonstrate to us the importance of the diversity in the workplace, how much benefits those who are different from the common can bring to the company and how they can bring a new points of views, experience and ideas and it's all inside different ages, culture, religion, gender, every single person has a path and in that path so many lessons that we can learn and share, building a new form to work together with respect as a human being.

According to et al.,. Gilson; Lim; Luciano; and Choi, 2013:

“Mindsets that facilitate information-elaboration have also been found to be important. Kooij-de Bode, van Knippenberg, and van Ginkel (2008) report that ethnically diverse groups benefit from instructions emphasizing information integration in particular when dealing with distributed information”.

This understanding brings an egalitarian aspect to globalization as it presupposes and the elimination of cultural, ideological, commercial and economic barriers; not in a context of homogenization of differences, but of establishing bonds capable of making a single action be felt in all the different layers of this quilt that is humanity.

According to Gonzalez & DeNisi, 2009:

“In a related way, supportive (diversity) climate was found to negatively moderate the effects of gender dissimilarity (but not racial/ethnic dissimilarity) on intention to quit but have no effect on organizational commitment or identification”.

What many people do not understand is differences between team members that enable an important mix of worldviews, or contribute to the construction of innovative strategies and different forms of action. But to do this, it is important to overcome a large and already entrenched enemy: or prejudice. Discrimination is a word that should not be part of any environment, much less at work, where personal issues should be placed in the background in the organization. Therefore, forming working in groups with people who think and act

differently is essential for you to broaden our field of vision. The maxim that "two heads are better than one" is valid if they have different ideas. Do the opposite, as it is also said, one of them is unnecessary.

4. Reality of a globalization and diversity inside a Multinational company

The company has to present it's a company in Brazil is an example about how the globalization is important for the local and global economy and how it influences in diversity inside the company and in the intern politics.

The Enel Group is originally from Italy and it's present in 33 countries today as an example as the globalization, they have more than 68,000 employees from a different countries around the world with different cultures and religions.

The employees experience working in this company, I could collaborate and interact with people from Argentina, Colombia, Italy and it has a high important to ever integrate different people inside the company, respect them, the HRM in that company is focus in choose the right people to the right position, training the employees to improve their abilities, given language courses to broke the barriers between the countries, providing workshops and lectures.

The company believe the work force is the most important good in the company is the people, they are who build what the company are and in that way the company consolidate the connection between people and in that path the company produce more impact, change the way to see the employees and make the employees contribute more and make the company increase they value.

Brazil it's far from an equal country to diversity people, it's a diversity country but with not a very good opportunities to everyone. The medium salary for woman's in the formal market is 2.7 thousand while the mans has 3.2 thousand and that's about white people. The black mans has receive around 68% of the white man's salary and about the black woman's is about 55% of the white mans.

The transgender group has some difficult to get inside the labor market in Brazil, LGTBQ community represent only 9 % of the work force in Brazil. One of five companies don't recruit LGTBQ people in Brazil because they think the image of the person will be linked to the company's image. Brazil has a lot of social problems and the diversity still a point to be solved inside the labor market, the companies has a big challenge to increase the equality and diversity inside their workplace to confront the real situation in the country.

The old generation has a problem as well to be relocated in the Brazilian market, only 21% of the companies do some activity to attract the old generation to their workplace comparing to Europe the company's do 50% to keep and engage the old people to the job.

In that situation Enel Group is doing a professional and good job to the Brazilian market because they have a good internal politics about ethic and gender.

The Multinational companies help to introduce the Europe and US culture inside South America and Brazil to change this scenario. That's an importance of the globalization to bring a good points of view and the culture of a multicultural labor market to undeveloped countries.

Inside the multinationals companies which have business operations in different regions of the world, events that promote cultural exchange are very frequent. From consumer habits to a taste for literature, the important thing is to make employees understand that the fact that their co-worker is in another context is positive. In addition, it is encouraged that we know how to make the most of this complex environment in the creation and execution of global projects

Women's new professional positioning is a good example about this paradigm shift is possible and extremely positive. In recent years, we have seen a large growth in the number of women in positions of great responsibility and leadership, which was formerly intended only for men. These professionals brought thoughts that could define the success of some companies. In Brazil, we have great examples of this, especially in the retail and services market.

5. Conclusion

The world in general still a bit far away of the perfect and equal labor market with equal opportunities and development for everyone, still nowadays so many challenges to be solved, many issues to be fixed but it's necessary to do a hard work in a team, this team include employees, companies, governments to get closer a more equal, worthy and fair work environment, it's more than proved that I'll be the solution for many issues in the future, providing more success, creativity, happiness in the workplace and of course profit.

There is no other way to change the future don't looking to the mistakes in the past and to the mistakes we still committing till nowadays. It's necessary to change the conscientiousness and the perception of the business, the market need to realize the importance of diversity and globalization to make a world global in the most significance of this word.

Globalization cannot come only with export and import and about currency and taxes, it's so much more. Globalization and diversity come together with balance, equality, respect and first of all about people to the people, the logistic is simply we cannot integrate the market in each other counties without accept the diversity, we cannot hide the best professionals from the other side of the world if we still building walls and barriers. The conception of globalization in your genuine meaning is plurality.

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