

HRM Assessment 1

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Student name: Alina Dinca

Student ID: 2028809

Lecturer: Hossein Shokri

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Introduction

In my report I've tried to provide information about how human resource management was impacted by current and predictive changes in the external environment, especially the Covid19 pandemic and Brexit where they relate to the people resourcing strategies of the selected organization, ASDA.

Human resource management is the base of all management activities, but not the foundation of all business activities. The purpose of management is always the same: involving everyone from the business to make things work, let the business and people grow (Torrington, Derek, 2020). Human Resource strategy is the company's overall human resource management plan based on the company's business activities. Talent strategy points the way for all major areas of human resource management, including resourcing, performance evaluation, compensation, and development (Armstrong, Michael, 2020). The external environment refers to the political, economic, social, technological, environment, and legal characteristics of the market that are important for the growth of the organization.

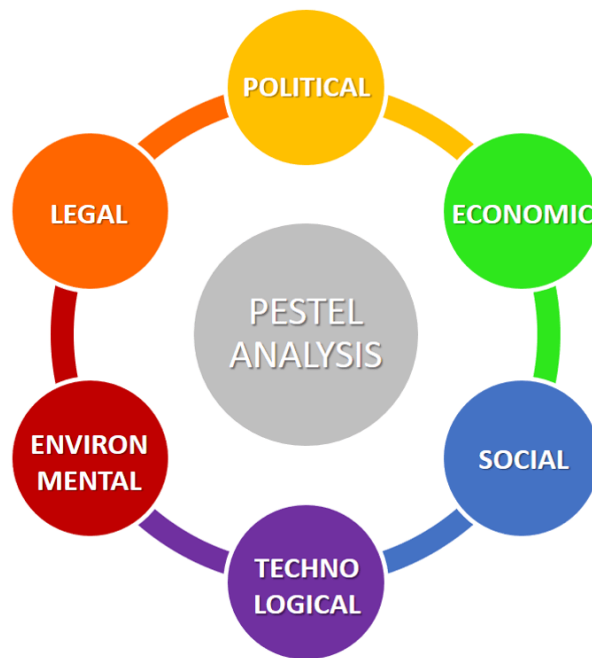
Company Background

Asda was formed by the merger of Asquith and Associated Dairies in 1965. The company moved its headquarters to the newly opened "Asda House" in Leeds in 1989. In 2005, Asda expanded into Northern Ireland by acquiring 12 former Morrisons Safeway stores. Walmart wants to enter the UK market, so CEO Bob Martin lobbied British Prime Minister Tony Blair on planning issues. Asda, which had 229 stores at the time, was acquired by Walmart for 6.7 billion pounds on July 26, 1999, defeating Kingfisher plc's competitors. In September 2010, according to a ruling by the Office of Fair Trade, Asda was required to sell 47 of the 194 existing Netto stores. In 2009, Walmart "sold" Asda to Corinth Services Limited, its investment subsidiary in Leeds, for 6.9 billion pounds. Since then, Asda has been under Wal-Mart's control.

PESTEL analysis applied on Asda

PESTEL analysis is an important strategic planning framework used to analyse the positives and negatives macro-environmental factors that affect a

business.



Political

Asda is a leading supermarket chain in the. The company monitors national and international laws and directions related to employment, legislation, consumer rights, taxation, etc. as well as war and uncertain situations also affects organizational decision making. Asda says it will continue to monitor the political environment.

Asda needs to think about a future-proof supply chain in response to Brexit, says Marshall. The recent UK-EU agreement is a source of hope for both parties and many institutions, he says. Asda enjoys a reasonably stable political environment in the United Kingdom (Marshall,2020).

Brexit means many political tensions, which will have a very negative impact on British supermarkets (Thomspon and McLarney, 2017). The political factors that companies must analyse are the degree of corruption, taxation, political stability, and intellectual property rights.. For some, BREXIT can cause chaos, but others say that it will undoubtedly bring huge opportunities for business organizations located in the country. The Company will comply with national and international laws as well as those of the European Union. These will affect legislation, consumer employer rights, and taxes. As a result, this will manipulate the decision-making process of the organization. Therefore, ASDA must consistently monitor the country's political environment and make changes in corporate policy to persevere in this highly competitive market. (Marshall, 2020).

Economic

Economic factors have direct impact on Asda's price strategy; therefore, the company must observe economic factors such as pay rates, interest rate, competitor's force, energy cost and labour market. Because shopping activity decreased during the lockdown in 2020 and 2021 many people to lose their jobs.

ASDA has supported home protection for more than 15,000 employees and continued to give them full payment without any support from government. When many people were in trouble, ASDA provided 23,000 temporary jobs..

Social

Asda is a leading supermarket chain in the UK and offers products corresponding to most cultural groups. Asda has an ageing population, an aging population, celebrity follow-up and a healthful living are important to Asda. Understanding social factors can help you introduce new innovating products and services on the market and develop subdivision strategies (Asda, 2021).

Technological

Technology is the next problem to be discussed in Asda's PESTEL analysis. As the use of technology increases, click-and-collect delivery services and high-speed broadband and mobile apps are very important to Asda. All supermarkets are constantly trying the best way to use the technology in their behalf.

Environmental

Reducing environmental risks, pollution, CO2 emissions, toxic waste and healthy foods are important to Asda. People today are so familiar with the environmental impact of their organizations that they are under considerable pressure that all businesses must work in an ecological friendly way. For that resone, Asda needs to demonstrate that it is an eco-friendly organization.

Legal

The Supreme Court has ruled that the majority of Asda retail employees, who are women, can compare their work to warehouse distribution centre work. Cases of equal pay have always been seen as a public sector issue, but private sector companies cannot claim they are immune, especially since social media is now used to recruit mass claimants and raise crowdfunding that can be used to fund them. The Asda workers' victory could leave the supermarket chain facing a £500m claim (The Guardian, 2021)

Human Resource Management Strategies

Human resources management (HRM) is about how organization manage and progress their people resourcing strategy. The HRM is fed by the HR system, which operates within the framework provided by the HR architecture (Armstrong, Michael ,2020)

ASDA can analyse human resource management by assessing various HR aspects, including recruitment, selection, education, compensation, performance management, and other HR management activities. The effective HR management can allow ASDA to reduce competitive pressure based on motivation, commitment, and skills of its workforce. The company can also achieve its goal of cost minimization by analysing recruitment and training costs in terms of relative returns. As ASDA relies heavily on the talents of its employees, the importance of these value chain support activities increases.

Therefore, the HR strategy of ASDA is based on the three key pillars of culture, talent, and working methods. The has launched a new campaign to encourage people to engage with the organisation's culture and engagement pillars the aim is to improve the relationship between commitment and achievement. Organizations play a specialized role in their function. That is, a Participation Analysis Manager who is responsible for managing and reporting participation data, leading the organization's efforts to better understand this relationship.

Strategic management is the continuous planning, monitoring, analysis, and evaluation of all the needs of an organization to achieve its goals and objectives. The ever-changing business environment will require organizations to continuously evaluate their strategies for success (Armstrong, Michael ,2020).

Asda wants to create a truly inclusive culture with the confidence that every employee is Asda. It is also essential to their ability to serve clients that will help all their employees thrive and achieve long-term business success. Asda calls this

"Proud to be Asda - Proud to be you." They created an inclusive network that covers the five basic error chains of happiness, self-esteem, disability, race, and gender. Asda also introduced the Inclusion Working Group and brought the dialogue about inclusiveness to various functional departments and leadership-level inclusion forums in his company.

"WE ENCOURAGE EVERYONE TO BE 'PROUD TO BE ASDA' WHICH CELEBRATES AN INCLUSIVE WORKPLACE THAT ENABLES EVERYONE TO REACH THEIR FULL POTENTIAL."(ASDA, 2021)

Their human resource strategy is focused on 3 key areas:

1. Diversity and Inclusion

- Building knowledge and confidence:

Asda wants to build the knowledge and self-confidence of its colleagues to discuss diversity and inclusion, and launches a leader-supported monthly inclusion forum, regular updates and dialogue with external subject experts and new digital education. It's a schedule.

- Improving their approach to diversity and inclusion

Asda plans to improve the quality of diversity information it collects from employees, especially in relation to gender and ethnicity.

- Towards better governance

Work with experts to better supervise and manage Asda's approach to diversity and inclusion, overcome obstacles to creating a more inclusive culture, and reach out to more people It's about innovating the inclusion network so that you can reach out.

- Maintaining momentum

Asda will update its company-wide inclusion advice on a monthly basis, publish a report every six months, and host events that will allow its teams to encourage local discussions on various key topics and inclusive. Asda also shares its ambitions with external stakeholders.

2. Health and Wellbeing

Asda inspires and empowers its employees to be the best they can be, starting with supporting their overall well-being. Asda is passionate about happiness and creates a culture where all employees feel empowered to seek help and access helpful resources.

3. Learning and Development

Asda invests in various learning and development opportunities to help employees shape their careers. To help colleagues personalize their study plan, they launched the "You Can Be" program in the spring of 2019. They introduced fascinating learning technologies, such as games and virtual reality, through their national network of Asda Academy Centers. To date, more than 10,000 students have received support through its college. More than 20,000 hours of leadership team training. 3,000 shop employees participated in the "Greet HelpThank" simulation game to consistently promote good customer service.

Recruitment and selection

An organization's success depends on having the right number of employees and the right skills and abilities(Rynes & Cable, 2003). ASDA has always tried to make it as simple as possible, but they are a great company and they want their applications to be visible to the right people. Step 1: First the ASDA score submitted the application. ASDA's website contains specific job advertisements. Step 2: The online application process generally involves multiple oral, numerical, personality tests, and application forms. Step 3: ASDA employers can request applicants to attend an interview. ASDA is always looking for candidates with solid experience, new ideas, and fresh perspectives. The application can be completed online or visit the ASDA store to obtain the application form. ASDA is determining current and future job needs for planning and coordination and job analysis activities.

Brexit's impact on the UK jobs market was masked or magnified by the pandemic. Either way, the net loss of workers has plunged parts of the economy into a staffing crisis. The combination of Brexit and the pandemic has changed what many workers - and employers - want from each other. The most agile will look at their own needs but also study what workers want, and then reimagine their operation accordingly. This doesn't just mean offering flexible hours to permanent employees, but also switching to fully flexible, temporary workers to help them manage peaks and troughs of workload. The UK's new immigration regime, which came into force at the start of 2021, prioritises 'those with the highest skills'. Rather than hiring one permanent member of staff, they may work with four different people who take on different shifts. The end of the Freedom of Movement for EU citizens has also made it harder for employers to import lower-skilled workers from Europe.

Businesses must do more than just raise wages to attract the staff they need. Many forward-thinking employers have found flexibility to be key, both when attracting staff last year and now as they try to retain them. Increasing numbers of workers registering with Indeed Flex as a post-lockdown lifestyle choice. They can save the day at short notice if regular staff call in sick. And many find that temping gives them a work-life balance that a permanent job cannot.

Recommendation

As ASDA wants to be competitive in the market and overcome all the problem, must include on her human resource strategy the following:

- Asda performance management needs to be improved in human resources so that current employees can be maintained during this difficult fundamental period.
- The monitoring on each store needs to be enhanced on a rota basis.
- They need to develop a good strategy to reorganize employees and implement training programs.
- To build a good communication with their subordinate's, senior managers need to have easy access to the company policy .
- They need to continually consider and coordinate the development of human resources. They should show an implementation of the HRP model. They improve the HR department to reach their goal.

Conclusion

Current changing trends such as the Covid19 pandemic and Brexit are forcing companies to develop their human resource management strategy. The overall goal of human resource management is to ensure that the organization can be successful among people. Key features related to changes in the external environment include responding to the need for a strategic approach to human resource management that allows the activities of the organization to be adjusted to achieve strategic objectives. The impact of the pandemic on the work-place was remote working from home , which was very well implemented by majority of the organizations which can afford remote working, improvement on the safety policy and transforming the workplace in a safer environment without risk to health.

Without doubt, because of Covid19 pandemic and Brexit will be many more changes expected. Some changes will be positive as companies will take steps to a

safer workplace, healthier, and be more supportive with employees. Other changes can be challenging, and companies will have to make her leaders and human resource management work closely with employees to navigate through the new regulations and standards.

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