

HRM – Assignment 2

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Introduction

The management of human capital needs proper planning which is developed under the human resource management strategies of the organization. The HR or human resource strategies are the applied for integration of business culture, workforce planning, and system of working with consideration of meeting the organizational objectives (Rigby and Ryan 2018). From the perspective of HR direction of the international technological company Samsung, the study includes appropriate measurement of different human resource strategies and their application to management, value, appreciation, belongings and development of employees of the organization.

Human Resource Strategies

Change Management

The rapid changes within the business environment bring consistent change within the activities, functioning, and strategies of the entirety. The change is considered a consistent process for the business entities for staying competitive and making sustainable growth (Kianto et al. 2017). The market brings new challenges and threats for the business entities, which needs change in the business strategies, working process and performance of the employees. For reducing or mitigating the threats of business environment and meeting the challenges of the market, the change management acts as a pioneer strategy for the business (Tang et al. 2018). The change strategy of the human resource has some adverse effects such as a decline in employee morality, diminishing quality of the products, or the loss of customers, if the change management is not planned and applied inappropriately for the business.

The Samsung has made rapid changes in technologies for all the electronic products and mobile phones for increasing its competitiveness within the market. According to Lewin's change management model, it is necessary to increase the motivation of the employees towards the change to reduce their resistance (Rigby and Ryan 2018). The human resource management of Samsung plays a significant role in the identification of the required changes within the organization, convincing employees for the change, sharing the benefits from the proposed change, developing coordination of the workforce for bringing the change (Pham

et al. 2019). The function of the HR manager is to coordinate with the employees to develop the change in the unfreeze stage of change management and adapt to the change proposed by the organization.

According to the system theory of human resource management, the business organization includes a systematic process that is bounded by time and space and influenced by the environment of the business, defined by the structure and culture, and expressed by the functioning and outcome (Aburumman et al. 2020). The change of one part of the system influences the change in another part of the system. For the human resource department, four basic steps include the contribution to the change management strategies. Employee resistance is the natural attitude and behavior when there is possible change is proposed because of the risks and fear of the employees (Lee et al. 2019). The HR management of Samsung is required to coordinate proper message to motivate the employees and coordinate with the change. The HR management of the company includes the engagement of employees while making the change.

In the process of change management, the HR management of the entirety is focused on preparation, management, and reinforcement of the change. The failure of communicating with the employees regarding the change can increase the risks of misconduct by the employees (Pavlov et al. 2017). As an integrated part, the change management strategy of the human resource is required to engage strong communication and share of information while making planning and processing the change.

Staffing Retention Strategy

The employee retention strategy is the part of the staffing process which includes the application of different tactics for reducing employee turnover, increase the long-term stay of employees, fostering employee engagement, and prevention of attrition. Presently, there are about 287439 numbers of employees working in Samsung (Samsung global. 2021). As the competition increases, global IT brands are proposing significant packages and attractive benefits which have increased the shifting of an employee from one organization to another. The transactional cost theory of human resource management states that there is a specific cost involved when the organization transacts the functions of the business, which is to be handled by someone else (Samsung. 2021a). The principle of the cost is increased when an

individual is been recruited for doing any specific job. In addition, there has been an increased investment for employee separation, hiring staffing, training, and development (Saeed et al. 2019). Thus, the retention strategies are applied to keep motivating and engaging employees for the long term to reduce rapid costs of hiring and other costs related to the employees.

The human resource management of Samsung includes different strategies of retention for meeting the job satisfaction of the employees. The on-boarding and orientation are one of the strategic application of retention, where every employee are required to be motivated through opportunities, benefits, additional advances proposed by Samsung (Samsung. 2021b). The information-sharing about culture, structure, and growth prospects in starting point of employment increase the intention of employees to engage with the organization for the long-term. The compensation programs are the strategic approach while applying the tactics of employee retention (Boon et al. 2019). The HR management of Samsung includes some additional benefits in form of compensation to increase the motivation and productivity of the employees. The rise in satisfaction and motivation helps to develop the aspects of employee retention for the business entity.

The skills knowledge and resources are the elements that are used by the employees to perform their respective job roles and responsibilities. The training and learning of these skills helps the employees to be updated towards the working process and meet the allocated targets (Pak et al. 2019). Samsung invests millions of dollars in creating training and development programs for increasing the productivity skills of the employees. The training and development aspects increase the level of satisfaction and engage the employees in long run (Samsung. 2021c). The retention strategies of the human source management of the entity are focused on the satisfaction and motivation of the employees. The sustainable motivational approaches increase the rate of retention of the employees. Samsung includes appropriate monetary benefits, growth prospects, annual appraisals, accomplishments, and recognition for the employees.

The time-to-time highlights of the best performance of employees by Samsung increases the motivational aspects of the workforce to engage with the organization and meet the productivity expectation. Samsung presents insurance facilities, health and wellbeing facilities, family and parenting leaves, maternity leaves, vacation and time off facilities, perks and benefits professional development and support, and financial support during the retirement for the employees (Samsung. 2021b).

Leadership Development

Leadership development is another strategic approach under human resource management. In the business context, leadership is a professional process of approaching, motivating directing, and guiding a team of employees towards organizational goals. The systematic development and growth of the leaders include success for the business entity (Lai et al. 2017). HR management of the business organization includes different approaches for increasing the skills, knowledge approach of the leaders for increasing performance of the workforce. As per HR management, the ideal leader is the flexible, analytical, proactive, and culturally competent (Kianto et al. 2017). According to the competency model of strategic human resource management, leadership proficiency introduces specific strategies, vision, mission, working pattern, and critical thinking as well as decision making that helps to achieve the key success of the business. The model states that key competencies of the business are developed through the factors and traits of leadership. Samsung includes transactional, transformational, and team-oriented leadership styles, which presents innovation creativity, critical thinking, and an approach to increasing the performance of the business (Samsung global. 2021).

The company included different internship programs, MBA scholarships, and training and development programs for the leaders of the business to update themselves, their skills, traits, and vision to improve the competitiveness of the entity. Samsung has been focused on increasing its brand value through global leadership approaches (Samsung. 2021a). With the learning and development planning, the HR executives of the business firm focused on increasing the performance, traits, and skills of the leaders. Leadership development is mostly based on the update of knowledge, skills, and expertise, so that with change in the environment the aspects of leadership could be changed (Kianto et al. 2017). Samsung includes learning and development programs for increasing the personal brand, accountability, and virtual networking skills of the leaders of the business (Samsung. 2021a). The managers and executives of the organization are proposed to participate in the different training programs for increasing leadership skills and traits.

The managers of the company have been taught the different approaches, thinking processes, and decision-making techniques of the leaders, which could be used later in respective operational fields. The HR professionals of the organization introduce the

leadership and development programs to reduce the current talent capabilities, increase performance management, increase successful leadership efficiencies and operations (Rigby and Ryan 2018). The leadership development introduced under the HR professionals of the business is based on emphasizing HR competence, planning updated leadership skills, developing self-awareness, through the combined source of different training programs.

How chosen strategies will make team members valued, appreciated, and develop a sense of belonging to Samsung

Change management

The change is part of the organizational routine, which is focused on changing the pattern of working, culture, or structure of the business. As the change is subjected to as common practice, the employees of the organization look at it as a negative aspect. The HR management of Samsung presents brief information and clear learning about the advantages and benefits of the change for increasing the adaptability of the employees (Kianto et al. 2017). The organizational behavioral theory presents an understanding of the feeling, mindset, and thinking of the employees for the HR management. Change management brings new projects, new cultures, and working patterns that increase the chances of success for the employees. The employee gains much flexible environment, additional skills, and knowledge to increase their value and contribution within the workplace of Samsung (Samsung. 2021b). The change management includes planning and application of strategies for the internal and external change. These changes are collaborative changes that might not be completed without the engagement of the employees.

The quick adaptability, collaboration, and contribution of employees increase application of change management for Samsung. With the application of change management, the HR management of Samsung requires to engage in two-way communications to clear all doubts appreciating ideas and mitigating issues of the employees (Aburumman et al. 2020). The HR management of Samsung increases the application of the employees through disclosing their contribution, adaptability, and adjustment with the changing situation of the company. The strategic change applied by the HR management of the business needs different ideas for making instant innovation and development within the

culture and working process (Lee et al. 2019). The sense of belongingness is developed within the workforce of Samsung is invited to share ideas about the possible change within the business.

The sense of belongingness is created when there is a reduction in the mindset of employees of not being associated with the core values of the organization. The HR management of Samsung brings changes in the technologies which are presented and shares with the employees. This increases belongings within the employees as the core changes are being notified and shared with the employees.

Staffing Retention Strategy

Samsung has always been focused on proposing additional values, benefits, rewards, recognition, and increase advantages for its employees to raise the engagement of the workforce. The retention strategies developed by the HR management of the organization are focused on the job satisfaction of the employees (Lai et al. 2017). According to the motivational theory of HRM, the set of activities are planned and developed by the business organizations for increasing the performance, interest, diligence, and focus of the employees. The HR management of the organization includes a set of activities to increase the intention of the employees to work and create additional value for the company (Pak et al. 2019). Based on the theory, HR management presents a set of actions for increasing the sense of belongings, appreciation, and employee value through the retention strategy.

In the strategic application, the retention process of Samsung includes the retention of best-performing employees within the organization. The employee who presents outstanding performance is been praised, rewarded, and benefited as part of the retention strategy. The attempt to increase recognition helps to increase the value of the employees of Samsung (Samsung. 2021c). The HR management of Samsung includes training and skill development programs that increase the excellence and productivity of the employees. The updated knowledge and skills are used for increasing the level of performance. Thus, the HR management of Samsung increases the appreciation of the employees due to their performance which is developed through training based on the retention strategies.

Samsung provides additional leaves for vacation, time off, a flexible working environment, additional rewards and recognitions, retirement planning for the employees. The strategies are developed under the retention process, where the employees are kept motivated and focused on their goals and objectives (Samsung. 2021b). This form of attributes and contribution by the company through the retention strategies increases the sense of belongings within the employees. The retention puts an additional plan of action for employee healthcare and wellbeing, which helps to relate the employees with the organizational core values.

Leadership Development

The leadership development programs has been engaged by the HR management of Samsung for increasing the set of skills, updated traits, and expertise for the executives and managers of the business. The AMO theory of human resource management states that ability motivation and opportunity are three major aspects that are working elements (Rigby and Ryan 2018). These interdependent elements of working forms characteristics and skill set of the employees, which is used for performing and even leading the employees to organizational success. The learning and development program initiated by Samsung for its leaders and managers is focused on increasing the practice of innovation, critical thinking, vision, and updating skills of leadership (Kianto et al. 2017). The change in the leadership development through the HR strategies makes changes in the pattern of guiding directing and motivating the employees.

The leadership development strategy of HR increases the knowledge and learning of employees through the right leadership approaches, which increases their value of the contribution. The training and development program for the leaders and managers helps to understand the core issues of employees, the performance of the employees could be appreciated by mitigating these issues (Tang et al. 2018). The HR management applies leadership development strategies for increasing the relationship between the leaders or managers and their employees. The sense of belongings is increased by development of relationship, communication, share of ideas, information and working process between the leaders and the employees.

Conclusion

The human resource planning and strategies are focused on the management and development of the human capital of the business. The HR director of Samsung has presented a detailed explanation of the set of HR strategies that are proposed to increase engagement, motivation, personal value, and belongings within the employees. The change management strategy increases the rapid scope of growth for the employees, the staff retention strategies include additional benefits to sustain the value and belongings of the employees of Samsung. The leadership development strategy of HR is focused on presenting the right direction to achieve success for the organization and increase the productivity of the employees.

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