

Human Resource Management LCMB7000

Assessment 1



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Introduction

Any company's Human Resource Department is an essential and critical aspect of its overall organisational plan (Daley, 2012). It would significantly impact the company's outcomes and implications and the progress or achievement of strategic goals and priorities in the short and long term. Human resource management is essential in this Amazon, and functional The Human Resources Department should be able to access, anticipate, predict, design, and execute plans closely aligned with the company's goals and objectives (Noe, 2017). For a cohesive and mutual climate, the human resources department's capacity is closely synchronised with company priorities. A department like this will also utterly collapse at one or more phases triggering chaos and imbalance within the company enterprise. Under the current recession-based economic cycle, the Human Assistance division needs to appear as a strategic accomplice of the agency, ensuring that the organisation's short and long term desires and visions from the viewpoints of human resources and finance remain flawlessly harmonious and aligned together (Gold, 2017). Concurrently, an efficient Human Assistance department will aid in trivial and precise forecasts, test the surroundings, and utilise its sources and know-how for placing close to-arduous situations for the business enterprise. This work will analyse the strategies applied by Amazon's human resources and how it has been influenced by the current changes brought about by Brexit and Covid-19.

Brief Background of Amazon

When one thinks of a mad shopping giant, Amazon springs to mind. The group, which began as a bookseller, has since expanded into almost every sector. Amazon is well-known for being one of the world's top logistics agencies, training, encouraging, and telling its customers about other corporations' products and services. On July 5, 1994, Jeff Bezos founded Amazon from his garage in Bellevue, Washington. It began as an online bookstore. It has, however, continued to promote appliances, apps, computer games, garb, decor, chairs, dolls, jewellery, and other items (Bloomberg, 2019). Amazon is a Seattle-based international technology firm. It is well known for its e-commerce, online computing, digital entertainment, and artificial intelligence services. It is one of the top five technologies globally in the United States, including Google, Apple, Microsoft, and Facebook. It began historical operations in the United Kingdom in 2010 and continues to operate to the present day.



External Analysis

External forces bring both opportunities and challenges to Amazon. PEST analysis is an excellent model for assessing a company's external powers. This research focuses on essential dimension factors that do not fall under the organisation's purview and therefore are unaffected by policies and decisions. (Gupta, 2013) defines formalised formal fiscal, political, social, and technical considerations being weighed. The business faces both opportunities and challenges as a result of the political climate. The bulk of the company's clients are located in developed nations, where political peace is an opportunity to succeed while avoiding losses. Since Amazon's activities are prone to cyber-attacks, the government's renewed attention to fighting cybercrime is a beneficial incentive. Governments around the world are promising to encourage e-commerce, which can present both obstacles and opportunities. Concerning the opportunity, the firm would profit from government efforts to streamline online banking channels, allowing for stress-free transactions with its multinational customers. Concerning the danger, e-trade advertising can cause growth in online stores, posing a danger to the employer's marketplace share. However, presently, the maximum vital elements are covid-19 and Brexit.

Covid-19

The coronavirus sickness pandemic is unparalleled nowadays, accomplishing each sector's nook with over 113 million cases. The social and financial impacts are unprecedented, with certain countries' healthcare networks already overburdened. Lockdowns also hampered civic interaction and negatively affected vulnerable populations, as mass unemployment strains social security structures. What distinguishes this catastrophe from other financial disasters is that the COVID19 tragedy is essentially a human one. Furthermore, imagine the global financial recession of a decade ago was essentially a monetary one, with the response orchestrated at the organisational level by chief financial officers. In that situation, the current catastrophe is inherently human, placing human resource leaders in a crucial position to enable businesses to escape the crisis effectively.

Brexit

Brexit (a play on words of "British" and "exit") refers to the United Kingdom's exit from the European Union. The government invoked Article 50 of the European Union Treaty, which began a two-year leaving method that concluded with the United Kingdom's withdrawal on 29 March 2019, followed by an extension on 31 October 2019. Eventually, the United Kingdom



left the E.U. on 31 January 2020. Brexit has profoundly affected our money, family finances, jobs, economic security, and future prosperity considering 2016. The impact has been enormous, if not overwhelmingly, bad. The actual or looming departure of principal manufacturers, marketers, monetary services companies, and other employers from the U.K. has done lasting harm to the U.K. financial system, jobs, groups, and our capacity to innovate. Nevertheless, in what follows, there is one vital caveat. While a manufacturing facility inside the Midlands or a high street shop in Glasgow closes, a monetary provider business enterprise moves out of London to Holland, or a small enterprise relocates to Austria, there are commonly many reasons. Brexit torments every enterprise due to the capacity economic effects (reduced funding and recession) and human resources troubles (migrated workforces and skilled employee shortages). Some industries may be impacted more significantly than others and economic offerings.

UK GBP

Currency is one of the most vital issues in the independence debate. It impacts the fee of our financial savings, our pensions and our loan, our ability to spend and store, our enterprise and trade, our taxes and public offerings, and the stableness of the complete financial system (GOV, 2014.). GBP is a British Pound, is amongst the oldest currencies in circulation on a date. GBP denotes the current currency code. Stirling, British Pound Sterling, and Pound Sterling are some of the other names for the currency. GBP is the national currency, circulated tender, or currency trading mode in the United Kingdom, including England, Scotland, Wales, and Northern Ireland. The pound sterling is the currency that currently, due to Brexit and Covid, has an unknown direction, although many experts say that the pound sterling will return to normal much faster than after the 2008 crisis.

Inflation

Inflation is continually and anywhere an economic phenomenon inside the experience that it is and maybe produced best by an extra rapid increase in the quantity of cash than in output, for this reason, wrote (Friedman, 1970). The Counter-Revolution in economic theory. Moreover, for an awful lot of the last century's relaxation, that doctrine changed into dealt with as nearly self-obtrusive and taught in most macroeconomic lessons at our universities (Friedman, 1970). Inflation in the United Kingdom increased in December, setting off what is expected to be a year-long spike as pandemic-fighting measures, Brexit, and an economic recovery both come



together to lift premiums for customers and businesses. A brief relaxation of COVID-19 travel restrictions aided in raising air and sea rates, although an increase in global oil prices made gasoline more costly, and clothing prices increased as well. Inflation has been below the Bank of England's 2% goal since mid-2019, and the COVID-19 pandemic has brought it painfully down to zero while the economy has tanked. However, it is expected to increase as the effect of value-added tax cuts and other emergency pandemic initiatives fade from historical comparisons, as well as because of the United Kingdom's current, less free trade partnership with the European Union. Brexit and COVID-19 have also created significant pain for companies and their supply chains (Reuters, 2021).

Migration

Migrants have left in large numbers from the United Kingdom, causing the most significant population decline since WWII. Researchers attempting to justify the 2016 EU referendum outcome usually accept that sovereignty and democracy were the most critical factors for Leavers, allowing for regulated immigration. Few people see the economic benefits of leaving (Coleman, 2016). As a result, alleged excessive immigration levels have emerged as an essential element in protecting the referendum, and refugees to the UK have emerged as an essential other in political discourse (Budd, 2019). The othering of European migrants shows that, in terms of legal immigration guidelines, nearly three-fifths of British citizens feel that EU migrants should be treated the same as prospective refugees from other continents (BSA, 2019). In brief, European immigrants are sometimes referred to as "others" by people from other parts of the planet. Only Ireland and Sweden enable such unrestricted entry (Becker, 2017). However, rather than utter numbers, the cost of change fuelled political concerns about immigrants, and the United Kingdom maintains its role as one of the most polarised nations in terms of economic immigration (BSA, 2016). Support for leaving the EU was more substantial in certain countries, "underscoring how comparatively sudden demographic changes would cause a massive political reaction among voters" (Milazzo, 2017). The UK unemployment rate of 3.9% in March 2020, before the Covid-19 lockdown, was the lowest since the 1970s, rendering the argument that migrants have made it harder for British people to find jobs unconvincing. Indeed, there might be a widespread view in the literature that immigration has had a marginal effect on indigenous incomes and jobs (Arnorsson, 2016) whilst having a substantial impact on the economy (Frattini, 2014). The United Kingdom's stance on migration



is quite polarised. Even though the country's influx has resulted in a multi-cultural culture, not everyone seems to be at ease.

People Resourcing Strategies

Human assets confer with the individuals who work in an organisation. The term seeks to communicate the perception that an agency's personnel are not simply humans; however, treasured sources help employers reap their goals. People are central organisations. By themselves, the business enterprise's financial capital, technology, or strategies cannot accomplish organisational dreams. These resources depend on human assets for their practical and green utilisation. HR plans are designed to direct HRM growth and deployment programmes. They serve to express the organisation's intentions about how the human capital can be handled among all parties involved. They act as the framework for action strategies that encourage the company to assess success and analyse results concerning priorities. HR plans include future goals, but they are also instruments for identifying the steps that must be done and how they can be achieved. According to (Gratton, 2000), 'there is no brilliant plan, just great implementation.' Since every company is unique, every HR strategy is unique. (Armstrong M, 1994) and (Armstrong M, 2002) discovered various variants. Any tactics are merely broad statements of intent, whereas others are far more specific. However, there are two basic HR techniques: overall strategies and individual strategies related to various areas of human resource management. Overarching policies describe the organisation's general goals for how personnel can be handled and created, what actions should be taken to ensure that HRM processes enable the enterprise to recruit and retain the staff it requires, and ensure that workers are dedicated, inspired, and engaged to the greatest extent possible. They are most often articulated as broad-brush declarations of goals and objectives that set the stage for more concrete tactics. They are concerned with overall organisational efficiency – gaining human capital benefit by hiring 'better workers in organisations with better processes,' as (Purcell, 2003) describe, designing high performing job structures, and simply providing a fantastic place to work.



Amazon's People Resourcing Strategies

Amazon's corporate strategy is to forego short-term profits in order to achieve a long-term comparative advantage. To assist Amazon's business process, the firm has set up a radically new "pizza law," especially for businesses who choose to remain as minimal as possible, and pizzas are all that is needed for the meal. Teams with four or less maintain maximum discernment and participation (Rossman, 2016). Furthermore, Amazon's business philosophy allows workers to think beyond the box to expand progressive concepts and tactics. Amazon offers a whole suite of executive preparation programmes. The organization views each position as an opportunity to gain experience, and staff training is seen as an important way of strengthening personnel's character and skills (Amazon, 2018). Bezos has often indicated that staff personas inside Amazon's organization should be handled equally by education (Kantor, 2015). Significantly, Amazon's education software enables employees to become culturally and religiously integrated within the organization. They would develop their character and potential better once they clearly understand Amazon's marketing plan. The behaviours mentioned above at Amazon can be described using the SHRM concept. According to SHRM, an organization's productivity may be increased by aligning human resource decisions with business objectives or implementing friendly activities. The SHRM model of "satisfactory match" exemplifies how senior management decisions reliably comply with employee behaviour to assist Amazon in being a profitable e-commerce behemoth. Employees who have a firm grasp on and reverence for business tradition and who behave collaboratively will be empowered to suggest novel ideas and improve organizational efficiency. The SHRM study's results would broadly validate Amazon's human resource policies. For instance, take a look at Amazon's "two-pizza rule", and competitive market culture are consistent with (Pfeffer, 1998)'s welcoming practices.

Furthermore, Amazon sincerely created and organized valuable human resource sports to support the accomplishment of business objectives (e.g., everyday innovation, adding benefit to society) associated with the SHRM philosophy and characteristics (Wright, 1992). The SHRM description, on the other hand, is not without its difficulties. Amazon, for example, has several departments with distinct capabilities and job responsibilities (e.g., technical, economic, marketing and promotion, and logistics), which poses the issue with SHRM on whether it is sufficient to apply exceptional HR policies to only employees. If this is the case,



a slew of other questions about justice will arise. Aside from that, the definition of “first-class operations” is contradictory since they are situational and, in certain respects, not the standard.

Critically analysis the Amazon’s strategies to deal with discussed external changes

Amazon recognises the significance of hiring the best people to fulfil different roles and duties in order for the organisation to succeed (Ritala, 2014). Human resources are central to Amazon, especially during this critical period of Covid-19 and Brexit. Throughout this global pandemic, Amazon has proved to be an exceptional performer, playing a critical position in ensuring access to supplies and necessities for daily life. He based his decision, like many others, on seeking answers to how COVID-19 reshaped purchasing patterns, markets, and societies around the globe. The pandemic has already had devastating consequences on several nations, and it can exacerbate long-term patterns which disproportionately concentrate resources in the hands of a few large technology companies. With the closing of brick and mortar shops due to the recession, it is generally expected that at least part of the internet retail spree would be permanent, altering the economic condition of cities and towns around the globe. As a result of Amazon's success during the slump, its founder, Jeff Bezos, who was then the world's richest person, became considerably wealthier. Between March 18 and June 17, wealth rose from \$ 113.0 billion to \$ 156.8 billion, then to \$ 182.6 billion as Amazon's stock reached new all-time peaks. In early July, he exceeded himself as the world's wealthiest individual by a wide margin.

In contrast, Amazon was unwilling to rescue the workers that held the business running. Amazon declined to respond to the workers' questions about their well-being. Brexit, which has influenced the online retail environment, is the second external influence that has benefited the company. Whatever the case, if a behemoth like Amazon faces the effects of a no-deal Brexit, we can almost guarantee that smaller retailers would as well. To date, Amazon has kept the number of fulfilment centres it operates in Europe to an absolute minimum, enabling it to offer its simplified and fast industrial distribution services to the entire continent. Amazon intended to build new plants in the United Kingdom, adding 2,500 workers to the British economy. However, although the European Union's freedom to stay and work in the UK has been assured, a coalition does not exacerbate this pledge. Amazon has historically relied heavily on foreign labour pressure in its warehouses, and given the uncertainty around Brexit, which allows many to quit and less to join, they may abandon expansion plans. In the private sector.



The COVID-19 and Brexit crises fundamentally alter our environment, with one unintended consequence being that Amazon's control of our economies and, frankly, other facets of our lives - how we act, consume content, and interact - accelerates. So far, the firm has not exercised its influence as a social force effectively, evading taxation, pushing away small and medium-sized enterprises, and eroding working standards. Many organisations fail due to the pandemic. Because of Brexit, human resource experts would need to be more diligent throughout the hiring process, double-checking all paperwork to ensure that the individual applying for vacancies is eligible.



Conclusion

In conclusion, Brexit and Covid-19 were for Amazon a new financial stage. Even though many companies have suffered, Amazon has been the most profitable business, becoming one of the world's tops. Although excessive pressures and extended running hours make specific the company average overall performance, this is not proper for decreasing turnover because employees are not being cared for. There are numerous reasons for addressing this trouble. The first approach is to apply other technology to enhance performance. As a technology business enterprise, Amazon should invest extra in the synthetic intelligence era to share a few machines using the system, rather than all of the burden for the employees. The second method is to modify the company culture. Amazon's lifestyle is more excellent, approximately paying attention to customers and neglecting employees, so if Amazon can employee care, it will assist Amazon to preserve its personnel.



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