
The Role of Human Resources Management in the Context of an Organization's Social Responsibilities.

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ABSTRACT

Information and Communication Technology (ICT) has been integrated into education for several decades, with e-learning emerging as a pivotal concept in the late 1980s. The 1990s witnessed a surge in the popularity of e-learning, driven by the increased power, affordability, and ubiquity of desktop and handheld devices. Human Resource Management (HRM) is a strategic function responsible for evaluating job roles, overseeing recruitment, and providing training for successful candidates. It acts as a vital communication channel, monitoring employee performance, managing compensation and benefits, and handling dispute resolution. Generally, the HRM department ensures effective service delivery across the entire organization, for instance, by implementing motivational strategies to enhance performance and maintain competitive advantage. This paper evaluates diversity within HRM and proposes a framework for achieving effective diversity management. Furthermore, it compares the HRM practices of Apple Inc. and Samsung to determine the factors behind their success. Finally, the paper examines the role of HRM in the context of an organization's social responsibilities.

Keywords: Human Resources Management, Context, Organization, Social Responsibilities.

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1. INTRODUCTION

Human Resource Management is known as the activity of evaluating job positions through organizing individual's recruitment, providing training for the successful candidates. It acts as a vessel of communication to employees', scrutinize the employees' performance, managing an organization's wages and benefits provision as well as dispute settlement. Generally, the Department of Human Resource Management (HRM) should ensure service delivery in every department in an organization. For instance, the HRM should apply employees' motivation to enhance their performance so as to make an organization competitive against other companies. The paper evaluates the diversity in the Human Resource Management hence provides a framework which assists in achieving effective diversity. Furthermore, the paper uses the Apple Inc. and Samsung companies in comparing their HRM departments and determines the reason behind their success.

1.1 HRM on Social Responsibilities of an Organization

Every organization that is in existence contains ethics which assist in running its business so as to create discipline at workplace. Ethics are known as moral rules capable of guiding business operations through an individual's ability to separate the good from the bad.

In America, companies establish agreements in the form of writing to prevent its employees from engaging in misconduct such as fraud and abuse of office. Some Human Resource Managers have secret informers who monitor the movement and actions of employees within an organization to ensure they abide by the principles. The Apple Inc. and Samsung Companies safeguard their employees to conduct themselves in an appropriate manner every time. Research analysis indicates that Apple Inc. considers integrity a result of compliance, respect, confidentiality and honesty. The company has a design of business code safeguarding its business globally.

Both companies contain policies that reflect on governance, coordination between the management and the employees; hence, supporting all the stakeholders involved. According to research, the HRM in Apple Inc. contains supplier ethics in nations with low costs of labor to avoid the act of misconduct. In the year 2005, Samsung's HRM discloses its business principals which created a foundation for ethical standards portraying its social responsibility. The regulations protect individuals from gender and race discrimination, ensure that clients' data are secured, as well as ensure there is transparency in business transactions. Coordination between the company and all its stakeholders, through collaboration, must also be in place to ensure great customer service practices within the organization. Apple Inc. and Samsung companies have established ethical cultures. Ethics auditing assists organizations in re-evaluating its ethical standards. The organizations, therefore, prohibit their employees from sharing any confidential information to outsiders. As such, all the business data are safe in a record and maintained. The research findings indicate that the regulations of the companies constitute the copy right rules which protect the trademarks of various companies.

2. WORKPLACE DIVERSITY

Individuals have different abilities when it comes to workforce influenced by various factors such as gender determines the members of staff of a company. The research findings in Apple Inc. Company show that the number of male staff is higher than that of the female at 70% globally. Unlike Apple Inc. Company, Samsung Company contains a higher number of female workers compared to men standing at 56.4%. The HRM in Samsung Company finds women to be flexible hence acting in a more professional manner hence they contain women empowerment programs (Chang, 2012).

Another factor that influences workforce diversity is the disability which is observed in the Samsung Company having employed approximately 324 physically challenged staff members (Chang, 2012). The HRM in the Company practices transparent recruitment despite the physical state of the candidates, therefore, giving the disabled individuals an opportunity. The HRM in both Companies employ individuals who are over the age of eighteen as that is the limited age required. Marital status plays a big role when it comes to HRM recruitment as most of them prefer married individuals over the single people. It is because married individuals appear more responsible compared to single people. For instance, companies are establishing programs which reward the families of domestic workers. Approximately 40% of the established programs do not provide admission to the unmarried which influences them to get married to gain access to the benefits.

Furthermore, employees develop culture towards a company depending on the treatment they receive from the organization's management. The HRM should handle employees with respect and in a positive manner to enable them to portray a positive image of the company. Sexual orientation is a challenge the HRM has to deal with as approximately 91% organizations contain policies of anti-discrimination involving sexual orientation. However, the federal laws do not protect individuals in matters that are related to sexual orientation discrimination at work. For instance, Timothy Donald Cook, the Apple Inc. organization CEO declares his gay personality publicly hence becoming the first CEO to declare his stand (Sahoo, 2012).

Research shows that America has 800 homosexuals in the country's workforce with 53% not revealing their sexual orientation at their place of work. They have negative thoughts about announcing their status as they are afraid of discrimination and the stigma they go through.

2.1 Religion and social status

The HRM requires consideration of the religious and social status of employees to avoid an internal crisis at the place of work. Religion is a very sensitive matter to some individuals hence will determine employees' behaviors either in a positive manner or a negative manner. The research findings indicate that staff members who are actively involved in religious activities appear to be active and motivated at work.

3. HRM RECRUITMENT

Recruitment is known as an operation conducted to select individuals who are competent to work in an organization (Weltbank, 2014). The activity of hiring is a significant responsibility of the HRM as it needs proper and organized strategic planning. The HRM evaluates the company's budget and identifies the number of new staff the company wants hence determines if it will be affordable (Văidianu, 2013). Evaluation is necessary as it assists HRM in identifying factors to consider before conducting the recruiting operation. For instance, by identifying the company's production level, the level of sales, retiring employees, existing plans for expanding the business and the budget restriction (Vanclay, 2014). They appear to be the internal factors that the HRM evaluates and strategizes on as a plan to conduct the recruitment operation. The factors that are considered external constitute the unemployment rate, technology changes, existing laws, level of competition from competitors and the location of the organization (Taylor et al., 2018). The analysis assists the HRM to come with an organized plan that shows where the company has shortcomings hence it starts the recruitment operation (Rideout, 2014). In the Apple Inc., the company's HRM uses an operation that assists the organization in gaining returns on the resources it uses in the process (Kaufman, 2016).

Apple Inc. Company is a huge company which requires members of staff to handle different departments of the organization. However, the HRM in the company just recruits individuals of high quality in designing and product development (Sahoo, 2012). The recruitment operation is an activity that is very challenging to the HRM, it requires time to evaluate candidates who apply for various positions (Pettinger, 2012). Therefore to ensure that the process flows, the HRM need to establish a framework of filling the position of a job opening. The strategy should constitute job analysis confirmation by using questionnaires furthermore include the specification of the job (Ornstein et al., 2014). The HRM establishes a technique that assists in the bidding process to enable them to evaluate the qualifications of the employees for promotion (Noe, 2013).

Thereafter, it is possible for the HRM to establish an outstanding recruitment plan for the existing position. If the current employees contain the requirements for the vacancy, they may be considered before publishing the opening (Nelson & Staggers, 2013). Hiring activities depend on the rank of the position that is open for recruitment as the levels of job openings differ (Disasters, 2015). For instance, the entry level openings adapt the social media advertisement technique such as the organization's website. While managerial positions may require the HRM to evaluate the individual's skills, profession and talents thoroughly. Another issue that determines the recruitment plan employed by the HRM is time line given or the job applications appear to be minimal (Berman et al., 2015). The HRM can implement the plan that it has drafted by publishing the opening to attract potential applications (Freeman et al., 2012). According to research findings, when the timeline for the application comes then the process is closed to enable application review (Kavanagh et al., 2014). Thereafter, the candidates who are selected go through grilling which a panel of the HRM professionals conducts (Kaufman, 2016).

4. EMPLOYEE TRAINING

Research findings indicate that the Apple Inc. has been able to train above 9.25 million staff members from the year 2008. According to the Company's HRM, the training activities are not meant only to assist the staff members to be learning about the job; but it also creates great opportunities for the staff members to explore their skills and talents (Dingwall & McDonnell, 2015). Samsung Company offers staff members from various countries with IT software training while others learn about the web design (Coppock & Desta, 2013). Programs associated with workers development enable the HRM to retain employees who benefit the organization since the workforce appears to contain a lot of skills (Dolgoft & Feldstein, 2013). Therefore, employees are working hard to outshine each other leading to competition in the workforce hence the workers with great talent the priority. However, it is expensive to recruit individuals who appear to have great talent and consumes a lot of time. Despite being expensive, it is worth the risk, as after developing the talent of the individual he/she will be a strong asset to the company (FitzRoy et al., 2012). Successful training programs are carefully structured to enable the company to attain its objectives and employee motivation. The HRM should identify the skills that the employs lack and inspire them so that they can have a positive attitude in the organization (McGoldrick et al., 2016).

5. CONCLUDING REMARKS

In conclusion, The Apple Inc. The company has a culture of employing a high number of the USA individuals with most of its employees constituting of the male at 70%. However, the company's HRM appear to have increased the number of the blacks by 55% which translates to 2200 workers. Samsung Company contains a higher number of female workers compared to men standing at 56.4% which shows that the HRM treat the workers equally (Chang, 2012).

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