

# HR Management Studies

## Introduction

The role of a human capital determines its effectiveness as an entity. The HR feature of a company plays important roles in the implementation of its corporate policy and the performance of it. The basic essence of an organisation rests in its employees and the administration of human resources (HRM) is about leading individuals. HRM delivers the right facilities and processes to your benefit and team synergy. However, in practise HRM is a mechanism that is used to allow the best use of human capital, to facilitate individual growth and to meet the directives of the government. Larger businesses generally have an HRM and the key purpose is to make corporate priorities consistent with employee objectives. To achieve its objectives, an organisation needs workers to help it achieve its objectives. So, the organisation that has been chosen for the essay is Unilever.

## Discussion

### Role of Human Resource Management in Unilever

The position of more strategic engagement and more interest in management was noted in recent years when the HR Department traditionally focused on maintaining consistency with workers' rights and preserving workers' levels. Control teams have a wide range of responsibilities (Huczynski & Buchanan, 2013). The principal HR functions are listed below. *Recruiting* is one of the HR team's key responsibilities to ensure the right workers at the right time and in the right position for Unilever. This practise is continually changing as an individual expands. This means that HR employees have a good understanding of the various positions in the company, the skills to play certain roles and the kind of worker which is entirely appropriate for those roles.

*Connections of workers* in the lifeblood of every company are the people. As it has been written many times, dedicated employees are best able and can impact Unilever positively. The HR Department is connected to ensure that employees are updated and reflected as an HR team in their decision-making processes between the company and its staff. A daily HR newsletter, which provides relevant news and developments, is a convenient way to bring the employees up to date.

*Formance with labour law* in Compliance with labour standards is a prerequisite for the Unilever. The HR team has the responsibility of maintaining the organisation in compliance

with labour regulations, by providing positive working opportunities or enforcing equal work practises (Cole and Kelly, 2011). This will also be complicated and any shift in the HR position can be sporadically changed by regulation as new situations and circumstances become evident.

*Safety and wellbeing* in the HR Department is also active in ensuring a healthy workplace. The HR team ensures that an agency complies with both health and safety law, that safety instruction for workers is maintained up-to-date, and that safety records are kept. Promoting protection at work is a needed activity of any organisation, but when workers are busy, it may also slip under the priority list. Details can be kept fresh by daily contact in HR departments; video can help to catch focus and illustrate those paths.

*Training and growth* of workers as the bulk of Unilever would provide advanced personnel training, from new recruitment induction training to leadership training to all the stuff between. A main component of an HR department is to encourage job preparation, provide suitable training, and promote employee continued learning through appropriate seminars or training. Promoting employee development can play a significant role in employee retention and loyalty and is a factor in the way Unilever operates.

The five positions historically formed the core duties of an HR department; however, now has been noticed a larger HR team with a seat on the boardroom table, which plays a crucial role in strategic planning. After all, HR has an unrivalled understanding of the biggest resources Unilever - its personnel. Advances of technologies have culminated in automation by devoted HR team members in such processes once conducted (Pugh and Hickson, 2007). These members of the team have more time to concentrate on bringing value to the organisation and promoting strategic progress. They are now counted on to have useful input into improved efficiencies, the introduction of modern politics, places for improvements and the limited implementation of systemic reforms.

## Link between HRM and wider organisational strategy of Unilever

Human resources have become redundant in the last 20 years in staff control. Today, the Divisions of Human Resource have a more established, strategic role for organisations. One of HR's tasks is to persuade management boards that human capital is one of the biggest tools the organisation should invest in. This return on investment is an integral component of an overall company plan to involve HR. For example, Unilever has proven that it is one of the

most attractive employers in the world with their successful human resources management approach. It understands that its success is measured by the productivity of its workforce around the world, so Unilever assigns great importance to its staff morale.

There is no line drawn in the sand between policy on human capital and corporate strategy in a perfect environment. The close connection between the two is understood by a prosperous business owner. For the sustainability and growth of the Unilever, the production of human resources is critical. Personnel management used to be merely accounting, insurance and application processing. Today's approach on Human Resources incorporates executive management teams who include human resources professionals with the priorities of human resources and the whole organisation.

In developing a healthy workforce, the recruiting and hiring process of the human resources department is critical (guide, 2021). Developing and recruiting the right staff is a competitive opportunity for the company. Maintaining a workforce in which workers feel happy with high standards of jobs and safety ensures that employees meet company objectives. HR analysts claim that the most precious resource is intellectual capital or human energy.

The true test of a human resources collaboration and general corporate strategy is the coherence of the arrangement between human resources management and other organisational managers. Occasionally, human resources administrators who are not admitted into the board claim that companies should not recognise the value of human capital. The way to improve the relationships around HR and C executives is shown by competitiveness (ROI) in human-resource activities. This may include explaining the association between a decrease in employee revenue and an increase in employment performance which increases sales and profits.

There are a number of aspects that affect the relationship between staff and organisational managers. The benefits of aligning HR goals with overall business strategies must first of all be considered by organisational leaders. For old school administrators who already regard human resources merely as personnel management to avoid cynism, forward-looking concepts must be cautiously treated (Colleges, B. and Managers, 2021). Partnership building will also require the help of an HR specialist to prepare the organization's success plan.

## HR's connection to corporate planning

Human capital is an important element of a successful business strategy. Active administrators understand that well-trained and motivated staff are necessary to meet the organization's financial goals. Successful HR teams understand the importance of sustaining workers' commitment to the organization's financial priorities while providing opportunities for workforce growth and promotion. Employees and management must therefore recognise that collaboration, mutual rather than adversarial, is important to the survival of an enterprise.

Business executives are responsible for transmitting the priorities, strategies and production objectives of the organisation to staff in ways that make them believe that they must be stakeholders in the system and play a vital role in the success of the business plan of the company (Relations, 2021). HR managers are obliged to communicate grievances and concerns to company managers so that managers can address problems and resolve problems without compromising productivity and profit.

Younger employees also have a broader outlook than older, more conventional workers on job satisfaction. These demographic shifts and societal patterns mean that corporate owners need to be prepared to respond to changing social trends in the workplace. HR divisions now have a duty to train younger employees and help them understand their responsibility to support the corporate plan, priorities, budget needs and activities of the company. Education, accountability and openness are becoming increasingly essential leadership capabilities as emerging technology grow.

The HR Department and the Executive Committee should work closely to create an appropriate framework for planning and development of the workforce, performance assessment and employee benefits. Management formation of Unilever is also an integral aspect of this process. Corporate development, selection and recruitment and successful staff planning are the core elements of management training (Hrreview, 2021). When challenges emerge to find tactics to keep workers happy and keep the company track of the organisational and non-financial priorities, the human resource department and the Business Strategies team have to work together.

## **Conclusion**

A final goal for the philosophy of human resources is the preservation of friendly relations with the members of the enterprise. Stakeholders are anyone who, including the company, management, workers and clients, has a vested interest in the future of the enterprise. The cornerstone of establishing successful working relationships must be transparent and

constructive feedback and this relies on prompt reactions to both successes and failures within the workplace. Managers should be sensitive to the needs and problems of workers, and employees should be sensitive to the demands and needs of clients in such a way that Unilever does.

## References

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