

# MHRM IV Sem.

## International Human Resource Management

### Unit – 5

Topic – Issues and Challenges in HRM



# ISSUES IN HUMAN RESOURCE MANAGEMENT

Human resources leaders encounter daily challenges in running their department functions.

However, developing the HR strategic direction requires progressive, forward thinking principles that also align with the company's philosophy.

Emerging issues such as globalization, workforce management and legal compliance challenge HR departments.



# THE HR ISSUES IN A TRULY GLOBAL WORLD

- Recruiting from other countries
- Communicating well overseas
- Encouraging feedback
- Getting the HR function structure right
- Managing different, culturally influenced, career ambitions
- Maintaining a sense of brand identity and loyalty
- Ethical grey areas
- Employee Retention
- Multigenerational Diversity



# **Recruiting from or for other countries**

## **The 5 Major Challenges of International Recruiting**

- The Timeline.
- The Complexity of the Process.
- Finding People Who Want to Relocate.
- Biases Toward Local Talent.
- Helping Candidates Maintain Work-Life Balance.





# Communicating well overseas

- Plans for future success.
- Builds trust between departments and within departments.
- Helps an organization achieve its goals.
- Keeps employees connected.
- Increases employees motivation.



# Encouraging feedback

- Feedback keeps everyone on track.
- Feedback helps your team avoid major mistakes.
- You form better relationships.
- Constructive feedback motivates people.
- Feedback promotes personal and professional growth.
- Feedback helps to create a friendly work environment.
- Feedback produces some business-related, direct benefits.



# Getting the HR function structure right

- Recruitment.
- Training and career development.
- Administration of compensation and benefits.
- Health and safety.
- Employee relations.
- Compliance.





## Managing different, culturally influenced, career ambitions

**Culture influences** careers in a number of ways. In other words, **cultural** values shape our perspectives of the importance of work and the type of work that is valued. **Cultural** values shape not only the decisions made by organizations and within the workplace but also the **career** and work decisions made by individuals.



## **Maintaining a sense of brand identity and loyalty**

- A brand identity is a set of tools or elements used by a company to create a brand image. A brand image is a customers' perception of the brand consisting of various associations related to it and memories about interacting with it. A brand identity and its elements stem from a company's mission, brand value proposition, long-term goals, competitive position on the market, and relevance to the values and interests of the target audience. These factors have a foundational nature and, in the branding process, describe what a company wants to communicate. Meanwhile, a brand identity describes how these foundational elements are communicated.



## Ethical grey areas

A **gray area** is the border between two or more things that are undefined, hard to define, impossible to define, or where the border changes. <sup>3</sup> In **ethics** it is where the border between right and wrong is blurred, what Nel et al. (1989) have termed "the twilight **zone**".



# Employee Retention

- Salary Dissatisfaction
- Job Opportunities are high
- Hiring the Wrong Candidate
- No Job Rotation
- Unrealistic Expectations of Employees





# Multigenerational Diversity

- A multigenerational workforce is a workforce made up of employees from different generations, like the baby boomer generation, Generation X, the millennial generation, and Generation Z. In the coming years, organizations could potentially work with teams of people from four to six different generations at one time, which is why learning how to manage a multigenerational workforce now is so important.





## ***Baby Boomers (1946-1964)***

### **Defining Characteristics**

- Loyalty
- Self-motivation
- High work ethic
- “Live to work” mentality
- Deep experience
- Average tenure: 15 years
- Focused on financial stability/retirement



## ***Generation X (1965-1979)***

### **Defining Characteristics**

- Ability to learn new technologies
- Highly educated
- Good work ethic
- High leadership potential
- Self-reliant
- Average tenure: 5 years
- Focused on work-life balance

# ***Generation Y /Millennial (1980-1995)***

## **Defining Characteristics**

- Idealistic
- Flexible
- Tech savvy
- Able to integrate work and life
- Ambitious
- Highly educated
- Average tenure: 2 years
- Focused on career growth



## ***Generation Z (1996-Present)***

### **Defining Characteristics**

- Multicultural
- Tech native
- Entrepreneurial
- Able to multitask
- Independent
- Average tenure: TBD
- Focused on learning with purpose



# CHALLENGES OF HUMAN RESOURCE MANAGEMENT

- Compliance with Laws and Regulation
- Management Changes
- Leadership Development
- Workforce Training and Development
- Adapting to Innovation
- Compensation
- Understanding Benefits Packages
- Recruiting Talented Employees and Retaining Them
- Workplace Diversity



Thank you!