

AN OVERVIEW OF HUMAN RESOURCE MANAGEMENT (HRM) SYSTEMS AND POLICIES IN AMAZON COMPANY

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Abstract- All organization depends on their Human Resource Management (HRM) system and their policies to get the right talented manpower and retain the right skilled team for the growth of the organization and yield profit in the business. The importance of the HRM system and their policies is increasing day by day during the present scenario. This study introduces a review of the Human Resource Management (HRM) frameworks and strategies in Amazon company. The success of any company is based on the proper management of its resources, and Amazon is no exception to the rule. The HRM assignment mainly discusses different HR theories and models that are implemented and practiced in a real-life scenario. The organizations develop and implement their HR strategies based on theoretical models and concepts to implement specific ideas of HR in a broadways. The paper includes two main objectives that are related to the models and concepts of HR and their usage. This study aim is to identify effective approaches to human resource management, learning and development practice and critically evaluate how the research evidence has affected management thinking and practice. And second to identify how critically evaluate the main theories on motivation, commitment, and employee engagement and their relevance in contemporary organizations.

Keywords: Human Resource Management, HR strategies, policies.

1. Introduction

Being one in every of the largest and most a success businesses within the global, amazon. Com constantly attracts the attention of capacity personnel, business partners, and competition. But, while the business enterprise can also seem like a successful commercial enterprise, not all of amazon human aid control practices are powerful or popular with employees. Mainly, amazon hr approach in phrases of recruiting and keeping workers isn't customary as advantageous by way of many applicants and personnel. It may be sincerely seen that amazon is the largest, maximum influential online firm in this global today. Using simply over 154,000 employees it is straightforward to see how it's miles one of the maximum well known companies that many human beings dream of becoming hired at. Or is it? Lately, questions had been circling the commercial enterprise global approximately amazon and their treatment toward employees but that is handiest a one sided argument and if this was the case amazon would no longer be the leading tech business enterprise it is today. It's far continuously known for in search of best the best skilled human beings but for a selected reason. Jeff bezzo (ceo) desires these driven human beings to complete thorough paintings with the intention to align with their core commercial enterprise strategy to gain long time desires successfully

2. Objectives of the study

On the basis of research we are formulated following objectives for the research work

1. To identify effective approaches to human resource management, learning and development practice and critically evaluate how the research evidence has affected management thinking and practice.
2. To identify how critically evaluate the main theories on motivation, commitment, and employee engagement and their relevance in contemporary organizations.
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3. Research Methodology

The research depends on secondary data only. Which was taken from research papers, Journals, magazines and sites.

The present study is analytical and descriptive in nature. It will highlight how the research evidence has affected management thinking and practice. how critically evaluate the main theories on motivation, commitment, and employee engagement and their relevance in contemporary organizations.

4. About Amazon.Com

In recent years, many e-trade groups have fallen, and amazon has stood out to create exciting e-trade performance. Its notable boom charge is attributed to the specific management of amazon's president, jeff bezos. The biggest motive for bezos' achievement turned into that he located the most important and immediately desires of people: they wanted extra alternatives, but additionally they demanded greater convenient, rapid and cheap ways to keep. Bezos pointed out that amazon's on line commercial enterprise version is to offer a hyperlink between clients and providers, and to revolutionize the income of products. Amazon is simplest an facts dealer, and the organization has bridged the space among products and clients, thus forming forms of customers: one is a reader searching out books, and the alternative is a writer searching out readers (gaylord, 2011). That is, the reader reveals a ebook or a ebook to find a reader (decandia et al., 2007). Bezos's business philosophy is: amazon is not a organisation that sells groceries. It ought to be a "purchaser's corporation". It's far an "intermediary" that offers a deliver and demand among customers and goods,

and consequently requires professional understanding (boyle, 2018). As referred to above, amazon's fulfillment and assignment, it may be seen that amazon's general strategic intention is to offer clients with rapid and top provider. So long as the customer wishes to shop for some thing, it is going to be to be had on amazon's website. And amazon's services ought to meet all the consumer's desires. From the perspective of strategic human sources concept, the marketing and positioning reasons the method, and the strategy of the enterprise reasons the required conduct of the worker and the hr practice. Therefore, in amazon, the regarded factor is that the people are in harsh environment and conditions to employee longer instances to meet customers' wishes. Consistent with the interview of the ceo of amazon, jeff bezos (m. Youtube. Com, 2018), jeff become requested how he thinks approximately the general public critique of the amazon placing strict regulations for the personnel that completely towards work and life stability. Jeff said it's miles definitely the reflection of the approach of amazon. Due to the fact amazon is may be taken into consideration as a high-tech business enterprise due to the fact the process is primarily based on the internet, so consistent with what jeff stated, the people worried in this manner must be prepared for the harsh surroundings and modifications. In phrases of work and family balance, jeff strongly stated that "there may be no paintings and family balance, however the paintings and stability concord (m. Youtube. Com, 2018)", because of this the combination of the paintings and family. It could be mentioned the video that jeff considers that the high popular working is essential, and it's far workers' ability to control the pressure and turn the "unbalance" of the work life into the "harmony" between work and lifestyles. Ordinary, it is easy to perceive the competitive approach of amazon from the desired workers; behavior. On the only hand, it's miles high-quality for amazon to coordinate employees with the strategic purpose. Then again, the evaluations of the amazon behavior begin to question whether or not this organization have to make more possibilities in phrases of the employees so the strategic intention may be higher met.

It's always "Day 1" at Amazon—that's our approach to doing everything with the energy and entrepreneurial spirit of a new organization on its first day.

Building the future is inspiring and fun, but it's not easy. Amazon employees aren't just encouraged to come up with the next big idea, they're empowered to own and build it. Being a builder comes with an appetite for risk taking. Founder and CEO Jeff Bezos has called Amazon "the best place in the world to fail." Learning from our failures, and applying them to the next big idea, is at the heart of delighting customers and inventing things we never thought possible. Employees are encouraged to take ownership of their work and careers. We believe this means people grow faster at Amazon than they would anywhere else.

Amazon ranks #2 on Fortune's World's Most Admired Companies list

Fortune announced its 2023 list of the World's Most Admired Companies, and Amazon ranks No. 2 for the seventh year in a row. Companies are evaluated based on nine criteria, including the quality of their management, innovation in products and services, and commitments to social responsibility.

HRM policies of Amazon.Com

Rohit Johar, HR Director, India at Amazon says the HR professional should have ability and experience for active participation in business decisions to do well in business. The person should also have the ability to look at the larger picture and strive for continual improvisation and optimization of human resources in all processes.

Seven important Human Resource policies of Amazon.Com

1. Team player with an ability to create the feeling of 'one team, one goal'.
2. Strong understanding of different industries, their talent landscapes and how to map them to the e - commerce ecosystem.
3. Ability and experience for active participation in business decisions.
4. Ability to do the right communication with the right people at the right time in the right manner.
5. Continual improvisation and optimization at all times in all processes.
6. Adaptability and ability to mold as per evolving business situations.
7. Ability to look at the larger picture.

Effective approaches of HRM, learning, and development

An effective HRM approach contributes to increased productivity and business performance when the business is service or product based. Employee relationships created after an effective HRM approach will enable organizations to achieve common goals (Gitomer and Crouse, 2019). An effective approach also believes in the training and development of employees as they receive support from their employers.

In an effective learning approach to HRM, identifying employee skills and assigning jobs according to their skills helps the organization complete the work within the given deadlines.

- Second, during the training that the company provides to its employees, the employer must ensure that each individual has a clear understanding of their mission and vision.
- Third, for effective people management and training, team members should encourage open communication to exchange ideas with each other and thus share brainstorming concepts within team members (Jewell, 2020).

Critical evaluation on the effect of research evidence on management thinking and practice

As noted above, the results of different studies have their own meaning and support many organizations in their own way. In most cases, research evidence provides information for companies, but this information provided cannot be considered completely accurate (Gitomer and Crouse, 2019). For example, information collected from public surveys appears to be non-genuine, preventing companies from accessing actual issues in needed areas. Therefore, the company will not be able to channel the need for work. The primary research evidence used by Apple is insufficient to allow a detailed examination of emerging issues while

maintaining HR practices. As a result, due to insufficient and inaccurate information, the company had to work on some of its specific improvement areas.

Critically evaluate the main theories on motivation, commitment, and employee engagement and their relevance in contemporary organizations

Theory on motivation

Motivation theory mainly emphasizes employee motivation while creating a higher level of enthusiasm to achieve company goals. Among the various theories of motivation, Maslow's hierarchy of needs is one of the best known and most effective motivational theories worldwide. According to this theory, humans always want to get something and their desires and needs always depend on what they already have. Maslow said that people who seek satisfaction have five different levels of needs. The level of needs is categorized as psychological, security, love and belonging, self-esteem, and self-actualization needs (Haque, Haque, & Islam, 2014). However, according to this theory, an employee's job depends mainly on security and the need for self-esteem.

Maslow's hierarchy of needs theory can be seen at Apple Inc., where the approach of this theory is used to motivate employees. Recognizing the need for respect and security, Apple provides equal opportunities and treatment for male and female employees, which greatly motivates them to work towards company goals (Amin and Munsir, 2020). In addition, Nike offers various monetary and non-monetary incentives that motivate employees to work with commitment within the organization.

Theory on Commitment

Commitment theory is a multidimensional construct that shows a person's relative strength along with identification and commitment to a particular organization. There are three main dimensions of the theory of commitment, affective, normative and continuance commitment, which are based on the perceptions and attitudes of individual employees. These three dimensions of commitment theory represent different psychological states of employees while allowing the development of independent interventions that address each dimension (Jabri and Ghazzawi, 2019).

Companies such as Samsung use commitment theory because brand loyalty as a communication and information technology is one of Samsung's main goals. Effective engagement, intentional inertia, and psychological status of organizational engagement staff not only help organizations achieve organizational goals but also retain customers (Shi, Liu, & Sirkeci, 2016).

Theory on employee engagement

A strong correlation can be observed between employee satisfaction and motivation, which also has an impact on employee engagement. According to Hahn's theory of employee engagement, employee engagement in his work depends on three psychological needs, such as: B. Employee satisfaction, meaning, and security. However, there are various models that relate to employee theory, such as David Sirota's commitment model. This is one of the main models which states that in order to achieve the organization's business goals, it is very important to develop good relationships with employees while establishing policies and systems that are fair and provide equal opportunities (Vandana and Renuka Murthy, 2021).

The use of David Sirota's engagement model in relation to employee engagement theory is used effectively by Google. Using these theories and models, Google was able to effectively engage employees and employees who were observed to be very satisfied at work. However, the limitations of this theory are the lack of mediation in the role of employees, cross-cultural and personal differences that can affect employee engagement in organizations (Sun and Bunchapattanasakda, 2019).

CONCLUSION

Amazon. Com is one of the maximum a hit companies whose purchaser-friendly policies are widely recognized all over the world. But, the method of hiring human beings, as well as some HR policies for the already employed people, isn't always void of hazards. To increase its retention rate, amazon ought to evaluate its modern-day recruitment rules as well as exchange its remedy of personnel. No matter several blessings to be had, the corporation lacks employee loyalty and is frequently regarded each by way of insiders and outsiders as too harsh on its employees. Amazon's HR policies are contemplated in its structures, which can be designed to enhance collaboration among managers and employees. But, the premise for any such goal appears contradictory, because the concept of mutual grievance can not cause a better mutual know-how. Dedication to management values along with comments mechanisms drives an growth in organization income, but does now not inspire dedication to them. In addition, amazon does no longer seem like following its code of behavior in providing the said process necessities. Consequently, corporations need to bear in mind moving the focal point from income to personnel.

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