

# Soft and hard hrm



**ASSIGN  
BUSTER**

Report ere following report will present the hard and soft HARM practices performed by the 'remarry stakeholders of the I-J based retail store, Retailers and its frontline manager. Hard and Soft HARM practices focus upon the interdependent )organizational issues of a business and its management. Human resource management is a Unitarian approach which is used to emphasis the connection 'teen an individual and its organization.

To assess this, we must distinguish 'teen 'hard; and soft' management approaches to employee engagement. The nard approach contrasts the close incorporation of HER policies and practices with a Justness strategy, which is achieved by focusing on increasing efficiency and -educing labor costs. Human resources are a factor of production and a variable : cost to be minimized. The Soft approach on the other hand focuses on views of B±employees as valued assets and a source of competitive advantage.

These assets of : he business are developed building on their commitment, motivation and leadership \*ululates. Retailers is one of Auk's largest retail firms, which would show that there is bestial pressure on the organization to compete in a market which is apartment regulated. Retailers has embodied the hard approach to its employee management strategy which is evident in (Fauna's) the manager's day to day activities. N order to secure her business, the manager has restricted herself to have control were staff due its " set" budget.

Facts show that there is no " balance" between the Norse and managers, due to the pressuring business needs and long working ours. The budget influences majority of Fauna's retail operations, as she cannot fund he

staffing, forcing her to exert over the limit of 45 hours. As she states, when : here is staff willing to do the Job it's manageable, however the central pool for the area due to the limited budget causes managers to exert themselves.

The result of : his imbalances her life outside of work, as she is constantly committed to her work. Statistics show that there is disregard for producing budgets for managers where )only 1% allowance is given to Finn for shoplifting. In order to avoid incidents which : causes staff to lose their " dignity at work" allowances should be increased to provide Jester compensation to those who are abused in the workplace. As there is no : insemination or protection from the employer, there is a complete ignorance of ? Employee safety.

The negative qualities associated with Retailers show a lack in motivation of its employees, as Finn states that there is a negative perception of her )occupation from her family. Retailers shows an Autocratic management style where : he leader makes the decision alone, and shows no regard for staffing needs and : heir ideas. This is shown as frontline managers are forced to work extra hours, causing employee satisfaction to fall. The connection between the employee and : heir satisfaction to work, focuses on the soft HARM approach.

As an employee is more ; testified with how they are treated and benefited in a workplace, productivity will improve in the long run to gain a source of competitive advantage. Higher morale and motivation from the employer can ensure employees perform better than those von are not Seattle Dye tenet organizations H M regulations. Hon. uses ten sort HARM approach as

she intends to bring in student employees, which shows she is 'Ewing strategic in her operations. This method will lower staff turnover, which in the Eng run will improve productivity for the business.