

The of singhania and partner

Business, Management



THE CASE OF SINGHANIA AND PARTNER Singhania and Partners is one of the law firms that have taken legal practices to a higher level in India and beyond. This firm stands out to be successful in addressing various legal issues in the commercial and corporate world, intellectual property and arbitration among others. It is important that law firms offer services that cannot be quantified but qualified. Legal services have been a critical aspect of the society and the success of the firms offering it depends on the nature of human capital. Singhania & Partners has over seventy law professionals offering services across its various offices in India (Cullen, 2011). The firm was started on a strong belief in quality personnel and excellent services to the clients. Singhania & Partners has been successful in expanding its customer base horizon due to some sound management strategies. At the beginning of its operation, the organization outsourced and hired legal professionals as they sought to stabilize with steady improvement in quality of services. This strategy was a way of gauging the performance of each hired staff and retaining the best performers (Cullen, 2011). Being a service firm, the only asset it counts on is its employee's competency. It is worth noting that legal firm is human capital intensive and this explains the Singhania & Partners' emphasis on excellent performing employees. Customer satisfaction is the key to sustainable operation and market size expansion. The parameters used to establish competency by this firm is customer-focused and includes; necessary knowledge, skills and capacity to work for the success of the organization. The strategy in this case was to boost the morale of human resource department and keep the performance on the rise. Retaining the talented employees was coupled with regular

training, seminars, packages and opportunities for further development. The value and worth of the company was kept admirable by retaining the top cream personnel who stood for the brand of the organization. The firm also ensured that it has a sound resolution approach in which various aspects of human resources management, development and sustainability would be addressed to keep the firm growing. It is evident that this firm focused on strategic human resource management which seeks to reconcile the quality of the services, the image of the organization, and cost of providing the services. Investing in human capital is the basis of sustainable business performance and is the principle on which Singhania & Partners works. Critical evaluation of the firm's management strategy indicates significance in recruitment and selection (Cullen, 2011). Singhania & Partners started with the best legal professionals in the industry and the fruits were reflected in its exponential performance rise. In this regard, the firm began putting emphasis on the recruitment and selection process thereby absorbing some of the best employees in this industry. The strategy of attaining such best crop of employees was based on geographical dispersion of offices in various major towns that includes Hyderabad, Mumbai and Bangalore.