

# The company nike research paper examples

[Business](#), [Company](#)



## **Introduction**

The Nike Company is the leading world producer of sportswear and equipment. It is based at the United States and its headquarters is at Portland in the Oregon area. The company is very popular in the globe for supplying athletic shoes and apparels. It is focused in the manufacturing of many sports equipment. This is a booming business and it ensures that it generates a profit of more than 19USD annually.

The company has employed more than 31000 employees from different parts of the world. The company started in 1934 where it was known as blue ribbon sports but in the year 1978 the name changed to Nike Company. The name Nike means the Great Greek God of success and this has helped the company to believe in achievements and not failures. To eliminate problems that arises from paternal rights, the company has established their own brands therefore other business rival do not have a right to duplicate Nike products. The brands under the company include Nike golf, Nike+, Nike pro, air Jordan, subsidiaries and Nike skateboarding. In 1995, the company bought Bauer hockey and later called it Nike Bauer.

The Nike town name is associated with the operations of the retail stores which is another source of income of the company. The trademark of the company is “ just do it” and its logos is known as swoosh. The company ensures that it produces numerous sports equipment and supplies them in different parts of the world. The products under the Nike Company include track shoes, jerseys, base layers and shorts. Other field products are baseball, tennis balls, cricket equipment, ice hockey and lacrosse.

## **LEGAL ISSUES IN HUMAN RESOURCE MANAGEMENT**

The company has a constitution that clearly defines the code of ethics that protects the entire workforce. This code of ethics is known as inside the lines. The company ensures that it maintains privacy and confidentiality matters of the workers. Any employee who is against the legal compliance of the company is directed to a disciplinary board which takes appropriate actions. The company suppliers are required to meet the set standards and carry out their functions in a legal and ethical manner. The Nike-branded products must be safeguarded and protected from a tarnished name. Every employee has a right to dignity and respect, safe and healthy working place and right to give his views and opinions.

## **EXTERNAL AND INTERNAL RECRUITMENT**

Job vacancies are announced empty when positions are declared vacant. The employees of the company are made aware of the job opportunities and they apply for the jobs through the company internal web by electronic means.

The company recruiter is in charge of the application process from the time an individual applies for the job to declaration of job offer. The major stages of job application in the company include:

- The employing department gives a job request and the central human resource team discusses about the issue
- Completion and approval of job requisition is announced
- The vacant space is posted on the websites for both internal and external applicants.
- The recruiter selects the qualified candidates and decides on the dates of

interviews.

- The company's system will select, march and do a shortlisting of candidates and this forwarded to the line manager.

The active recruiter ensures that there are known avenues that are accessible to all so that there is a fair ground for all applicants. The announcements are made public through the internet sites, search engines, newspapers, magazines and search organizations.

## **SELECTION PROCESS**

The Nike Company ensures the process is transparent, timely, less costly, equitable, and free from favors. The selection process ensures that is carried on according to the job descriptions and qualification that must be met by any agreed individual. The selection process also involves a well written selection criterion which plays a very effective role before deciding on the qualified candidates. The person who is given the job must rank the top best amongst other applicants and must possess high skills, abilities, competencies and vast experience. The active recruiter also ensures that all the decisions that are made are documented for future reference.

## **THE SELECTION TECHNIQUES**

The process is a simple one as it follows the following steps:

- A formal application is completed
- Interviews takes place
- testing
- a reference checking is done
- a physical examination of applicants

- a decision to employ or reject is reached

The selection techniques used by the active recruiters of the Nike Company have an objective of choosing the best suit candidates with the best qualifications as advertised.

## **COMPENSATION AND BENEFITS**

The human resource department of the Nike Company comes up with employee's salaries and compensation. This includes the basic salaries, bonuses, leaves, stock options, special offers, and reimbursements. The top executives will automatically be assigned to the highest salary scales and the middle and lower level managers and their workforce are paid average salaries. The Nike Company ensures that it gives incentives that motivate their employees to offer the best to the company therefore increasing the profits that are generated. The best performing worker enjoys the job retention plan that focuses on keeping highly qualified and the hardworking people in the company. The C. E. Os of Nike Company gets a salary of about 70, 000USD annually.

## **HUMAN RESOURCE POLICIES**

The human resource personnel of the Nike Company are charged with the following responsibilities:

- ensures that all the transactions of the company meets all the legal requirements
- carries out all the transaction activities in a proper way
- adopt the transformation activities that arises therefore making the company flexible

- implement systems that indicates that there are returns and profits in the business

## **COLLECTIVE BARGAINING**

The company's top management representatives together with labor unions sits down to agree by negotiating, administering and interpreting labor contracts. The labor representatives presents their demands, give both the proposals and the counterproposals to the human resource managers so that they can meet a consensus about the remuneration acts. This is a useful step to the workers as they are assured of job security, better salaries and compensation by the Nike Company.

## **CONCLUSION**

In a nutshell, the human resource management department has a major role to play and this determines the smooth operations of the Nike Company and the profits that are generated. A proper organized flow of communication avoids conflicts that emerge due to lack of facts about the company. Human resource managers ensure a high quality workforce who ensures that they are always on the front line to record the success of the company.

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