

Review Paper- Study on Google's Human Resource Management

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Abstract-

In the twenty-first century, human capital management is more crucial than ever. However, few are as adept in managing personnel as Google. Google has demonstrated that it depends on innovation in a number of areas of its operations, including human resource management. The company's employee-centred culture places a high value on employee empowerment. Google's HR department prioritizes hiring and retaining top talent to support the company's core operations.

Google's success and reputation can be attributed to its inventive and successful human resources department, in addition to its technological achievements. It differs from the majority of others in that it prioritizes employees and their satisfaction.

Google's human resources strategy differs in key ways. The software company's best feature is its focus on employee satisfaction and motivation through remuneration and bonuses. Furthermore, nothing in today's society is enough. Even in Human Resources, there is too much competition.

Key words: Empowerment, talent, innovation, achievement, employee satisfaction, motivation

I. INTRODUCTION-

In the dynamic landscape of modern business, effective human resource management (HRM) is a critical driver of organizational success. To reduce employee turnover and retain high-performing

employees, effective strategies are necessary. Effective strategies ensure new employees are satisfied and ready to contribute their most innovative concepts.

Emotional commitment among employees is crucial for business profitability. Increasing new hires' commitment is one strategy to achieving this goal. Companies now recognize the benefits of incorporating a diverse workforce into their daily operations.

Google's competitive edge stems from its strong human resource management program and innovative technology. Google's human resource policies take into account several elements influencing employee well-being and productivity. Google prioritizes creating a welcoming work atmosphere and offering competitive pay packages.

II. ABOUT GOOGLE-

Google is an American search engine firm that specializes in online search and advertising. officially known as Google LLC and formerly known as Google Inc. (1998-2017), was founded in 1998 by Sergey Brin and Larry Page and is a division of parent company Alphabet Inc.

Google accounts for about 70% of global internet searches, influencing the majority of Internet users' experiences. The company's headquarters are in Mountain View, California. Although being in the industry for less than two decades, the company's superb and adaptive HR policies have significantly improved its economic prospects. Google's products, like YouTube, Google Docs Editors, and Google

Search, are used by millions globally.

Google launched as an online search company but now offers over 50 Internet services and products, including software for smartphones and tablets, e-mail, and online document creation.

Google is one of the top four leading companies in the high-tech industry. due to its size and various product offerings. Although it provides a wide selection of products, The initial search function remains the core of its success.

III. CORE VALUE OF GOOGLE-

Establishing core organizational principles is key for creating a positive work culture. The essential values of Google are described below.

1. It is good to specialize in one topic thoroughly.
2. Focus on the users; the rest will fall into place.
3. You may be tough even if you are not wearing a suit.
4. The desire for information crosses all barriers.
5. Democracy on the Internet

IV. GOOGLE COMPANY CULTURE-

1. Inspires Creativity: Google feels that happy employees are more creative and productive.
2. Open Communication Practice: Google's flat organizational structure allows employees to freely share their views.
3. Flexible Transition: Google encourages employee mobility to help individuals improve their skills and weaknesses. The goal is to match people with their desired job and help them transfer smoothly.
4. Financial Maintenance for Workforce: Google compensates its employees handsomely and also offers personal finance advice to ensure they are in excellent financial standing.

5. A Strong Purpose and Mission: Google's business culture is based on a straightforward goal: 'To organize the world's knowledge and make it universally accessible and valuable.' Driven by such a commitment, the crew contributes to Google's notable business culture.

V. BENEFITS OF HRM-

Human resource management helps to bridge the gap between employees and organizational management. Effective human resource management is critical for business success and growth. A well-balanced HRM is essential for the Organizational productivity and harmony. Effective HR management allows companies to strategically solve HR concerns. HRM helps attract and retain talent, support leaders and employees in adapting to change, and promote technology use. Human resource management (HRM) helps employees operate effectively and creatively to get a competitive advantage in the market. The benefits of HRM are provided below.

1. Strategic Management: HRM improves the company's bottom line by stimulating positive output, which leads to organizational success.
2. Mission, vision, values, and goals: HRM adds to an organization's purpose, vision, values, and goals when managed strategically.
3. Creating awareness for employees: HRM raises workplace awareness by giving employees comprehensive knowledge about their operations and governance.
4. Talent management: This is one of HRM's most critical roles. HRM is still dedicated to recruiting and selecting employees, onboarding, training, management development, performance management, succession planning, career trajectories, and other areas of people management
5. Organizational culture: HRM has an impact on organizational culture and plays an important part in ensuring that an organization's culture remains supportive and productive.

VI. HRM STRATEGY OF GOOGLE-

The management of human capital is now more vital than ever in the twenty-first century. However, few are as effective at managing people as Google (parent company - Alphabet). Google prioritizes innovation throughout all aspects of the business, including human resources management. The company's employee-centred culture prioritizes empowering employees. Google's HR function serves as a strategic partner, focusing on attracting and retaining top talent to support core company operations. Aside from its technological prowess, Google's success and notoriety can be credited to its innovative and efficient human resources department.

Google prioritizes employee satisfaction and strives for excellence. Only the smartest individuals are hired, and talent is prized more than experience. Google's HR strategy varies in multiple ways. The software company's biggest feature is its compensation and benefit package, which is designed to keep employees happy and motivated. Furthermore, nothing in the modern world is adequate. Even with human resources, there is too much rivalry. To attract great talent, you must perform exceptionally.

VII. LITERATURE REVIEW-

Google has been named the top "Best Company to Work For" seven times by Fortune magazine and the Great Place to Work Institute. Google received this honour once again in 2017. Google's operations are planned and not random. Google, being a data-driven company, makes calculated decisions about everything, including its HR procedures. Here are several lessons we can learn from Google.

According to Nel, Werner, P Sano, Du Plesi, Ngalo, and Van Hoer (2012:220-225), standard best practices integrate internal growth strategies with growth and expansion strategies, with a focus on new products and markets. development, innovation, and joint ventures." Google's introduction of a new vertical market structure in Europe demonstrates this.

Google is a company that engages in the knowledge economy. Google's success and expansion depend heavily on its employees.

Google's staff, like other digital companies, is predominantly made up of young people, especially

Millennials, with an average age of 29. This is much younger than the average age of the US workforce (42.2). This millennial workforce expects a new work environment and is driving change accordingly.

Google aims to free its employees to pursue their passions both at work and outside of work. By prioritizing their employees' health and happiness, they get more out of them, their employees are happier and more pleased, and the extraordinary results propel Google to new heights.

VIII. OBJECTIVE OF STUDY-

- To study and analyse the googles human resource management.
- To understand the benefits of human resource management.
- To understand the googles HRM strategies.
- To know about core values of googles.

IX. NEED FOR THE STUDY-

The purpose of this study was to determine the googles human resource management and to analyse the core value of google.

To understand the benefits of human resource management.

X. CONCLUSION-

Google's human resource rules and processes may have negatively impacted productivity and efficiency, perhaps hindering the company's growth and development. Nonetheless, Google remains one of the best-managed organizations today.

Google's human resource policies and practices may have been counterproductive to commercial growth and expansion, but they have ultimately benefited the company.

For the sake of success and essential emulation, it is hoped that management students and even

entrepreneurs would be able to mimic and learn from the Google experience, making businesses more people-friendly and shrewd.

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