

## **ROLE OF GLOBAL EXPANSION AS AN EMERGING TREND IN HUMAN RESOURCE MANAGEMENT**

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### **ABSTRACT**

This paper diversifies about how Global expansion as an emerging trend made a lot of changes to whole part of human resource management all over the world, there are lot of factors that would affect the process like cultural and language barriers, governmental policies and laws and other practices may differ from each country. Human resource management is a unique approach or strategy that every organization needs, to maintain a smooth practice pf HRM the organizations need to develop a strong and consistent way of talent acquisition and providing enough training and development to the employees and performance management across the world. Global expansion in HRM need to understand deeply about how the local culture and other practices and laws work in each country by creating effective strategy communication and being supportive to work environment and employees worldwide.

### **INTRODUCTION**

Human Resource Management is organizations effective and administrative part the deals with all employee-related issues. Which include recruitment, selection and their work place safety other benefits, regarding compensation, training and development factors. (wood, 21, May 2003) The human resource policy of every organization differs from each company and operates according to the country and labour laws and legislature.

A lot of trends have come across human resource management to make it more effective and operative in organizations. One of it is Global expansion with the ever-changing factors of the business environment where they started expanding the flow of technology all over the world which started affecting the business

operations. (South-western, 2008) It's been difficult for the human resource operators to adapt to these changes, they role is very certain and critical as their duty is to ensure about recruiting and selecting the right people to the right job, not just recruiting but involving with employees' other factors and providing them the right compensation and taking care of their training and acquiring the best talents. (Stone, june 2015)

The main purpose of the human resource management in global expansion is to develop a talent strategy globally which includes the talents, skills and knowledge which is required to achieve the success in different markets and developing recruitment and retention strategies that attract and retain the top regions and which influences the organizations to recruit people from all over the world. (legge)

As Global expansion has become a major emerging trend in human resource management. The HR has to ensure that company's culture and values are maintained across various regions despite these factors of cultural and language differences that HR must also adapt and ensure that the employees also adapt, HR must take care of the legal and regulatory aspects of various countries. (casey ichniowski, november 1995) Which involves understanding and complying it with the locals they must also ensure the policies and practices align with local laws and regulations to avoid any legal issues. (A.A, 2015)

Global expansion has given an opportunity to develop and implement training and development programs that motivates the employees to do better in achieving their goals. HR should try adapt and develop global talent strategy and help the employees to adapt and lean to adjust to the business environment. (Anwar, jan-feb, 2021) Global expansion believes in decision making of human resource management which has become a complicated system that can understand the data to give the business insights, and antedate the future wants and devise strategies to cater to other needs. (tiwari)

The communication factor also plays a major role in human resource management the varying time zones of the work causes to severe issues for multinational companies operating in various countries like for instance the company head office starts the work and the company in the country might wrap the work. (kled laursen, 16, december 2013)The HR teams must design specific communication strategies to build a well-balanced and coordinated workforce.HR policies without proper guidance and legal knowledge might create inclusive challenges for companies facing with the employee issues. (Ayca, 25 december 2001)

It's important to keep in mind that legal requirements might differ drastically from one nation to the next, so it's imperative to comprehend and abide by local regulations in order to stay out or instance, several nations have regulations governing the maximum number of working hours per day or week, the necessary minimum income, and the essential benefits like paid time off or health insurance.

(schuler) Other nations might impose limitations on recruiting foreign workers or demand that employers present proof of the employees' legal permission to work there.

It's also crucial to keep in mind that certain nations could have various cultural norms and expectations when it comes to hiring and recruitment procedures. (Jackson) For instance, in some cultures, it could be improper or disrespectful to question certain questions during an interview or to conduct background checks on job candidates. Understanding and respecting these cultural differences can help ensure a smoother recruitment process and avoid misunderstandings or miscommunications. (Siddique, 17, february 2007)

## LITERATURE REVIEW

1. Global expansion influences the organizations that have been competed for customers with high expectations for better performance, quality and cost, which tries to exert pressure on human resource management helping them to adapt to the ever-changing challenges which include cultural and language barriers. (Friedman, 17, july, 2007)
2. This study talks about how effective has global expansion has become in corporate perspective, HR is a dominant feature in this increased globalised market competition. The paper discusses about the interdependence of the global expansion factors which helps in creating effective growth aspects. (Puick)
3. This paper takes us through the talents management and retention which plays an essential practice in business sustainability. It says about how HR has been playing a important role in implementing new policies and practices through global expansion in various countries. (Doreen Akunda, april 9, 2018)
4. The paper talks about the written vision of how the HRM works in multinational companies, how it varies from each countries the work culture, the language barriers and other factors like focusing the factors like providing technical and training and development facilities for the employees. (Elaine Farndale)
5. As Global expansion has become a major emerging trend in HR, it's something interesting aspect in Entrepreneurship which lets the human resource to evolve and explore all the developing aspects and other innovation and new venture creation and growth as well as appearances of specific entrepreneurs. (Bostjan Antoncic)
6. The necessity of the multinational firms to get adapted to and be as competitive in the global market as possible has increased dramatically over the past years. This paper explains us about how these acquiring Global talents management and challenges have been effective to human resource management, the kind of opportunities it has shed to HRM. (Randall S. Schuler S. E., 2010)

7. This paper intensifies about how globalizing international human resource management has been effective and helpful to understand the coverage of all cultural and regional factors, and how they learned to form or shape the theory and practice in the particular field. (warner, may 2007)
8. The agenda of this paper is to bring insights about the field of international human resource management for the transparent understanding about the benefits about the substantially the better concepts and practices with changing economic and business conditions. (Randall S. Schuler p. S., 21 May 2003)
9. The paper has very interesting approach towards the agenda and growing aspect of international HRM through AI (artificial intelligence) with exciting new stream of HRM practice AI content which has resulted in how work is organised in local and international firms with providing employment to the employees and other decision making and problem-solving features. (Budhwar, 06 March 2022)
10. International human resource interest has emerged from wide range of perspectives with the reflect of piecemeal approach to improving certain aspects with the subject to pay sufficient attention to underlying purpose of international assignments. (Kamoche, 28 July 2006)
11. The HRM provides a critical assessment of contemporary leading to challenges confronting organizations helping them to develop effective resourcing strategies in very wide environment. (H. Scullion, march 2005)
12. The article tells us about the benefit from extended agenda which helps the enterprise, beyond the theoretical resources to be brought to bear and greater attentiveness to the interpenetrating levels which the empirical worlds that are subjected to evaluation and explanation. The paper has tried to reflect on the opportunities for drawing on theoretical frameworks from the advanced areas of HRM (Delbridge, March 8, 2011)
13. The article reviews about the present state of research how the systematic formulation of HRM is running in MNCs there is a wide range of trends been implemented in the companies to build a strong and developed version of management. (cooke)
14. The paper explains us about the globalized way and its importance that has affected its enterprises in a very efficient way how competent or understanding it has been and has been appeared in a peculiar way, the linkage of HRM and the strategy it offers to identify and develop (dowling) the employment.
15. The paper wants us to study about the key issues which has been dominating the international HRM which is namely the global local question. The most likely question that has concerned is that how is it easy and possible to balance the pressure to develop globally. (kuruvilla, 17 february 2007)

## HYPOTHESIS TESTING

Null hypothesis: There is no significant relationship between global expansion as an emerging trend in Human resource management.

Alternate hypothesis: There is significant relationship between global expansion as an emerging trend in Human resource management.

## RESEARCH METHODOLOGY

### Objectives of the study:

- To study about the relationship between Global expansion and Human resource management.
- To study how effective the trend of global expansion has given opportunity to hire employees all over the world.
- The study shows how can international human resource management bring out the equality of cultural and language barriers.
- The study helps us to learn about the technological and other developmental factors that differ from each country.
- The study was conducted by collecting primary data using sampling method to test null and alternate hypothesis.

### Limitations of the study:

- The study just brings the effectiveness of Global expansion in human resource management
- The study is limited only to understand the differences between policies and practices of HR process that varies from each country.

## DATA ANALYSIS AND INTERPRETATION

The data was collected from the respondents where it summed up to 30 responses using one dependent variable of global expansion as emerging trend is effective in Human resource management.

The data consist of different independent variables which are the factors to cause the dependent variable, respondents believe that the Global expansion has played major role in constructing and developing Human resource management in various countries.

Regression Statistics	
Multiple R	0.742799767
R Square	0.551751494
Adjusted R Square	0.448309531
Standard Error	0.749062269
Observations	33

ANOVA					
	df	SS	MS	F	Significance F
Regression	6	17.957	2.992834	5.333923	0.001058151
Residual	26	14.58845	0.561094		
Total	32	32.54545			

The regression analysis shows where the multiple R is 0.742799767 and R square is 0.551751494 which says that we the significance level is greater than 0.5 and we accept the Null hypothesis saying that there is significant relationship between Global expansion as an emerging trend in Human resource management.

There are factors that are considered to be effective in analysis given Global expansion has played a major role in creating new opportunities for companies to tap into various talent pools and attract high-quality employees from all over the world. It is a important note by the HR professionals should develop and identify the best candidates and ensure to provide them the best role.

Global expansion has helped in overcoming the cultural and language barriers face by the employees and the HR professionals and also understand the policies and practices and other backgrounds.

Training and development have no less contribution in global expansion it has created a new path for the organizations to indulge with the various training and development programs to suit and motivate the employees towards the adaptation of local culture and practices.

Communication being the important factor in every form of organization global expansion has opened a new opportunity to people in acquiring them from different countries and giving them the opportunity to understand the work and creating new opportunities for them.

## **FINDINGS**

- The study states that Global expansion has played a major role as an emerging trend in the human resource management.
- The survey conducted also states that Global expansion is very significant in organization's growth.
- It has helped in providing new job opportunities and understanding the local regions and its practices and adapting to them accordingly.

## **CONCLUSION**

To conclude we can say that Global expansion is a significant trend in human resource management that is driving changes in recruitment, cultural and language sensitivity, legal laws and procedures, training and development and communication practices. As every organization tries to expand Globally it is very important for the HR management or teams to adapt to the new changes according to the local practice and regions. Global Expansion has given new opportunities and acquiring new talents from all over the world and offering the best job roles.

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