**INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

***ASSESSMENT 2 CASE STUDY***

COURSE INSTRUCTOR:

COURSE CODE:

SUBMITTED BY:

ID NO:

SUBMISSION DATE:

**TABLE OF CONTENT**

[**1.** **INTRODUCTION** 3](#_Toc174990445)

[**2.** **CONTEXT** 3](#_Toc174990446)

[**3.** **HR PRACTICE: RECRUITMENT AND SELECTION** 4](#_Toc174990447)

[**3.1** **DEFINITION** 4](#_Toc174990448)

[**3.2** **COMPANY APPROACH IN USA (HOME COUNTRY)** 4](#_Toc174990449)

[**3.3** **RECOMMENDED STRATEGIES IN UK (SUBSIDIARY COUNTRY)** 5](#_Toc174990450)

[**3.4** **SIMILARITIES AND DIFFERENCES** 5](#_Toc174990451)

[**4.** **HR PRACTICE: PERFORMANCE MANAGEMENT** 5](#_Toc174990452)

[**4.1** **DEFINITION** 5](#_Toc174990453)

[**4.2** **COMPANY APPROACH IN USA (HOME COUNTRY)** 6](#_Toc174990454)

[**4.3** **RECOMMENDED STRATEGIES IN UK (SUBSIDIARY COUNTRY)** 6](#_Toc174990455)

[**4.4** **SIMILARITIES/DIFFERENCES BETWEEN TWO MARKETPLACES** 7](#_Toc174990456)

[**5.** **HR PRACTICE: FLEXIBLE WORKING** 7](#_Toc174990457)

[**5.1** **DEFINITION** 7](#_Toc174990458)

[**5.2** **COMPANY APPROACH IN USA (HOME COUNTRY)** 7](#_Toc174990459)

[**5.3** **RECOMMENDED STRATEGIES IN UK (SUBSIDIARY COUNTRY)** 8](#_Toc174990460)

[**5.4** **SIMILARITIES/DIFFERENCES BETWEEN TWO MARKETPLACES** 8](#_Toc174990461)

[**6.** **RECOMMENDATIONS AND CONCLUSIONS** 9](#_Toc174990462)

[**6.1** **COMPARISON/CONTRAST OF HOME AND SUBSIDIARY COUNTRY** 9](#_Toc174990463)

[**6.2** **RECOMMENDATIONS** 9](#_Toc174990464)

[**6.3** **CONCLUSION** 10](#_Toc174990465)

[**7.** **REFERENCES** 10](#_Toc174990466)

# **INTRODUCTION**

Lizda Company, a prominent international corporation within the United States has started its global development with the creation of a subsidiary located within the United Kingdom. The significant objective of this expansion is to develop a prominent presence within the European marketplace while utilizing the UK’s strategic location as a way to Europe. The subsidiary country (UK) was selected owing to its stabilized economy, effective regulatory measures along accessibility to effectively trained individuals (Schenk, 2005). Also, the post-Brexit perspective has pushed many countries to create more trade partners; this makes the UK an appealing location for global companies like Lizda. However, Lizda has been facing substantial HR difficulties whilst developing its subsidiary in the UK to guarantee error-free transition & sufficient integration within the local marketplace.

The major issues this company is facing are adjustments to the UK’s strict labor legislations and regulations, which are prominently different from the flexible working system within the US. Also, Lizda has to deal with cultural differences that might influence worker expectations, work-life balancing along organizational outcomes within Britain. Lizda company must choose between centralizing or decentralizing its HR activities, integrating the need for consistency and flexibility; both essential for localized demands. Lizda Corporations would have to carefully assess its strategies for recruiting & selection, performance management, and flexible working systems for the efficient outcome of this company’s operations.

# **CONTEXT**

The Lizda corporation operating within the US serves in an extensive HR environment that puts a priority on flexibility and puts a priority to people’s achievements. The American system is built on at-will employment practices which provide both employers and workers a great deal of flexibility in leaving jobs without cause. Such adaptability is enhanced with a particular focus on performance-based management within which both incentives & promotions are impacted by a highly competitive marketplace wherein stabilizing individuals is important. The HR goals of Lizda are to promote creativeness, and productiveness as well as worker interactions via financial incentives, professional development chances along with result-oriented working environment.

On the other hand, the UK’s HR framework is under control owing to strict labor legislations and regulations that give priority to worker rights and security. Britain’s “Employment Rights Acts” create a concept that prioritizes stability of job, equal treatment as well as work-life balance (Stephen Mustchin, 2020). The union front with collective bargaining serves as an essential influence in selecting HR approaches specifically for industries integrated with high unions. Also, UK employees put high value on non-monetary benefits like flexible hours of working, health insurance, and pensions. Lizda has to improve its HR policies to integrate the UK’s focus on worker well-being, and inclusivity along with regulatory compliance. The company must address cultural variances that impact worker interactions.

# **HR PRACTICE: RECRUITMENT AND SELECTION**

## **DEFINITION**

Recruitment involves the procedure of identifying, evaluating, shortlisting, and employing prospective employees to fill open jobs in companies. It constitutes the primary role of the management of human resources. Selecting is the procedure of choosing the most suitable applicant for the vacant position. It refers to the procedure of evaluating applicants and analyzing the traits that are required for a given position (Kapur, 2018).

## **COMPANY APPROACH IN USA (HOME COUNTRY)**

The hiring and selecting method of this company within the US is sufficiently competitive, specifically driven by the requirement to get the attention of high-post workers within advanced & innovative workplaces. Lizda has employed meritocracy as a recruiting strategy; individuals are selected based on creativity, high potential & cultural suitability. Company employee’s numerous IHRM strategies like competition-based selection which chooses people with specific capabilities in alignment with company goals. Structured interviews and psychometric testing would be employed by Lizda to verify that individuals have both (technical capabilities & fit within the company culture). The US working environment has influenced such an approach.

## **RECOMMENDED STRATEGIES IN UK (SUBSIDIARY COUNTRY)**

The recruiting and selection will have to be customized as per local HR approaches within the UK, which has strict labor regulations and a unique cultural background. The Equality Act of 2010 has integrated stringent and equalized demands within the UK which highlights inclusivity and fairness in the selection method (ACAS, 2023). Henceforth, Lizda Corporation has to make sure its recruiting procedures show transparency, and equality and serve following applicable legislatives. This company can consider the adoption of a more organized recruitment system with the inclusion of competency concepts; these are inherently adopted in the UK to guarantee that individuals are chosen based on given criteria. To overcome cultural barriers, Lizda would have to concentrate on work-life balance and job security; both serve as effective values among UK workers. These entail gaining flexible working choices or promoting a collaborative work culture. This company should show its devotion to worker wellness by engaging in worker branding programs. These steps are important for attracting potential workers within UK marketplace.

## **SIMILARITIES AND DIFFERENCES**

Both recruiting and selecting methods within the US and Britain are quite comparable like the adoption of competency-based paradigms along with organized inquiries. However, there are substantial differences in institutional & cultural variables. HR system within the US is quite flexible and showcases rapid cultural adaptiveness and personal achievements. But, in the UK this procedure is more stringent with a main focus on equality, transparency along work-life balance (Shah, 2021). The company’s US approach targets top people who are efficient within competitive places, but within the UK, the company has to establish an approach appealing to people who prioritize stabilities and inclusivity. Its HR policies have to be in alignment with local marketplace demands by making adjustments.

# **HR PRACTICE: PERFORMANCE MANAGEMENT**

## **DEFINITION**

Performance management is a continuous, uninterrupted method for establishing and clarifying job duties, goals, standards of performance, and growth plans to enhance a worker's performance as well as fit alongside the long-term objectives of the company (Hall, 2024). When individuals see the term "performance management," they might immediately think of the financial year assessment. Nevertheless, a good performance monitoring strategy entails substantially more than simply the yearly evaluation.

## **COMPANY APPROACH IN USA (HOME COUNTRY)**

Lizda company’s performance managerial framework has been impacted by the personal achievement and fairness concept incorporated in the US. This company utilizes a result-oriented concept; the assessments are done based on capabilities to acquire or surpass overall objectives. Such an approach is well supported by quantitative measures & KPIs (Key Performance Indicators) which serve in direct relation to the corporation’s targeted objectives. Lizda Company has adopted instruments like MBO known as a Balance scorecard & Management of Objectives for connecting a person’s objectives with company objectives whilst making sure each employee is making contributions to the company’s success directly (Develi, 2023).

In addition, the US Human Resources scenario has put its concentration on constant feedback and performance evaluations. These are performed every quarter; leading to involved and motivated workers. Also, feedback (360-degree) is extensively employed which provides these employees with full reports about their activities from different sources. These sources can be either supervisors, subordinates, or peers. Such feedback contributes to a culture of constant development or responsibilities; quite essential for the US marketplace.

## **RECOMMENDED STRATEGIES IN UK (SUBSIDIARY COUNTRY)**

The UK’s performance management technique has to be customized as per the local guidelines for transparency, justice, and worker enhancement. Although performance evaluations are quite essential, the UK has put its priority on holistic assessments which incorporate both results and behavioral conduct. Britain’s legal concept i.e. Employee Rights Act demands performance management frameworks for both equitable & legislative acceptability (core.ac.uk, 2023). This entails having a more systematic technique of performance evaluations, making sure each assessment done is clear and adopted within the company in a uniform manner.

Lizda company within the UK should incorporate growth-focused performance management instruments like PDPs (Individual Developing Plans) along with periodic coaching classes that emphasize longevity in career advancements as well as skill enhancement instead of short-term alternatives. This technique would show consistency with Britain’s culture of having work-life equilibrium, and worker stabilities, providing workers chances of advancing in a company while having a stable work-life equilibrium. Also, the UK has a system of performance evaluations performed once on an annual basis; the focus is on goal-setting.

## **SIMILARITIES/DIFFERENCES BETWEEN TWO MARKETPLACES**

Although the US and UK each have seen performance management as a substantially important practice of HR, their approaches are diverse owing to differences in culture and institution. When considering the US, performance management serves as more focused on outcomes, having a specific emphasis on achieving targets and personal accomplishments but, when considering the UK, it has a more growth-specific approach where the main concentration is on fairness, transparency, and worker wellness. The company’s performance management within the UK should include holistic evaluations for balancing results for growth prospects whilst adhering to local traditions & normative expectations (McLeod, 2023).

# **HR PRACTICE: FLEXIBLE WORKING**

## **DEFINITION**

 Flexible working means a process that enables employees to determine their schedules and routines. It is possible to make a living from residence, freelance, or with compressed schedules. Flexible working has grown more and more common in the modern economy since it provides multiple benefits for both individuals and businesses. Working at home provides several benefits including greater efficiency, decreased rates of absence, and better balance between work and life. It may additionally assist in attracting and keeping employees, as a growing number of individuals are opting for flexible job conditions(Vreede, 2024).

## **COMPANY APPROACH IN USA (HOME COUNTRY)**

This corporation is utilizing a flexible system within the US as an integral aspect of its HR strategies. Within the US, this system is based upon autonomy & performance objectives instead of specific working hours on-site. This shows consistency with US cultural stresses for individuality along with self-administration (US DEPARTMENT OF LABOR, 2024).

Lizda Company can also offer a wide range of flexible working alternatives with the inclusion of telecommuting, flexible beginning and ending times along diminished working weeks. All of these have the main intention of enhancing worker contentment, productiveness along retention. Working flexibly within the US has a strategic linkage to company objectives, having a specific focus on stabilizing elevated levels of productiveness and engagement whilst offering workers the freedom they desire. Job characteristics framework i.e. a theoretical concept has focused on the role of autonomy in elevated job contentment, which is essential here. Company approach has been impacted by such paradigm, having aims of boosting motivation & performances by offering workers the freedom to decide their working arrangement.

## **RECOMMENDED STRATEGIES IN UK (SUBSIDIARY COUNTRY)**

In the UK, workers have the choice to attain a flexible working schedule after 26 employment weeks. Such a regulatory system impacts the manner wherein company may handle flexible operations within its UK subsidiary (GOV.UK, 2024). The cultural concentration over work-life equilibrium along with the establishment of a flexible working system requires an advanced systematic technique than the US.

The strategic measure of Lizda within the UK must incorporate transparent rules for the management of flexible working demands whilst stabilizing compliance with national legislative. The company has to incorporate flexible working like part-time jobs, and flexible hours as well as remote workings like that of the US, but with effective emphasis on guaranteeing equities & justice regarding how such choices could be handled. As per Euro found (European Establishment for Improvements of Living & Working Situations), this flexible system ought to enhance worker wellness and company efficiencies whilst making adjustments with UK cultural norms.

## **SIMILARITIES/DIFFERENCES BETWEEN TWO MARKETPLACES**

Although both the US and the UK have given support to flexible working systems, differences lie in their cultural or legislative situations. In the United States, working flexibly serves as discretionary and about people’s performance outcomes, but it serves as a legal framework within the UK; the specific focus is on equality and work-life equilibrium. Such differences affect both country’s markets.

 The company’s flexibility within the US is anticipated to concentrate on autonomy with performance and in the UK policies incorporate legislative compliance along with equal accessibility to flexible working options, highlighting the UK’s emphasis on justice. Identifying these variations, the company can easily incorporate a flexible system for fulfilling worker demands within both marketplaces whilst providing support to company objectives.

# **RECOMMENDATIONS AND CONCLUSIONS**

## **COMPARISON/CONTRAST OF HOME AND SUBSIDIARY COUNTRY**

The Lizda Corporation’s advancement within the United Kingdom incorporates both chances and issues owing to variations within the HR environment of the US and UK. Our analysis has shown that each market is devoted to sufficient HR practices, although their procedures are entirely different.

In both markets, there is a strong emphasis on optimizing HR processes to adjust to corporate objectives. However, the United States gives priority to autonomy, flexibility along performance-based outcomes. It is shown in methods like performance management, putting a strong focus on personal accomplishments, and a flexible system: prioritizing individual choice and liberties. However, the United Kingdom system serves as more organized, giving more priority to equity and regulatory compliance. Britain has focused on extensive evaluations in performance management, showing an effective legislative concept for flexible work; and showcasing this nation’s cultural preferences for employment stability.

**RECOMMENDATIONS**

* The above mentioned differences have shown that Lizda company should take a dualistic approach. This entails balancing out strengths of these markets whilst taking care of their issues. Company needs to stabilize its present tactics within US, putting focus on performances, autonomy and flexibilities, as they are most suitable as per institutional scenario.
* Similarly, it should opt for organized & legally compliant method towards its UK subsidiary, with priority on openness, justice and diversification. Such an approach would guarantee that workers within both marketplaces have been motivated to perform their best whilst fulfilling local demands.
* The company should develop official rules of flexible work within Britain that shows compliance with local rules. It prioritizes equitable accessibility to flexible working options. It would lead to fulfilling of legislative obligations and improvements in worker contentment & retentions.

## **CONCLUSION**

It has been concluded that the suggested methods show conscious adaptability towards the disparities within cultural as well as institutional systems of both the UK and the US. The identification and solving of such disparities would entail that Lizda Corporation can effectively handle its HR activities in both nations, making sure that they are per local demands whilst assisting the company’s international strategic objectives. Such a dual strategy would enable Lizda to have a competitive edge while simultaneously developing a healthy organizational environment within both home and subsidiary markets.

# **REFERENCES**

* ACAS, 2023. *Discrimination and the Equality Act 2010.* [Online]   
  Available at: https://www.acas.org.uk/discrimination-and-the-law
* core.ac.uk, 2023. *Performance Management and Appraisal.* [Online]   
  Available at: https://core.ac.uk/download/pdf/18505222.pdf
* Develi, A., 2023. General view of the management by objectives. *Journal of Management and Organization History,* 2(1), pp. 82-93.
* GOV.UK, 2024. *Flexible working.* [Online]   
  Available at: https://www.gov.uk/flexible-working
* Hall, C. O., 2024. *Performance Management.* [Online]   
  Available at: https://humanresources.ku.edu/performance-management#:~:text=What%20is%20Performance%20Management%3F,aligns%20with%20organizational%20strategic%20goals.
* Kapur, R., 2018. *Recruitment and Selection.* [Online]   
  Available at: https://www.researchgate.net/publication/323829919\_Recruitment\_and\_Selection
* McLeod, E., 2023. *Differences in HR practices between UK and USA.* [Online]   
  Available at: https://managementanswers.co.uk/differences-in-hr-practices-between-uk-and-usa/
* Schenk, C. R., 2005. *Britain in the World Economy.* [Online]   
  Available at: https://onlinelibrary.wiley.com/doi/abs/10.1111/b.9780631220404.2005.00027.x
* Shah, K., 2021. *How the US and UK Differ.* [Online]   
  Available at: https://www.agreusgroup.com/wp-content/uploads/2021/04/US-vs.-UK-Recruitment-Differences.pdf
* Stephen Mustchin, M. M. L., 2020. The evolving nature of labour inspection, enforcement of employment rights and the regulatory reach of the state in Britain. *Journal of Industrial Relations,* 62(5).
* US DEPARTMENT OF LABOR, 2024. *Flexible Schedules.* [Online]   
  Available at: https://www.dol.gov/general/topic/workhours/flexibleschedules
* Vreede, C., 2024. *Flexible Working Definition & Types.* [Online]   
  Available at: https://www.shiftbase.com/glossary/flexible-working