

## **A/ ASSIGNMENT RECAP**

- **3,000 word industry report** to provide recommendations for **improving Shopee's future HR strategies**.
- Assignment question is **"What would be effective employer branding strategies to attract Gen-Z talent for Shopee?"**
  - **Intro with background, SWOT analysis;**
  - **Theory/literature review;**
  - **Evidence from cases;**
  - **Recommendations aligned to strategy & values;**
  - **References & supporting materials**

Suggested structure:

- I. Introduction**
  - A. Overview**
  - B. SWOT Analysis**
- II. Theory-base Analysis**
  - A. Employer Branding**
  - B. Theories**
  - C. EVP**
  - D. Internal Branding**
  - E. External Branding**
- III. Evidence-based Analysis**
- IV. Recommendation and Conclusion**
- V. Teamwork evaluation & Reflection**
  - A. Theory summary**
  - B. Reflection**
  - C. Lessons**
- VI. Reference List**

## **B/ KEYWORD EXPLANATIONS**

1. **Employer branding** - How an organization markets itself and its values to attract potential talent.
2. **Gen Z/Generation Z** - The demographic cohort born between 1997-2012.
3. **SWOT analysis** - Evaluates strengths, weaknesses, opportunities & threats to devise strategic plans.

4. **HRM values** - Guiding principles that shape a company's people management policies and practices.
5. **Strategic expansion** - Business growth through accessing new markets and opportunities.
6. **Talent acquisition** - Activities and strategies to source, attract, and hire qualified candidates to meet talent needs.
7. **Retention strategies** - Approaches put in place to engage employees so that they choose to remain with the company long-term.
8. **Total rewards** - Compensation, benefits, wellbeing offerings provided to incentivize top talent.
9. **Succession planning** - Process of identifying and developing internal people with potential to fill leadership positions.
10. **Onboarding** - Orienting and integrating newly hired employees into the organization during their first months.
11. **Diversity & inclusion** - Creating an equitable workplace and enabling people of all backgrounds to thrive in their roles.
12. **Core competencies** - Knowledge, skills, abilities central to performing essential job responsibilities well.
13. **Employee value proposition** - The tangible and intangible benefits an employee gets through their job and workplace.
14. **Candidate experience** - An applicant's perceptions and feelings towards an organization's recruiting and hiring process.
15. **Digital transformation** - Adopting more sophisticated technologies and digital capabilities to improve operations.
16. **Virtual workspace** - Telecommuting infrastructure that enables employees to collaborate and work productively while remote.
17. **Workforce planning** - Anticipating hiring needs and availability of required talent to meet strategic goals.
18. **Internal mobility** - Enabling employees to transition into new roles or teams within the same organization.
19. **Change management** - Systematic approaches to prepare for, execute, and sustain major workplace changes smoothly.
20. **Employee engagement** - Level of enthusiasm, connection, and commitment employees have towards their organization and work.