

A. ASSESSMENT RECAP

- PowerPoint presentation: **2500 words** (excluding list of references) submitted as a PDF file displaying both the slide and the elaboration.
- Analyse a company's **response** to re-establishing their business after a major disruption and present an analysis focusing on the **human aspects** of their decisions.
- Why they made certain decisions, what they could have done differently
- Lessons learned for other companies facing disruptions to their business model.

Structure:

1. About Qantas
2. Company's Response
3. Human Resource Management
4. Customer Service Issue
5. Recommendations for HRM
6. Recommendations for Customer Service
7. Lessoned learned & Conclusion

B. KEYWORDS EXPLANATION

1. Stakeholders

- Individuals or groups who have an interest in the performance of an organisation or are affected by a company's decisions.
- Key stakeholders include internal stakeholders (employees, executives and leaders, shareholders/owners, board of directors); external stakeholders (customers, suppliers, government, communities, media, competitors).
- Stakeholders can also include NGOs (Non-Governmental Organisations), Unions or Professional Associations

2. Corporate social responsibility (CSR)

- A company's initiatives to take responsibility for how its operations impact society and the environment. CSR considers stakeholders beyond shareholders.
- Key aspects of CSR include: Environmental Responsibility, Social Responsibility, Ethical Responsibility, Economic Responsibility.

3. Resource dependence theory

- The idea that organisations depend on resources like labour and materials. Employees may be seen as expendable assets rather than long-term investments.
- The nature of this dependence shapes their behaviour, strategies, and relationships with other entities.
- It emphasises the significance of taking into account the larger context in which organisations function and the strategic management of their external dependencies to attain their objectives.

4. Employee retention

- Organisational efforts to keep employees satisfied and discouraged from leaving their jobs.
- Retention maintains tacit knowledge (namely job satisfaction, compensations and benefits, career development, etc)

5. Layoff

- The permanent termination of employees' jobs due to business slowdowns or restructuring needs. Results in lost talent and severed employment relationships.
- Although layoffs come with challenges, they are occasionally considered an essential step for organisations to adjust to evolving conditions and secure their long-term sustainability.

C. REFERENCE

- [Qantas falls 12 places to 17th in list of world's best airlines](#)
- [Qantas falls well short of Joyce's 70% market share prediction – Australian Aviation](#)
- [QANTAS ANNUAL REPORT 2022](#)
- [Flights delay of Qantas Airways since Nov 2022](#)
- [Mishandled baggage rate almost doubled globally in 2022 as airlines scrambled after Covid | Air transport | The Guardian](#)
- [Qantas' safety reputation under spotlight after spate of technical issues | World News - Hindustan Times](#)
- [Altitude Sickness: Qantas Emerges from the Cloud of COVID-19 - Industry Insider | IBISWorld](#)