

## PROFESSIONAL PRACTICES ASSIGNMENT 2

### Q1:

Reflect on any personal or professional experience you have with intellectual property, either in academic work (e.g., creating original content) or in a professional context (e.g., contributing to a software project). How did you navigate issues of ownership, rights, and ethical use of material?

### Q2:

You are appointed as the Chief Operations Officer (COO) of a fast-growing multinational software company with offices across four continents. The company is struggling to balance the need for centralized control over strategic decision-making with the autonomy required to foster innovation in its geographically dispersed teams.

- **Part 1:** Drawing from your personal or professional experience, design a hybrid organizational structure that addresses this balance. Include detailed insights into how this structure will handle key areas such as resource allocation, R&D, and project management.
- **Part 2:** Critically reflect on the trade-offs involved in your proposed structure, including the potential risks of fragmentation, inefficiency, and miscommunication. Provide at least two specific real-world or hypothetical examples from your own career or industry observations to demonstrate how these challenges can be mitigated.

### Q3:

As the HR director of a software company facing severe financial strain, you are tasked with making a high-stakes decision between mass layoffs or implementing a company-wide pay reduction. Both options come with significant legal, ethical, and cultural implications.

- **Part 1:** Based on your experience with managing people or observing similar real-world scenarios, develop a comprehensive plan outlining your chosen course

of action. Detail the ethical and legal considerations you must navigate, and propose innovative ways to minimize long-term damage to the company's culture and employee morale.

- **Part 2:** Conduct a personal reflection on how you would communicate this decision to your team, ensuring transparency while maintaining trust. Include examples from past leadership challenges or personal observations of crisis management that highlight the complexities of making such difficult decisions.

**Q4: Identify most appropriate Intellectual Property rights for each of the following.**

1. Software Suite Helping Small Businesses in Indonesia Manage their HR Management

Small businesses often struggle with payroll and human resources. In Indonesia, Fast8, a young startup launched a suite of integrated software to help SMEs and middle-sized companies systematize and automatize their HR management so they have more time to devote to their businesses. Fast8 has since focused on building software for the HR market, and in 2016, launched Gadjian, a cloud-based HR-integrated system offering an employee center, attendance records, shift scheduling, payroll, and leave management. Gadjian, which means payday, was designed to help SME owners and HR/finance managers of companies with less than 300 employees with their operational and administrative burdens. Other integrated applications followed Gadjian. Hadir, an attendance management solution oversees the performance of mobile workers, remote employees, and multi-branch offices using geofencing and biometric face recognition technologies. Through Hadir, employees can record their work attendance, and the system can monitor online timesheets, employee work shifts, track field sales, and record overtime. Meanwhile, Payung provides a one-stop shop for all employee benefits, including employee loans, insurance, and business financing support for business owners. The Fast8 suite automates processes and serves as a Fintech enabler, as it helps companies with health insurance, loans, and anything that can help them grow their business. Fast8 paid particular attention to its branding. "We registered all of our brands, and we really racked our brains to find brands that customers would relate to," Afia said, explaining the choice of the name of their first product: Gadjian (payday). "It is catchy because people relate to it immediately." "We were always concerned about copycats, so we registered our brands as soon as possible." The company also wanted to register its unique source code to automate payroll.

2. An object of this work is the provision of a method (i.e., software, firmware or hardware) to control and manage access to a flash memory so that the flash memory appears to the computer operating system 55 as a data storage device in which it is

possible to read data from, and write data to, any flash memory location. A method that allows flash memory to emulate random access memories and allows existing computer operating systems to provide all other required support in the same manner provided by standard random access memories and independent of the emulation method. Briefly, this invention contemplates the provision of a flash memory, virtual mapping system that allows data to be continuously written to unwritten physical address locations. The virtual memory map relates flash memory physical location addresses in order to track the location of data in the memory. The flash memory physical locations are organized as an array of bytes. Each of the bytes in the array is assigned a number or address by means of which the byte is physically accessible, referred to herein as the physical address space. Each of the bytes in the array has a second address, called the virtual address space. A table, called a virtual map, converts virtual addresses to physical addresses. Here it should be noted, the virtual address space is not necessarily the same size as the physical address space.

**3.** While Google's search algorithm (its ranking algorithm) is a core component of Google's competitive advantage in the search engine market. Every year, Google makes thousands of changes to its algorithm to ensure it presents the most relevant results for search engine users. Additionally, the search engine giant constantly modifies its algorithm to prevent third parties from gaming the system and showing up higher on search results than they should. The impact is evident — Google remains the top search engine globally.