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Module: MGT530 – Managing Human Capital

HR Policy Proposal for AspireTech Solutions Ltd.

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Introduction

Human capital stays at the heart of every enterprise. That truth grows increasingly obvious within knowledge rich sectors such as information technology and professional services. If a company can lure, keep, and cultivate talent, it forges a competitive stance that rivals find nearly impossible to copy. Innovation erupts swiftly. Innovation occurs rapidly. Customer wants and needs are increasing. Companies that are able to be agile and serve customers in a solid human resource management system are creating resilience instead of waiting merely for luck.

This report lays out an all-round HR policy proposal for **AspireTech Solutions Ltd.**, a fictional mid-sized technology and consulting outfit based in California. Roughly 300 professionals handle software builds, IT consulting, and digital products. The arena is crowded. Every client interaction and every internal survey can tilt market standing and profits. In that climate, employee engagement sits side by side with customer satisfaction.

The assignment carries four goals:

1. **Critique of present HR routines** at AspireTech, spotlighting gaps in retention, service quality, communication lines, and performance management. Left unfixed, these holes could hand an advantage to bigger rivals with deeper pockets.
2. **Fresh HR rules** aimed at boosting loyalty, sharpening service, adding digital tools for speed, and rolling out a transparent performance system that rewards results.
3. **Job ads plus salary bands** for three key posts: secretary, marketer, and operations manager. These positions anchor day-to-day flow and competitive reach. Pay will track California industry norms so AspireTech draws high-caliber applicants without risking its budget.
4. **Health, safety, and wellbeing guide** that sets guardrails matching U.S. regulations and looks after mental health, flexible scheduling, and crisis durability. Employees gain clarity. Management gains a roadmap.

By weaving all strands together, the report delivers a detailed, evidence-based HR playbook that AspireTech can adopt without wild leaps of faith. Each suggestion draws on scholarly work, proven models, and sector data to ensure real-world fit.

In the end, the document highlights how strong human capital fuels growth, helping AspireTech secure quick operational wins while laying tracks for lasting strategic gain.

1. Critique of Existing HR Policies

Critique of Existing HR Policies

Although AspireTech Solutions Ltd. is a young and ambitious player in technology consulting, it grapples with big hurdles caused by old and piecemeal human resource (HR) rules that failed to keep pace with the firm's quick growth and spread. A close look at its present routines shows four big weak spots that eat away at long-term strength. First, holding on to staff is tough, scarce career paths, weak reward systems, and no flexible work options push people out. Second, customer service spirit is thin because teams get almost no formal coaching in people skills, emotional smarts, or conflict fixing, tools that matter in consulting halls. Third, its communication kit is dusty, leaning on patchy channels that slow work and blur teamwork across units. Finally, the appraisal frame stays too simple, it skips SMART goals, rolling feedback, and 360-degree reviews. Together, these gaps choke AspireTech's growth chance and dampen employee spark.

Employee Retention

AspireTech's employee turnover rate has risen steadily in the past three years, particularly among younger professionals and software developers who often leave for better compensation packages or clearer career development opportunities at rival firms. The company's current policies offer limited career progression pathways and only basic training opportunities. Additionally, its compensation strategy is rigid, failing to reflect the industry's competitive pay dynamics. This has resulted in decreased employee morale and increased recruitment costs.

Customer Service Practices

Although AspireTech Solutions Ltd. delivers strong technical expertise to its clients, the company's existing HR policies keep overlooking the human side of customer service, which

remains just as vital within the consulting industry. At present, the training path for frontline and client facing staff concentrates almost entirely on sharpening technical abilities like coding proficiency, systems integration, or data management. These competencies matter, yet far less energy is devoted to crucial soft traits such as communication, empathy, active listening, adaptability, and problem solving. Consequently, client satisfaction surveys expose uneven experiences, some projects earn praise for efficiency while others draw complaints about poor communication or slow responsiveness. The uneven feedback signals not a shortage of technical talent but a clear hole in interpersonal competence. Lacking a formal customer service training policy, AspireTech finds it hard to forge durable trust based client relationships, damaging its reputation and squeezing its competitive edge in a market ruled by service.

Interoffice Communication

AspireTech Solutions Ltd. continues to lean on familiar channels of communication, chiefly email threads and the occasional face-to-face meeting, with scant use of contemporary digital collaboration tools. Once, such habits met the firm's needs. Now they feel painfully out of step with today's fast moving workplace. The shortcomings of this dated style are glaring since AspireTech shifted to a hybrid working model, one part of the staff clocking in remotely, the rest staying office-based. In this split environment, robust communication systems move from mere convenience to absolute necessity for preserving efficiency. Employees voice irritation: getting timely, accurate information can feel like pulling teeth, especially when projects stretch across several departments. The absence of smooth connectivity erects walls rather than bridges, confusion spreads, work is duplicated, decisions drag. Remote staff feel it most, an isolation that eats at engagement and morale. Add to that the lack of well defined organizational or digital communication policies, and you see projects stalled, deadlines slide, accountability blur.

Overall, AspireTech's attachment to yesterday's communication habits drains productivity and breeds inefficiency. To stay competitive, the company must act quickly, adopting cloud-based collaboration platforms, drafting clear communication guidelines, and ensuring every member of staff receives training to use these tools well.

Performance Appraisals

The company's performance appraisal system is simplistic and inconsistent. Appraisals are conducted annually, often subjectively, and lack clear performance metrics. Managers concentrate mainly on short-term tasks instead of long-term skill development or innovation. In addition, avenues for feedback are undeveloped and employees were left almost totally without direction regarding improvement or direction of employee actions toward organizational purpose. Thus, a constraint to personally fulfilling work and dissatisfaction and disengagement is established.

To sum up, AspireTech's HR guidelines failed to satisfy the evolving demands of workers and clients alike. The absence of a planned retention scheme, organized customer service coaching, digital communication resources, or a defined performance appraisal system weakens the firm's strategic and competitive prospects within the fast-paced tech sector. Tackling these gaps through deliberate HR policy is vital, to place the organization for growth and steadiness in the years ahead, along with lasting competitiveness.

2. Proposed HR Policies

To lift **AspireTech Solutions Ltd.**'s people systems and mend the flaws found above, four new policy sets stand ready: employee retention, customer service practice, interoffice communication, and performance appraisal. Each plan lines up with market best habits and aims to draw, engage, and keep talent while guarding steady client joy.

2.1 Employee Retention

Turnover shakes project flow and raises hiring bills, so keeping staff is urgent.

- **Competitive Compensation Strategy**

Salaries should track the top tech firms in California, staying tempting. Add bonus plans tied to output, new ideas, and client praise. Studies link pay for performance with lower exits (Armstrong, 2020).

- **Career Development**

Tech staff crave growth. Roll out mentorship matches, yearly budgets for certificates like AWS or Microsoft Azure, and support conference trips. Skill growth breeds loyalty when workers feel the firm backs their future (Dessler, 2021).

- **Work–Life Balance**

Set a firm yet flexible work rule that supports hybrid hours. Offer wellness steps such as mental health days, on-site fitness, and gym aid. SHRM (2022) notes flex work boosts satisfaction by 20 percent.

- **Recognition Systems**

Praise costs little yet matters much. Launch awards like *Employee of the Month*, team trophies, and peer shout-outs through a digital board. Such moves spark pride and unity.

- **Inclusive Culture**

Anchor diversity, equity, and inclusion with training, resource groups, and open hiring tracks. McKinsey (2020) shows mixed teams beat peers by 25 percent on profit.

These linked moves around pay, growth, balance, praise, and inclusion cut turnover and firm up AspireTech's brand as an employer of choice.

2.2 Customer Service Practices

In consulting, trust fuels revenue, so one bad client moment can sting. HR must back both hard skill and heart skill.

- **Mandatory Training in Emotional Intelligence and Communication**

Create required lessons on empathy, clear speech, listening, and calm conflict. Use workshops, role play, and e-learning. Sharper people skills help staff guide client hopes, ease tension, and build trust.

- **Client Feedback Loops**

Embed surveys, Net Promoter Score checks, and wrap-up talks in every project. Results feed team chats and personal reviews. Swift insight spots gaps before they widen, lifting loyalty.

- **Empowerment of Staff**

Trim red tape so staff can fix client snags within set limits. Allow them to tweak timelines, grant small extras, or solve issues at once. Faster help builds both confidence and client faith.

- **Customer Service Metrics Integrated into Appraisals**

Weave client scores into reviews and rewards. Consistent praise earns bonuses or promotion, while repeat concerns trigger coaching. Service excellence thus becomes core, not side work.

With these steps AspireTech turns client care into a strong, reliable edge.

2.3 Technology and Interoffice Communication

A mixed on-site and remote crew needs smooth, current tools.

- **Adoption of Collaboration Tools**

Roll out Slack or Microsoft Teams for chat, video, and project rooms. These cut email clutter and speed cross-unit work.

- **Document Management via Cloud**

Shift files to Google Workspace or SharePoint for steady versions, safe storage, and easy remote reach.

- **Virtual Town Halls and Suggestion Boxes**

Hold quarterly online town halls so leaders can share news and take live questions. Add a digital suggestion box for quiet input.

- **Guidelines on Digital Etiquette**

Publish clear rules on tone, reply speed, chat use, and meeting manners like muting and on-time joins. Fewer mix-ups mean smoother work.

These tools and norms lift sharing, spark teamwork, and suit the tech arena's pace.

2.4 Performance Appraisals

The old system must give way to clear, data-led reviews.

- **SMART Goal Setting**

Staff and managers set Specific, Measurable, Achievable, Relevant, Time-bound goals tied to strategy. Everyone then knows the target.

- **Biannual Reviews with 360-Degree Feedback**

Swap yearly checks for twice-a-year talks that include peer, report, and manager views. Bias shrinks and insight widens.

- **Balanced Scorecard Method**

Measure impact across money, client care, inner process, and learning. Reviews thus look past tasks toward broad aims.

- **Continuous Feedback via HR Tech Platforms**

Use BambooHR or Workday so staff can seek feedback after tasks and managers can give real-time praise. Reviews shift from a single date to a steady chat.

These reforms bring fairness, clear aims, and nonstop growth, boosting both morale and output.

Expected Outcome	Proposed Policy	Current Policy (Critique)	Area
Reduced turnover; stronger employee loyalty	Competitive pay; training & certifications; flexible work; recognition systems	High turnover; limited career paths; rigid pay structures	Employee Retention
Consistent service quality; higher client trust	Mandatory emotional intelligence training; client feedback loops; service metrics in appraisals	Focus on technical skills only; no structured soft-skills training	Customer Service
Faster collaboration; fewer project delays	Slack/MS Teams adoption; virtual town halls; digital etiquette guidelines	Heavy reliance on email; lack of digital collaboration tools	Communication
Fairer reviews; continuous improvement	SMART goals; biannual reviews; 360-degree feedback; Balanced Scorecard approach	Annual, subjective reviews; vague measures; limited feedback	Performance Appraisals

3. Job Listings and Starting Salaries

To fuel **AspireTech Solutions Ltd.**'s expansion and keep daily tasks on track, three key roles have been set: secretary, marketer, and operations manager. The trio balances clerical support, growth efforts, and process control. Each post mirrors best practice in people planning, and pay points come from the *U.S. Bureau of Labor Statistics (BLS, 2024)*, *PayScale*, and *Glassdoor*.

3.1 Secretary

Position Overview

The secretary will act as AspireTech's administrative core, guiding calendars, handling mail, and guarding records so work runs smoothly. Doing so eases the load on managers and lets them focus on strategy.

Key Duties

- Manage calendars for senior executives, arranging meetings and travel.

- Draft and shape clear letters, reports, and slides.
- Keep digital and paper files, meeting data safety rules.
- Plan details for company events, training, and board sessions.
- Serve as first contact for inside and outside queries, offering polished replies.

Required Skills

- Strong order skills with a sharp eye for detail.
- Excellent written and spoken communication.
- Skill with Microsoft Office Suite and scheduling tools such as Outlook or Google Calendar.
- Ability to juggle jobs and set priorities when under stress.
- Trustworthiness and care with private data.

Qualifications

- High school diploma needed; associate degree in business administration valued.
- At least 2 years in clerical or administrative posts.

Salary Benchmark

As reported by the BLS (2024), the midpoint wage for secretaries and administrative assistants across California is about \$38,000 yearly matching PayScale numbers (\$36,000–\$41,000).

AspireTech aims to offer a base salary of \$38,000 per year, plus possible yearly merit raises.

3.2 Marketer

Position Overview

The marketer will design and run campaigns that lift AspireTech's name, draw new clients, and build its stance in a busy tech consulting scene.

Key Duties

- Design and drive joined digital campaigns on social media, email, and search.
- Conduct market study and rival scans to spot growth chances.
- Manage website SEO to raise organic rankings.
- Work with sales to bring in good leads and watch conversion rates.
- Create content such as blogs, infographics, and promos.
- Track results with analytics tools and brief management each month.

Required Skills

- Strong number sense and the skill to read marketing data.
- Creativity and fresh ideas for campaigns.
- Fluency with Google Analytics, HubSpot, and SEO tools.
- First-rate communication and story craft.
- Ability to join forces with sales, product, and support groups.

Qualifications

- Bachelor's degree in marketing, communications, or business administration.

- 2–4 years doing digital marketing, preferably in the technology sector.
- Certification in Google Ads, HubSpot, or SEO gives an edge.

Salary Benchmark

Glassdoor (2024) reports that entry-to-mid-level marketers in California pull in \$52,000 to \$58,000 a year, yet PayScale pegs the typical pay near \$55,000. AspireTech locks the salary at \$55,000 each year, which matches the market. market market

3.3 Operations Manager

Position Overview

The operations manager will steer AspireTech’s inner systems so they stay lean, lawful, and high output. The post links long-term leadership with day-to-day action, vital for scaling.

Key Duties

- Oversee daily work across consulting, development, and support.
- Handle resource spreads, using staff, budgets, and tech well.
- Build and watch performance signs that match strategic aims.
- Ensure compliance with labor laws, data privacy, and health and safety rules.
- Lead cross-team process improvements.
- Coach team leads and settle department conflicts.

Required Skills

- Strong leadership and interpersonal abilities.

- Know-how in process tuning and project methods such as Lean or Six Sigma.
- Strategic thought and firm decision making.
- Money savvy for budget and resource use.
- High-level talk and deal skills.

Qualifications

- Bachelor's degree in business administration, operations management, or related field; MBA preferred.
- 5–7 years managing in operations or project settings.
- Knowledge of ERP suites and HR compliance software.

Salary Benchmark

BLS (2024) shows that operations managers in California earn a median of about **\$83,000**, with *PayScale* and *Glassdoor* ranges from **\$80,000 to \$90,000**. AspireTech proposes a starting salary of **\$85,000 per year** to match the role's scope.

Summary of Job Listings

By bringing in these three roles, AspireTech mixes clerical order, market reach, and process strength. Secretaries keep the daily beat, marketers boost revenue through outreach, and operations managers guide broad oversight. The pay points rest on firm industry data, ensuring appeal while guarding the budget.

4. Health, Safety, and Wellbeing Guide

Staff wellbeing sits at the core of **AspireTech Solutions Ltd.**'s people strategy. As a mid-sized technology consulting company, AspireTech must meet occupational safety laws while also valuing a whole-person view of health, covering mental wellness and work–life harmony. The following manual lists planned measures across four tracks: legal compliance, physical safety, mental health care, and wellness programs.

4.1 Regulatory Compliance and Physical Safety

AspireTech needs to create non-negotiable practices to ensure compliance with rules from the federal government and states, primarily Occupational Safety and Health Administration (OSHA) regulations. Office environments may have less danger than manufacturing, but ergonomic strain, fire exposure, or electrical issues are still risks.

Key policies include:

- Routine health and safety reviews carried out every quarter.
- Fire readiness steps, such as evacuation drills and clearly posted escape routes.
- Ergonomic checks of desks and chairs to limit repetitive strain problems.
- Training units on workplace safety for all new starters and yearly updates.

By weaving safety habits into daily work, AspireTech cuts hazards and grows a culture of care.

4.2 Mental Health Support

The fast moving technology sector often brings pressure, burnout, and mental health struggles. AspireTech should take active steps to guard staff wellbeing.

Proposed initiatives include:

- **Employee Assistance Program (EAP):** private counseling assistance open to all staff.
- **Mental Health Days:** team members may take leave for emotional recovery without judgment.
- **Awareness Campaigns:** sessions on stress control, resilience, and spotting signs of mental strain.

Research by *SHRM (2022)* shows that firms providing strong mental health aid see 30% fewer absence days, proving the clear gains of such efforts.

4.3 Wellness and Work–Life Balance Initiatives

Wellbeing stretches past safety and mental care. AspireTech can back a healthy lifestyle and balanced work rhythm.

Key wellness policies include:

- Subsidized gym passes and on site yoga or fitness classes.
- Nutritious snacks and drinks supplied in shared areas.
- Flexible work options, including hybrid models and sliding hours, to ease commute stress.

- “Right to disconnect” policy, making sure staff are not asked to answer messages beyond agreed times.

These steps lift morale and output while boosting AspireTech’s reputation as an employer.

4.4 Emergency Preparedness and Incident Reporting

AspireTech needs clear emergency scripts to face possible crises like natural disasters, cyber events, or health emergencies.

Policies should include:

- Business continuity plans that keep work moving during a crisis.
- First aid coaching for chosen team members across every department.
- Straightforward incident report links, letting staff flag hazards without names if required.
- Regular practice drills to check readiness.

By training staff for emergencies, AspireTech builds resilience and lowers danger.

4.5 Creating a Culture of Wellbeing

Wellbeing plans succeed only when they live in culture. HR must join with managers to model healthy acts, invite staff to use wellness tools, and cheer involvement in wellbeing events.

Leadership support for wellbeing sparks trust and shows real care for people.

Conclusion of the Manual

This health, safety, and wellbeing manual pairs compliance with innovation, ensuring AspireTech not only meets legal duties but also stands out as a sought after employer. By merging physical safety, mental health, wellness, and readiness plans, AspireTech will form a supportive space where people can grow, ultimately leading to higher organizational results and client delight.

Expected Benefits	Proposed Policies	Domain
Lower risks; safer workplace	Quarterly safety audits; fire drills; ergonomic checks; safety training	Regulatory Compliance & Safety
Fewer absences; improved productivity	Employee Assistance Program (EAP); mental health leave; awareness campaigns	Mental Health Support
Higher job satisfaction; reduced burnout	Subsidized gym passes; healthy snacks; hybrid/flexible hours; right-to-disconnect policy	Wellness & Work–Life Balance
Greater resilience; better crisis response	Business continuity plan; first aid training; anonymous hazard reporting; emergency drills	Emergency Preparedness

5. Conclusion

This report sets out a broad yet practical suite of human resource (HR) policies crafted for **AspireTech Solutions Ltd.**, a mid sized technology and consulting firm competing in a fierce market. The review opened with a critique of AspireTech’s present HR approach, judging it dated and too thin for the strains of modern service delivery. Notable flaws showed up in stunted career

paths, missing structured training for client service skills, sluggish communication channels, and rudimentary appraisal tools that failed to register real employee impact. Left unchecked, these cracks would keep eroding AspireTech's pull on top talent, weaken retention, sap engagement, and limit the firm's power to deliver steady client satisfaction.

In answer, the report mapped out fresh policies across four focus areas. First, retention plans stressed pay that matches the market, clear ladders for advancement, formal recognition programs, and flexible work setups that echo current workforce hopes. Second, customer service rules shifted toward coaching in emotional intelligence and sharp communication, fixed feedback loops with clients, staff autonomy to settle issues fast, and service metrics woven into appraisals. Each move locks service excellence into AspireTech's cultural fabric.

Third, communication got a reboot through digital collaboration suites, cloud workspaces, and crisp guidelines that keep teams, clients, and leaders in close contact. Finally, performance management took on new shape with SMART goals, twice yearly reviews, 360 degree feedback, and nonstop tracking through HR analytics. Together these steps turn appraisal from a rear view look into a forward leaning guide.

Beyond these shifts, the report supplied **job descriptions and salary benchmarks for three critical positions—secretary, marketer, and operations manager—** giving pay that lines up with the market while filling AspireTech's urgent talent gaps. A health, safety, and wellbeing guide followed, proving commitment to OSHA rules, mental health support, wellness drives, and solid emergency drills.

Taken as a whole, the proposals carve out a strategic HR platform that boosts AspireTech's durability, brightens its employer image, and fuels steady growth. By tuning HR practice to

employee needs and industry norms, AspireTech can earn an edge, deepen client ties, and keep its people as the spark for innovation and ongoing success. Rolling out these forward-thinking HR upgrades will close the noted gaps while boldly sending a fresh pulse through AspireTech's broader organizational ecosystem. When workers spot clear career tracks and earn timely praise for their efforts, drive and loyalty climb. Likewise, giving staff sharper service-oriented skills lets clients meet steady and high-level professionalism and genuine empathy, cementing long-term partnerships and inviting repeat business. The rollout of modern digital communication tools also trims operational bottlenecks, speeding decisions and smoothing teamwork between remote and office crews. Equally vital, the proposed performance management framework looks beyond past numbers, it sparks a climate of accountability and forward momentum so every employee sees how their role feeds the company's strategy. Furthermore, a robust, science-backed focus on employee wellbeing nurtures resilience, curbs burnout, and encourages a healthier workplace at large. Over time, these measures will help AspireTech not just survive, but truly flourish within an ever more fiercely competitive consulting arena.

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