Future of Work

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# Introduction

In the increasing technological world, companies are constantly improving their technologies to get better share in the market. They are highly focusing their work towards advance machines that could perform the work more quickly. The transformation of industries from manual work to computers and robots has changed the structure and policies of organizations. Many companies are in online business that requires them to improve their technologies to better respond to the customer needs. Companies like Amazon and eBay has transformed the structure of working and offers online services and goods to customers worldwide. However, these transformations possess a major challenge for the Human Resource (HR) department in terms of recruiting and allocating the highly professional staff. It also requires efficient utilization of technologies and machines to gain maximum productivity. However, the future of technology is vaster and more complex. As more and more people are emphasizing on the online businesses, companies require more innovation. Besides the new software and technologies, they also require hiring skilled and proficient people who can efficiently perform the tasks. In this paper, we will highlight the challenges faced by the HR in response to the increasing demand for online businesses as well as the increasing competition. It also highlights the way technologies has impacted the work of employees in these organizations. The paper will focus on the automation of robotics in certain fields. It also determines the working of online machine learning and language processors in the field. The system has transformed the roles of employees as well as the management. It also highlights the shaping of future trends in the technologies and how they will further change the structure of work.

# Background

In today’s world, customers are largely dependent on online sources for their shopping and other activities. Thus, more companies are entering into the business due to high demand and success. Similar, strategies were adopted by the Amazon when the company decided to enter into online business of books. Amazon is an American technology company that has been developing its e-commerce and offering the world an efficient marketplace. The company was formed in 1994 by Jeff Bezos, who initially offered online bookstore that was latter followed by trading of other goods. It has also offered retail websites to different countries by offering shipping to them. The companies online book store largely became popular in the public and was greatly appreciated. The services include videos, gaming, apparel, furniture, crockery, household items, food and beverages (Iskoujina, Ciesielska, Roberts, & Li, 2017). Due to the vast pool of customers Amazon decided to recruit more employees for the job. However, the future of their business also required to make their systems automatic to quickly respond to customer needs. There was a need to adopt the robotics automation that would automatically process the orders. The company enhanced their system up to some level but it was only capable of placing the order online through the technology. It still required high development to process the orders as well (Laudon & Traver, 2016). Also, many companies have adopted the Natural Language Processor (NLP) in order to identify the language of customers and place their orders according. It also requires greater efficiency that how much these systems are efficient in identifying and processing the language and order correctly (Li, 2016). However, due to the vast expansion of Amazon into many businesses, these developments are still not efficient to fulfill the increasing demand. The company’s HR department as well as the employees are in high pressure to timely respond to these issues.

# Critical Analysis of the Key Issues

Amazon was created to better respond to customer needs and to facilitate product access via online websites. Initially the company provided e-books, but later extended their access to different businesses. It provided small businesses platform to sell their products through the worldwide website. By buying Kiva Systems and acquiring the largest company of the Whole Foods in 2017, the company has paid high amount to maintain the financial terms and the server capacity of website for processing the heavy load of customers on website especially in Christmas (Baskin & Olszyk, 2018). However, it still needs to advance its technology and focus on recruitment of professional employees for the challenging purposes. The report analyzes the technological as well as the HR challenges to Amazon and how the company will respond to the future demand.

## Technological Impacts

### Restructuring Amazon

Due to the increasing online demand, the company needed for more innovative technologies that would quickly respond to online demands. The technological advancement will help employees share the workload and quickly responding to customer requirements. It was necessary to boost the morale of existing employees and reduce the work burden. More employees tend to participate more actively in the efficiency-enhancing work process (Anselmsson, Burt, & Tunca, 2017). Although the company is well equipped with the latest online mechanism and software that provided the firm with the strength to incorporate new products. But they still lack in many technological fields (Thoring, Bellermann, Mueller, Badke-Schaub, & Desmet, 2016). The companies have adopted the technologies such as the machine learning system offered to understand the customer order by interpreting the language. It included the natural language processing (NLP) tool that would quickly pick the language details and placed the order. However, the systems still lack the virtual agents that are adopted by many organizations. It helps the customers with conversational abilities through a quick robotic system (Shubair, Ahmed, & Safar, 2018).

### Lack of Physical Robotics

Amazon expanded its services, but it still required to incorporate the right employees for these technological services was the main challenge. The company needed to recruit professional people to meet people's demands. Amazon's limited professional employee has been a major concern to expand its business in other products. The strict working conditions with a limited workforce made it difficult to achieve the expected results. The company lacked in the field of physical robotics. They do not have autonomous machine vehicles to move the goods from one place to another (Farah & Ramadan, 2017). Although, the company had well-established warehouses and finances but they are not sufficient. The greater demand from customers means greater number of employees and greater quantity of products or businesses, but it is important to note that there should be no damage to the quality of work (Eppner et al., 2016). Many companies are increasing the quantity by compromising the quality of work, but competent organizations are focusing on both the quantity and quality of services. By encouraging innovative ideas and techniques, employees are required to maintain the same job prospect.

### Competitive Market

By adopting marketing strategies such as free delivery and vouchers, local retailers improved their strategies to compete with Amazon. This presents the company with a greater challenge to keep up in the competition. Amazon offered $59 subscription to get free deliveries, regardless of customer spending, which increased its customers in the initial stages. However, later the companies do not have maximum free vouchers whereas the competitors are constantly improving the deals (Head, 2017). In the case of shopping with Amazon, the terms are set. Thus, the customers moved quickly from other websites because of their fast and efficient services. Initially the Amazon's rising impact was known as the "Amazon Effect" but due to the increasing efficiency from their competitors, the company has lost many valued customers (Hawes, Zillich, & Jensfelt, 2010).

## HRM Impacts

### Increase in Employees

Trading expansion development required Amazon to recruit more staff. Existing employees were unqualified to perform such technical tasks and only overturned a check on e-books, but the expansion requested more skilled people who are technologically skilled. Professional employees had to be recruited separately for each department (Loeb, 2016). The company attempted to provide training in e-commerce to the existing employee, dealing with various software and technical mechanisms. But, considering the vast variety of departments was difficult for the existing employees. It is also not possible for single employees to be profound in all sectors. The recruitment was a necessary action because of the increased the work burdened on the existing staff (Kantor & Streitfeld, 2015). Working conditions were poor where employees had to walk nearly 15 miles from the warehouse to collect customer orders. They were also subject to warning and termination if they failed to achieve the determined goals. There have been scanners that will see how fast employees perform their tasks. It was noticed that it reduces their productivity and increases work stress when the employees are overburdened. Thus, the expansion of the market resulted in low employee productivity and questioned the company’s poor working conditions (Matthews, Harbin, & Daigle, 2018). Employees need to respond quickly to online jobs, so the company needs to hire new employees. The new employee will focus on sharing the workload and responding quickly to customer needs. The morale of existing employees had to be boosted and the work burden reduced. More employees tend to participate more actively in the process of work that improves efficiency and offer fast delivery to their customers (Cunningham-Parmeter, 2016).

### Professional Trainings

The future challenges required Amazon to focus on their employees professional training. They were required to made efficient in online businesses efficient. The training included the rapid response to customer needs, software development, and graphic advancement on the websites. They were made familiar with the increasing technologies and how to quickly respond to customer demands (Ogbonnaya, Daniels, Connolly, van Veldhoven, & Nielsen, 2016). Each employee had to fulfill certain goals of selling specific quantities of products and increasing Amazon customers. Effective marketing strategies to increase sales through Amazons were provided with training. They were customized about customer satisfaction and efficient communication and quick replies (Winn, 2016). Also, employees were encouraged to work in teams rather than working individuals. Online businesses consist of an internal organizational team that keeps all activities progressing. An employee's work, however, can affect everything. The best strategy for dividing the tasks and performing it on time is teamwork. In order to better solve problems, it involves maintaining good relations with your team member. In those organizations where employees work in teams, the chances of conflict are less. The better serve the organization's goals without personal conflicts and jealousy (Kantor & Streitfeld, 2015). Amazon has also worked on to boost employees’ communications skills to inform each other on time.

### Managing the Power Politics

Amazon is the largest revenue-generating company with access to different products around the world. Users are permitted to submit their views on their buying experiences. The company makes sure that customers can communicate effectively and respond quickly to their queries. They can rate both the products and the services provided by the employees, allowing the company to constantly improve its services (L. Parmer & E. Dillard Jr, 2019). A preliminary review of each product is also provided so that they can buy accordingly. A customer satisfaction survey is conducted regarding the specific review that whether or not it was helpful showing that it helped the employees figure out their performance (Ogbonnaya et al., 2016). It plays an important role in employee career promotion and success based on Amazon Mechanical Turk (AMT) that provide reliable information about employee performance. They discourage discrimination against employees and purely check the performance of the customers. Employee evaluation through customer ratings will reduce conflicts between them. The business should be purely based without discrimination on the online portal. All employees work together to meet customer requirements. They work hard to satisfy every customer and collectively consider all criticism. Employees work as a team, some of whom accept the order, while others process it (Ellmer & Reichel, 2018). Online businesses have reduced internal conflicts in businesses that have ultimately increased their performance.

# Strategies to Address the Challenges

The strategies include equal focus on product expansion and technologies for the preservation of service quality. Because of the increasing competition, the business needs to incorporate more innovative technologies to remain in the competition. Online businesses need more insight and technological work, so it is necessary to acquire technologies like the NLP to quickly respond to the demands. It requires to include more ghost technologies for quick response and delivery (Mansouri, 2016) . The technological advancement needs to be properly evaluated to better understand emerging trends and probabilities.

Amazon is contributing nearly 40% of third-party sales in 2008. Around the world's sellers sold their products through Amazons, which in 2008 was reported to be 1.3 million. It therefore requires employees to be more efficient in the direction of changing market trends. The trend of online businesses is growing, putting pressure on companies to respond quickly to customer desires, asking for rapid changes in their mechanisms. Amazon also serves as advertising networks. It handles the payments for all transactions (Mitra, 2012). Thus, restructuring its system to more robotics will help the company to tackle the challenges.

The company needs to follow a multi-level strategy to develop strong customer and supplier relationships. It should focus on these consumer relationships as an essential component of corporate preservation. The market has large competition for online businesses requiring strong connections to keep their suppliers connected to the business through an effective network. However, due to the increasing number of products on the website, employees have difficulty in controlling the vast pools of orders. This requires the company to develop customer-to-customer stars within the company's marketplace (Pisano, 2015). So that besides dealing with the companies’ employees, they should provide access to customers to directly deal with the suppliers. This, will reduce the work load of employees and will complete the task more quickly.

Due to the poor working condition and burden on employees, the company is constantly facing criticism. Amazon needs to provide benefits such as bonuses and recognition to employees that keep them motivated. It helps the company achieve higher employee performance and better profits. For such a great company like Amazon, it is necessary that the company focusses on physical robotics to pick the orders from warehouses. That will reduce the pressure on employees. Also, the checking mechanism at vary point of work at times disappoints the employees and impact their work (Hara et al., 2018). Thus, the companies need to make flexible strategies in terms of keeping the employees motivated.

# Conclusion

Amazon is one of the world's largest online businesses with trillions of customers. The company provides people with a wide range of online products, making buying with a single click easier for them. Because of the increasing technology and online businesses development, people appreciate buying online products. Amazon has proven to be an efficient e-book platform, but similar quality of work is also required in other departments that can be accomplished by innovative technologies and professional staff. Employees are company's important assets; they decide the fate of businesses. Thus, it is very necessary that they must have knowledge about latest technologies. The growing demand for products required hard-working employees to deliver on-time services. Every department in the online business requires specific employees to perform the work accordingly, trained personnel who know the technologies better should be provided. More staff means more productivity and profit. It also reduces workload and employee stress and at the same time increases employee productivity. Amazon also has a greater challenge to compete with the international world, increasing the responsibility for greater efficiency and service by restricting the American Amazon. There are also various websites that provide customers with efficient service delivery, so keeping your buyers in the competitive environment is critical. In this globalized world, where every company wants to reach the maximum population and sell their products. However, Amazon has still achieved greater success in the online businesses through efficiency and best marketing strategies. But the company still lack in many areas where improvements are required to maintain their image as well as market share.

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