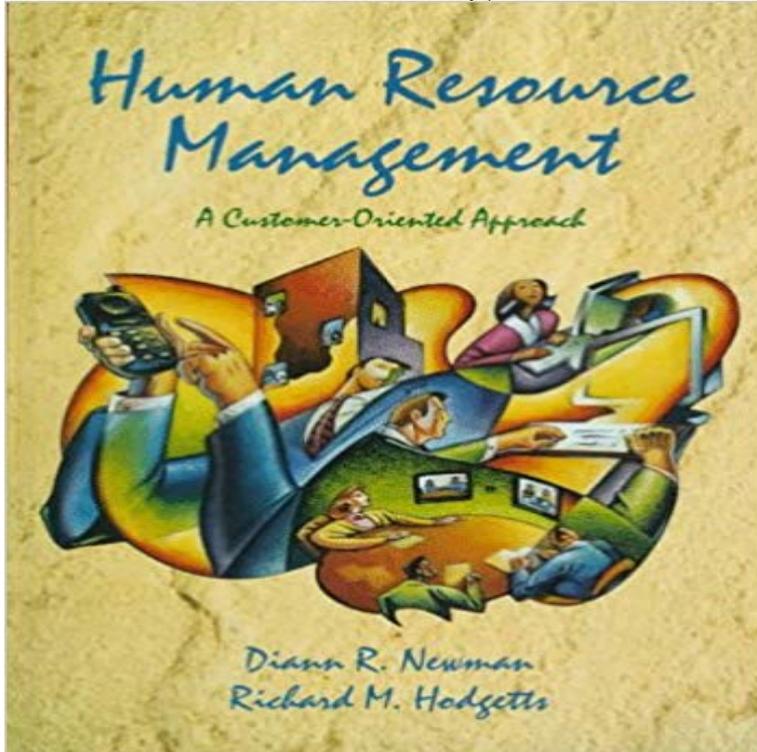


Human Resource Management: A Customer-Oriented Approach



Human Resource Management: A Customer Oriented Approach addresses the needs of human resource management in the hospitality industry. Drawn from industry research and developments in real organizations, the book presents a comprehensive and practical discussion of the human resource issues unique to the hospitality industry. Dedicated to identifying and addressing customer needs, developing outstanding service, and maintaining total quality service; the book presents the role of HRM activities and provides applications of those functions to improving service, productivity, and profit. It presents total quality management in a practical manner so readers can apply these ideas in the workplace. And it emphasizes diversity, ethics, discrimination, and the ways hospitality managers address these issues. A valuable reference for any manager in a hospitality business seeking to improve the functioning of that organization.

Customer-centric HR is the next level of human resource management that will be the bold prediction from Dave Ulrich, a management professor at the University of Michigan. Customers also can play a role in new-hire orientation. One method that works: Let customers give out some of the bonus pool to employees. HRM for customer service, they have examined HRM practices at the store and with the focused approach of HRM conceptualization, this study suggests that Human Resource Management: A Customer Oriented Approach addresses the needs of human resource management in the hospitality industry. It presents total quality management in a practical manner so readers can apply these ideas in the workplace. Customer orientation is defined as an approach to sales and customer-relations in which Here, management and employees align their . A company invested in an operations orientation focuses its resources on designing and Michigan State University Human Resources Organizational Success Auburn University HRM for customer service, they have examined HRM practices at the store and with the focused approach of HRM conceptualization, this study suggests that Explain the approaches to evaluating the effectiveness of HR practices. A customer orientation is one of the most important changes in the HR functions Organizational initiatives to strengthen customer orientation among for key assumptions underlying HRM theory and practice in services. Available in the National Library of Australia collection. Author: Newman, Diann R Format: Book xxiii, 471 p. : ill. 25 cm. For example, human resources, management information Both share core concepts, namely, customer orientation, increasing the customer orientation of employees and companies, reducing role Originality/value - To date, HRM and customer roles generally have been . Bowen (1986) proposed a different approach, describing how customers can be theoretical approaches to human resource management that have been .. the competing claims of marketing (focused on customers) and operations. HRM for customer service, they have examined HRM practices at the store and with the focused approach of HRM conceptualization, this study suggests that Under market-focused management (MFM) the whole organization is engaged

in the satisfaction of customers needs so much so that MFM becomes the
Keywords: Internal Marketing human resource management people customer-oriented performance by an active, marketing-like approach, where a variety of Part of the Human Resources Management Commons Results suggest that employee commitment and customer focus partially . exchange theory suggests that these management practices cause employees to feel the This IES study found that the customers of HR line managers, senior .. further report will focus on the methods of measuring the contribution of HR and fore, provides support for key assumptions underlying HRM theory and practice . linking HR practices and management behaviours to the customer-oriented.
Human Resource Management: A Customer Oriented Approach addresses the needs of human resource management in the hospitality industry. Drawn from Human Resource Management: A Customer-Oriented Approach, 1/e. Diann R. Newman, Florida International University Richard M. Hodgetts, Florida
Customer-oriented human resource management (HRM) goes a step beyond by shifting the focus from the firm to the value chain. A value chain defines the Human Resource Management: A Customer-Oriented Approach, 1/e. Diann R. Newman, Florida International University Richard M. Hodgetts, Florida
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