

A COMPARATIVE STUDY OF DYNAMIC NATURE OF PRODUCT LIFE CYCLE STIMULATING EMPLOYEE LIFE CYCLE

Mr. Shyam B R* Dr. N K Ramachandra Gowda**

ABSTRACT

Human resource management has its own trace of history and has been derived from a number of activities in the past, present and will be derived in the future. The purpose of this paper is to explore the hidden exposures of dynamic nature of product life cycle stimulating employee life cycle. The researcher has observed similar relations and shows only the resemblances how process very much applies product life cycle with employee life cycle in the article.

Keywords : Product Life Cycle, Employee Life Cycle, Growth, Development, Maturity, Promotion, Decline, Retirement and Retrenchment

1. INTRODUCTION

Like a product, an employee is also going through different stages in his/her employee life in an organization. One can see many resemblances or similarities between the stages of product life cycle and employee life cycle. In industry, Product Life Cycle (PLC) is a process of managing the entire life cycle of a product from inception, through engineering design and manufacture, to service and disposal of manufactured products. The employee life cycle (ELC) is a concept in human resource management that describes the stages of an employee's time with a particular company and the role the human resources department plays at each stages. Employee life cycle corresponds to the steps employees follow during their time within the organization, from their first contacts

with the recruiters to their end retirement. The purpose of this paper is to explore PLC characteristics and relationships and to make novice in management education. Professor and students may use this information of dynamic nature of PLC stimulating ELC as an approach/system and may be followed in teaching learning process or as an academic internship.

Literature Review

David R. Rink & John E. Swan¹ opines the scope of product life cycle (PLC) research; to pinpoint areas requiring further investigation; and to provide guidelines for future researchers. The main conclusion he made is that additional research-more diversified and extensive in nature-is needed on many PLC topics. Carl R.



***Mr. Shyam B R**
Assistant Professor
DOS in Business Administration,
Maharaja Institute of Technology
Mysore



****Dr. N K Ramachandra Gowda**
Professor
DOS in Business Administration,
Maharaja Institute of Technology
Mysore,

Anderson and Carl P. Zeithaml² in their article: stage of the product life cycle, business strategy, and business performance, empirically examines differences in strategic variables between stages of the Product Life Cycle (PLC), as well as differences among the determinants of high performance across stages of the PLC. The results support the use of the PLC as a contingency variable during strategy formulation. Implications for increasing market share and ROI are discussed. Ronald S & Tibben Lemcke³: Life after death: reverse logistics and the product life cycle managing the reverse flow of product is an important ability for any company, as the recent experiences of many online retailers illustrate. Reverse logistics is a growing and important area of strategic advantage for many companies. For a long time, the product life cycle has been a valuable source of insight about the changing needs of marketing and logistics over the life of a product. In this paper, he studies the way that reverse logistics is impacted by changes in sales over the product's life cycle. George S. Day⁴: The product life cycle: analysis and applications issues. The article in this special section makes distinctive contribution to the long-standing controversy over the managerial value of the PLC concept. This overview is designed to put these into a broader perspective by analyzing the major issues of identification, forecasting and strategy formulation encountered in any meaningful application of the PLC.

Cynthia A. Lengnick-Hall and Mark L. Lengnick-Hall⁵: strategic human resources management: a review of the literature and a proposed typology past efforts to relate the management of human resources to a firm's business strategy have taken three approaches: matching managerial style or personnel

activities with strategies, forecasting manpower requirements given certain strategic objectives or environmental conditions, and presenting means for integrating human resource management into the overall effort to match strategy and structure. The literature on each of these approaches is reviewed, and a typology is presented that posits a reciprocal interdependence between a firm's business strategy and its human resources strategy Implications for research and practice are discussed. Ashley Shaw & J D Legal⁶: editor HR support on Employee Life Cycle management (ELC) opines the Employee Life Cycle refers to the various stages of the employment process. It starts from the recruitment phase and does not end until termination. The various stages of the Employee Life Cycle dictate HR management techniques for that individual employee. Blog⁷: In today's business environment, organizations need to create a social workplace, but perhaps not in the way you think of that term. Social within a business may include marketing and social media, but we always need to come back to the fact that social programs need to include Human Resources and, in fact, can transform a company's culture. A recent blog from 'The Social Workplace' claims that "a social workplace considers employee behaviour in order to create a truly collaborative and integrated social experience." Furthermore, human resources are critical in understanding the needs of your employees so that social tools enable them to be productive, communicative, and engaged in their daily work life. One such tool to accomplish this is the Employee Life Cycle (ELC) model that can identify the stage an employee is at while employed with your organization. Different variations exist, but here is a five-stage model that simplifies the process.

Methodology

The study is interpretive from the set of observations by the researcher. In practice few of the variables may differ in similarities. Finally a comparative idea is generated by a researcher.

Results and Discussion

There were significant relationships observed between PLC and ELC. It identifies that PLC plays a similar relations with ELC by:

1: PLC – Introduction = ELC – Introduction

When a product is introduced in the market, a lot of promotional activities are required to make the product popular and capture the market share. Due to heavy operating cost incurred the introduction of a product in the market, the company cannot break even the expenses and total sales. At the same time, when a person is recruited, there are lots of development and supporting activities that have to take place to make the employee competitive. A period of slow performance as the talent has just been recruited to take up the challenging tasks of the organization.

2: PLC – Growth = ELC – Development

When the product is in the growth stage, sales will be on the higher side and improve revenues for the company. There are fewer amounts of promotional activities required during this period. During the growth period, the product is fully accepted by the market and also considerable profit enhancement is realized. At the same time, the HR department in the development stage will be on the lookout for more of managerial skills. A period of high performance and productivity as a result of intense training and development programs

aiming at improving their knowledge, sharpen their skills and mold their attitude.

3: PLC – Maturity = ELC – Promotion

During the maturity stage, most of the promotional activities will be withdrawn and product diversification or mergers and acquisitions will play a vital role. During the maturity period, sales growth will decelerate as the product has realized acceptance by most prospective buyers. The profit position of the company becomes stable because of amplified competition. During the promotion stage, employees will divert from the regular work performed by them and look for higher order tasks. During this period, training will play a minor role. A period of reward and recognition based on high performance and acceptance by most of the decision makers. Job enrichment and higher responsibilities are the major outcomes.

4: PLC – Decline = ELC – Mid Career Crisis/Retirement

During the decline stage, the product will be almost withdrawn from the market. During the decline period, company sales demonstrate a descending flow and profits are also reduced. During mid 40's job satisfaction of the average employee deteriorates dramatically in mid life and anticipating the slide down the U-Curve. Starts to decline, bottoming out and are the unhappiest, citing career anxiety, career unease, worker stress, loneliness and relationship troubles and careers stalls. During the retirement stage, employees will withdraw themselves from the regular operations of the company. A period when a person gives up his work, usually between the age of 60 to 65, but sometimes earlier due to firms early retirement incentives plans.

Conclusion

This paper provides a comparative look at PLC and ELC and offers insight to academic internship as well as students who seek them. There were some conceptual similar relations which we can derive between PLC and ELC. As far as PLC is concerned, the product will be withdrawn only after it reaches the decline stage. But, an employee cannot predict when his life with the organization will come to an end in ELC. During times of recession, one should be mentally and physically prepared to face the unprecedented changes, layoffs, lockouts, termination, retrenchment, retirement, resignation, pink slips, disability, accidents and mid career crisis. Thus the paper provides a comparative look at product life cycle and employee life cycle and offers insight to the best practices and functions well in the coming years and make the organization look and function better in the years to come.

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