

Holistic Marketing in Human Resources

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Marketing, Human resources, competence development, holistic Marketing

Abstract

To manage the understanding and aptitude contests of new developing technologies and processes of tactical methodologies for holistic human resource management is very much needed in most manufacturing companies. The continuous automation of straightforward manufacturing processes causes high-level complexity workspaces to expand, which leads to an increase in the need for highly educated staff who have graduate degrees only. The real struggle is to qualify individuals to shift their capabilities to workstations with more complicated procedures and guarantee the preservation of a role in transforming the familiar working environment. By merging the concepts of holistic internal marketing, key conclusions are drawn. A correlation marketing theory establishes a holistic internal marketing viewpoint; it does not depend merely on traditional marketing concepts and tools and focuses on three functional areas. This research will further explore the subject and purposes of core holistic marketing and the inevitability of constructing core associations. A contribution to expanding the interior all-inclusive holistic marketing theory by presenting a broader perception of the idea, in which both holistic marketing and human resources are combined to create a core holistic marketing application. Another aspect that will be presented is an inclusive understanding of the core marketing execution practice. A holistic marketing implementation model will be presented, strengthening the body and exterior interactions by convening internal customers' demands and fostering a holistic marketing vision from a human resource standpoint.

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Introduction

Traditionally, an individual's workplace refers to the office setting where they work a 9 to 5 job and get back to their lives. In other terms, an employee's personal life was something completely different from their work, leaving many to view work as a separate entity from themselves, with work only serving the purpose of providing a means of livelihood. Few workers ever felt a sense of belonging to their various places of employment, leading many to work like robots, in the mind that they didn't develop the humanistic attitude in life that is today proven to be essential for productivity. However, with the changing scope of work that the modern age facilitates, many companies have since restructured their organizational setting to enhance their employees' well-being and productivity at work. This desire to change the traditional work setting into a more empowering model that guarantees maximum productivity while also catering to the employees' well-being led to the development of a holistic approach to human resource management (Pluta, 2016). Through the holistic marketing approach in P.R., the company considers all its different parts as a single entity and contributes to the well-being of the entire organization.

1.1 Actuality and relevance

In a worldwide integration filled with interlinked developments, daily challenges are on the rise in organizations. With competitors from everywhere, innovation capacity and products delivered to the market as quickly as possible have become necessary. Additionally, the global market has become a hostile and constantly changing environment with higher expectations and needs, such as individually

personalized products. Intelligent manufacturing systems should be implemented to generate flexibility and capacity to fulfill these expectations. Straightforward processes are programmed, while other functions become more intricate and intermingled. Thus, qualification approaches for the existing labor force are necessary. The main idea is to enable workers to participate in more strategic and innovative events.

1.2. Research Questions

To deal with those obstacles effectively, the strategic management of aptitudes becomes crucial. This paper aims to introduce the progress of a competence model and present an approach in what manner companies implement them to keep up with evolving challenges in industry 4.0.

With the mentioned above model development process, the subsequent questions will be answered: What types of obstacles might companies have to face in industry 4.0? How can those challenges impact future and existing jobs and their associated workflows? What fundamental skills should employees have to achieve an end or current position? How can the competence model assist an organization in upkeep a well-experienced workforce?

1.3. Methodology

The initial part of this research focuses on the theoretical foundation by emphasizing the significance of human resource management and competence for an organization's policy. The part that follows the development of the holistic competence model is explained. Initially, core challenges in industry 4.0 are classified through a literature review. And according to the assessment of those challenges, it is more likely to develop a list of vital core competencies for workers. This list will be supported by connecting it to similar work and future research. Furthermore, this paper will also focus on visualizing the identified fundamental competencies. The three steps created in the model development signify the pillars of holistic methodology in Figure 1 (Pluta, 2016). The last part focuses on the prospective pertinence of the developed competence model. The method of how this model can be implemented in industry 4.0 inclination analysis of employees and the means of deriving qualification strategies is also presented.

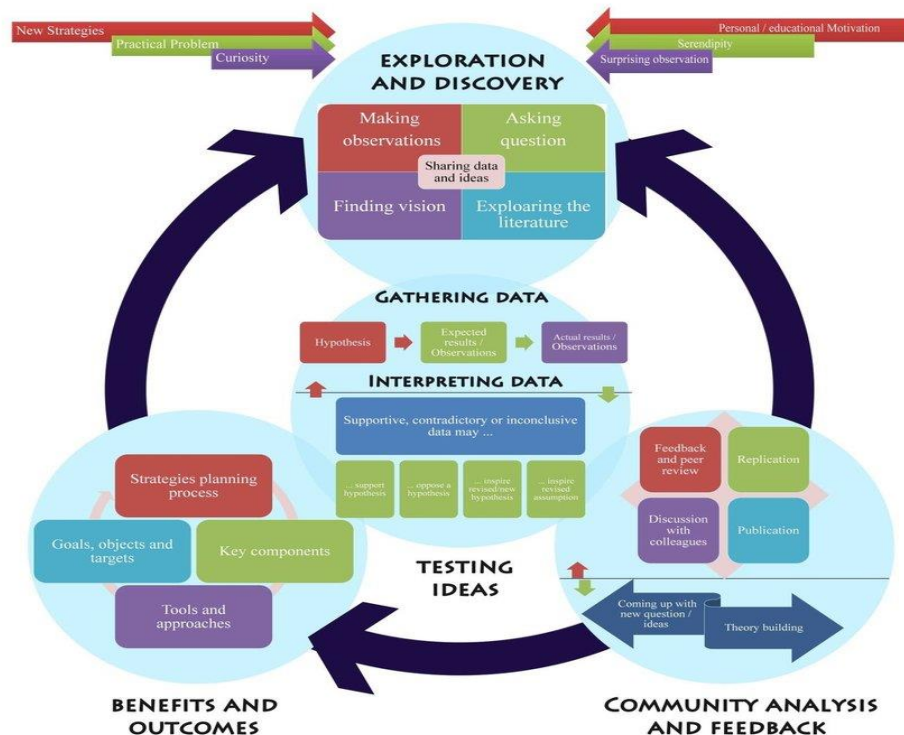


Figure1: Methodological Approach

Main Elements of Holistic Marketing and Corporate Strategy

Though holistic marketing is implemented through various strategies, as per the organization's management and targeted goals, it primarily has four main components: relationship, integrated, internal, and societal marketing models. The relationship marketing strategy aims to build lasting connections among major stakeholders, from employees and customers to financial institutions. Through such lasting relationships, the business has more chances of prospering in the targeted markets (Pluta, 2016). The integrated marketing component then focuses on integrating all aspects of marketing, including social media marketing, public relations, and advertising. Finally, internal marketing aims to enhance employee satisfaction, while societal marketing creates an image of social responsibility for the organization.

How employees are managed significantly depends on the role and value of H.R. management in a corporate strategy and policy. A belief relating to all activities regarding hiring and working people in a corporate or organization setting falls under H.R. management (Armstrong, 2014); this is all mentioned in detail in the next part of this paper.

2.1. The management and progress of HR

HR management (Human Resources Management) is simply the planned approach toward an effective hiring process and the growth of a highly dedicated and skilled labor force to attain the organization's goals and objectives (Zaugg, 2009). This concept was first introduced in the early 1980s; the primary purposes behind this concept were the utilization of H.R. and recruitment, staffing, managing, and release of employees. Another vital purpose is the training and progress of employees, frequently described as H.R. development (Beaumont, 1993). Concentrating on all performances that relate to the professional education and training of staff and large teams, this part significantly affects the organizational development and, therefore, any company's current and forthcoming performance (Beaumont, 1993). One of the most extensive reviews on this topic was done by Hamlin and Stewart; the following four core aspects of human resource development were derived from their review:

Improving the effectiveness and performance of employees

Improving the effectiveness and performance of organizations

Increasing knowledge, competencies, and skills

Improving the potential and personal growth of employees

2.2. The strategic Competence Development

Creating a labor force that aligns with current and future market needs assumes that the required competencies have been identified. Skills, knowledge, and motivations that a person may need to deal with and handle tasks and challenges in an organization are all part of the required competencies to run an organization effectively.

3. Developing the competence model in Industry 4.0

Development of the competence model for Industry 4.0, mentioned in the Methodology part of this paper, mainly encompasses three essential phases: recognizing evolving challenges, dedicating capabilities to face challenges, and envisioning necessary qualifications using a suitable method.

3.1. Identifying and describing Industry 4.0

This has lately been part of the high-tech strategy of the German government; the phrase Industry 4.0 is frequently referred to as the fourth industrial revolution. The idea behind 4.0 explains how the increase in digitization of all of the value chains and the subsequent interconnectedness of individuals, items, and systems happens through actual time data trade. Subsequently, that interconnectedness affects goods, machines, and processes with A.I. (Artificial Intelligence), which can independently operate and cope with any interchanging environment. Moreover, intelligent things become entrenched in more comprehensive systems that improve the design of adaptable, autonomous manufacturing systems. There are multiple implementation grounds for intelligent objects, and systematic primary concentration remains on industrial applications.

3.2. Detecting evolving challenges in industry 4.0

Industry 4.0 generates multiple new prospects for organizations, while at the same time, various obstacles are on the rise from the continuing computerization and mechanization. Furthermore, in this paper, the macro-environmental barriers will be examined with the PESTEL framework, which considers social, political, legal, environmental, economic, and technical factors.

Economic Challenges: with ongoing globalization development, organizations have had to manage the reduced shorter product life cycles, cutting cost, and time-to-market, which will help with the competition. Although classical business models develop into vulnerable models and are easily substituted, organizations need to streamline their innovation processes and convert their business model to a more excellent service orientation. Furthermore, consumer anticipation has moved toward a higher level of customization and flexibility. Which, therefore, has driven markets to be more volatile and diverse. Consequently, the necessity of collaboration is much more existent. Organizations must now enter planned and deliberate partnerships with suppliers or their competitors to remain viable. This further leads to the connection of whole value chains and consequently enhances the intricacy of processes.

Social Challenges: demographic shift is one of the biggest challenges on the spectrum. The number of young people going into the labor market has decreased significantly. Therefore, new and advanced strategies must be developed to attract the younger crowd while at the same time retaining the knowledge from senior staff. The younger crowd usually expresses opposing social values, like the increasing significance of a good work-life balance, which aligns with the evolving employee flexibility due to constant shifts in work organizations. Yet, limits need to be set to get employees accustomed to setting up reasonable availabilities, so their lives are not severely affected. The rising demand for virtual work and flexible work schedules also requires up-to-date technologies.

Technical Challenges: due to the exponential growth of technology, organizations must be able to deal with a big surge of data effectively. Therefore, vast I.T. infrastructures must be constructed, and networks, such as communications networks and internet protocols. To guarantee smooth data exchange among partners within a network, it is crucial to expand standardized interfaces and open architectures that allow joint work on multiple platforms. Having significant amounts of data on external hard drives causes further concerns due to cyber security fears. Data must be protected from unauthorized access that may put any company at risk of breaking confidentiality. Employees should also undergo training in a virtual work setting.

3.3. Deriving capabilities and experiences from identified challenges

This part focuses on the logical deduction of necessary core competencies for workers in Industry 4.0. Regarding this, key developing challenges were first examined for their needs. Furthermore, the table below indicated that potential competencies were derivative for each challenge.

Derivation of critical competencies for identified challenges

| | |
|-----------------------------|---|
| Economic Challenges | <i>Ongoing globalization Increasing need for innovation Demand for higher service-orientation Growing need for cooperative and collaborative work</i> |
| Social Challenges | <i>Demographic change and changing social values Increasing virtual work Growing complexity of processes</i> |
| Technical Challenges | <i>The exponential growth of technology and data usage Growing collaborative work on platforms</i> |

3.4. Accumulation and classification of competencies

It is essential to assemble the identified competencies into pre-defined categories to guarantee the intelligibility of the competency model. Hence, an accumulation of competencies is mandatory to establish the correct list. The second step would include the grouping of competencies into primary categories of competencies. Additionally, the most popular research on competencies and their models were analyzed

as a comparative study. The study was done to substantiate the vitality of eliminating unnecessary competencies for Industry 4.0.



Figure 2: Elements of Holistic Marketing (Armstrong, 2014)

4. Benefits

The holistic marketing approach draws on several advantages of utilizing it in organizations. The primary benefits of using the holistic approach include creating cohesiveness and gathering credible results. With a systematic approach to delivering products to customers, the holistic approach allows its users to bring their brand under one roof, thereby promoting greater consistency and cohesiveness to essential clients rather than providing diverging and conflicting statistics from different sections of the brand before reaching the final customers (Armstrong, 2014). With a consistent and cohesive aspect across all operations, the holistic marketing approach allows individuals in the human resource department to easily access information regarding the workflow and distribution of products in an organization. The size of the business does not matter, whether large or small.

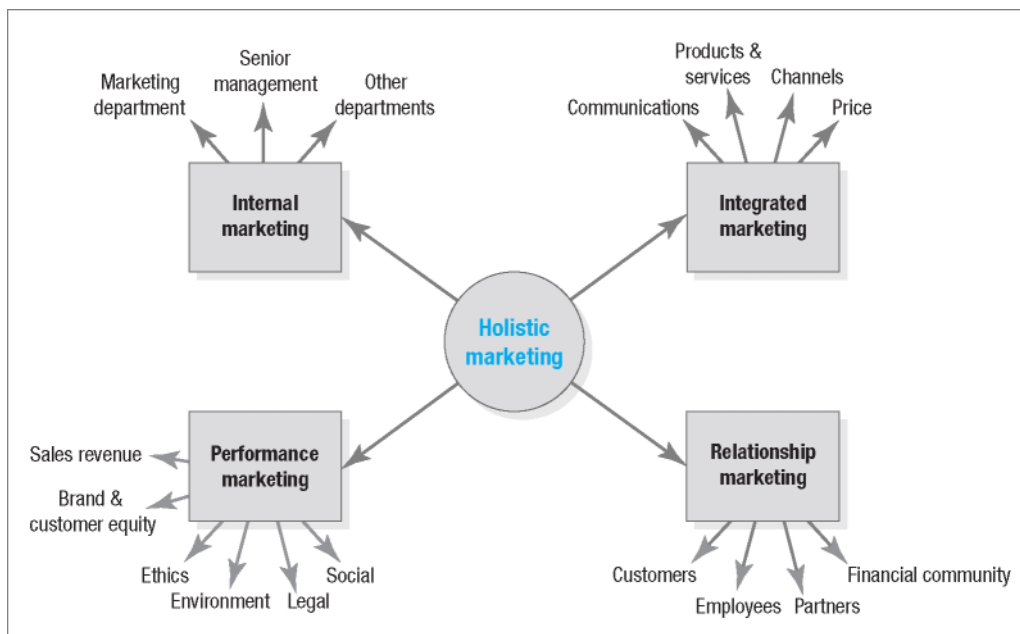


Figure 3: Holistic Marketing Dimensions (Winata, 2020)

Example of a Company that has Adopted the Holistic Marketing Approach

Holistic marketing allows a vast business to be viewed as one entirety. The holistic marketing approach through aligning the business processes creates a consistent and seamless client experience on multiple channels. Apple Inc. is an example of an institution that heavily relies on holistic marketing (Winata, 2020). From developing the products to recognizably establishing branded stores, and quick customer service, Apple Inc. appears to have mastered this strategy.

Another significant benefit of the holistic marketing approach in human resources is that it allows a company to brand itself in a particular image that can be deployed to facilitate comprehensive advertisements and overall potential marketing fronts (Winata, 2020). For example, the Coca-Cola Company typically advertises itself with the happiness aspect that has since become the firm's trademark image (Bekimbetova, 2021). Subsequently, the firm has managed to deploy happiness as its holistic marketing strategy, which is used for advertising all its products (Bekimbetova, 2021). Therefore, holistic marketing benefits a company since it allows the firm to advertise in a particular image that makes its products easily identifiable by consumers.

Study Implications

The findings in this research are essential for policy, practice, and theory. Customer needs are continuously shifting. Customers typically make a significant purchase after analysis, which is when holistic marketing comes into play. Holistic marketing ensures that the customer chooses your product instead of rival products.

In industry 4.0, one of the most efficient ways to develop brand awareness is by underlining the fundamental principles of a product across all virtual platforms. Organizations must maintain consistent core values across all platforms to guarantee maximum branding capacity.

Another critical aspect of implementing holistic marketing in industry 4.0 is the increased focus on communication among different departments in a company setting, ensuring that all business processes are in harmony to boost brand awareness. Holistic marketing is mainly about generating a collaboration that efficiently strengthens the authenticity of a brand, therefore maintaining a steady image for the brand and the company as a whole.

Study Limitations

The need for holistic marketing increased when companies realized the power of integrating marketing concepts. This philosophy is based on the notion that 'everything matters. This includes rival companies, employees, customers, and many other factors when making marketing decisions.

The limitations that arose during this research were many. The effect of extraneous factors, such as being unable to measure the net impact of applying this philosophy on the ground. Another factor is that systematic marketing research projects require more time; they may take years to complete. Cost consideration also plays a role; an organization conducting marketing research systematically is considered a luxury and requires specialized funding. Adopting the holistic marketing approach in industry 4.0 will most likely necessitate a complete transformation in organizational philosophy. One cannot pinpoint it on a specific process or activity, but employees within the company scope must consider adding value to the customer experience. Only when adopting holistic marketing approaches, can organizations develop lengthy lucrative affiliations with their customers.

Conclusion

Recent developments in the corporate sector have witnessed the extensive deployment of the holistic marketing strategy as companies look to garner a concrete customer base in a market full of competitors. The marketing method has proved extensively effective in the modern age advertising continues to be a core facet in the overall growth of businesses in recent years. Similarly, companies such as Samsung have adopted the strategy of harnessing an extensive customer base that spans numerous countries across the globe.

The marketing strategy ensures that all the possible marketing gaps are tapped into by combining them into one comprehensive entity advertised on all marketing fronts of a company. Henceforth, it

would be prudent to conclude that holistic marketing in human resources is an effective advertising technique since it allows a company to brand itself into a particular image used for marketing the firm via all the potential fronts, thus making it easily identifiable by customers. With a systematic approach to delivering products to customers, the holistic approach allows its users to bring their brand under one roof, promoting greater consistency and cohesiveness to essential clients.

In the first part of this research, a thorough list of vital competencies for production in a digitalized and interrelated world was assembled. Although every role has varying requirements, the classified competencies in this research are becoming increasingly crucial and must be tackled by H.R. development. Furthermore, the competencies that have been identified are envisioned under an accumulated radar chart, this aids individual who use it to comprehend enforced requirements on user competencies. The second part of the research momentarily explores a general application strategy for the competence model. The model can be implemented to assess and develop individual competencies at the company level to conquer potential challenges. Future research must focus on the development of particular job profiles, along with the incorporation of user qualification methods for the competence model applied aptitudes. This will heighten the speed and agility of securing the openings in competencies by using the model.

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