

Approaches Of Cadbury Schweppes Company To Manage Its

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Cadbury Schweppes follows a combination of approaches. The strong HR presence indicates clearly the best practice approach but they are also resource- based. This approach focuses on internal personnel and their abilities and capabilities.

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Thus, Cadbury Schweppes practices effective strategic human resource management (SHRM) to oversee their employees aligned with their current company ' s objective to deliver superior shareholder performance. This essay will access the Cadbury ' s approach in its human resource management using the best fit and resource based view models.

The Hr Model Of Cadbury Schweppes Management Essay

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Cadburys Approach To Managing Its Human Resources ...

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Cadburys SHRM approach helps the company to align with the HRM activities to its business objectives, integrate the policies, practices and activities of the HR department to the goal of the organisation. According to the Sims (2002) identified four basic approaches for the SHRM such as:

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The motivating approach of Cadbury was promoting prosperous, sustainable, educated and inclusive communities because they were good for business. In 2001 they started a programme which was based on five areas human rights and employment standards; ethical sourcing and procurement; marketing, food and consumer issues; environment , health and safety; and community investment.

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Cadbury chocolate bars are displayed in a shop in central London in this file photo. Shares in Cadbury Schweppes surged almost 5 percent after rival soft drinks group Cott's shares were suspended ...

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