

Call to businesses interested in research projects:

Lancaster University Management School are looking for businesses who would like a group of postgraduate students to analyse their Human Resource Management and provide their findings in a report. The students working on these projects are following an MA in Human Resources and Consulting. **This is ideal for senior managers who would like insight into a particular issue related to the workforce or HR departments who would like an external review to further their understanding.**

Projects may focus on a number of HRM-related issues including:

- HR policy for managing social media. An analysis of value versus risk and recommendations.
- Situational analysis report on the HR systems and processes.
- Situational analysis of how culture is reflected in policies.
- A critical analysis of training procedures in relation to best practice.
- Strategies to tackle skills shortages / poaching of employees.
- Planning for a workforce that has a high proportion that will reach retirement age at the same time. Issues to consider and recommendations for a succession management/planning model.
- An analysis of the HR function in relation to company objectives.
- How to maintain the culture in a firm undergoing a lot of change.
- Comparison of pay and reward structures.
- Cross-department comparison of factors affecting motivation.
- Situational analysis of how new employees feel they 'fit' in the culture.
- Following the recession, how can we encourage engagement from employees?

Timeline:

- **26 November 2014:** Deadline for submission of applications
- 20 January 2015: Initial meeting with students
- 9-20 February 2015: Work carried out
- 3 March 2015: Presentations

For further information and to apply:

Contact Jennifer Peasnell, Company Projects Manager for Lancaster University Management School on studentprojects@lancaster.ac.uk / +44 (0)1524 510718.