

Analysis Of Skills Required For Human Resource Management In The Digital Era: A Case Study Of Shopee E-Commerce

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Abstract

This study aims to analyze the effect of digital skills on employee performance and job satisfaction in a modern work environment. The study uses a quantitative approach, with a sample size of 99 from the calculation day using the Slovin formula with a population of 58,000. This study chose the Shopee e-commerce object to determine the HR competencies needed in the company. The analysis software uses SPSS 25. The calculation results show that digital skills have a significant effect on employee performance, which has a positive impact on the level of job satisfaction. Employees who are skilled in using technology can complete tasks more efficiently, collaborate effectively, and feel more confident. Company support in developing digital skills through adequate training and resources also contributes to improved performance. These findings indicate the importance of investing in digital skills to increase employee productivity and job satisfaction, as well as support the overall success of the organization.

Keywords: Digital skills, Employee performance, Job satisfaction, E-commerce, Shopee.

INTRODUCTION

Good negotiation skills help in avoiding future problems and conflicts in the working arena. This skill enhances better logical solutions when we are working and dealing with complex problems in the workplace. To exchange one's ideas, thoughts, and opinions amongst their peers, effective communication is a dire need of society. Better

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communication leads to better negotiation with viable working space. Negotiation enhances the working environment. Further, it aids in resolving conflicts and leads to better values in the working space. It is the most essential skill for an employee.

Objectives

This article intends

1. To understand the important facets of negotiation
2. To recognize the dire need for negotiation techniques in the world of business
3. To appreciate the key elements of the negotiation technique
4. To understand the factors that impact the negotiation

Negotiation skills have numerous benefits

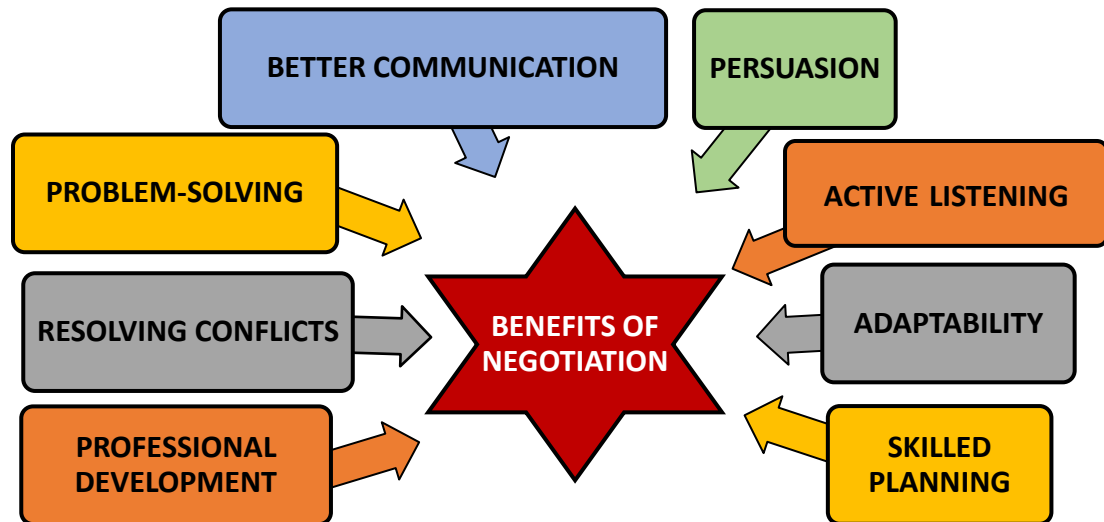


Figure 1: Benefits of Negotiation Skills

Better communication helps in knowing the real purpose behind the act of interaction. It enhances the focus of the conversation. It promotes an effective understanding of the messages. To become a successful negotiator in the business setup, skills like better implementation strategy, execution of long-term relationships, assertiveness, and techniques of resolving conflicts are highly essential. Negotiation skills result in a better outcome in solving complex and intricate problems. A person with good communication skills will have a better understanding of the process of negotiation. It includes the context of negotiation, the better understanding of the parties involved in the

process of negotiation, the tactics involved in the process, the sequence and the stages of the negotiation process, etc. Good communication helps in understanding the behavior of the parties involved in the process of negotiation. Moreover, it aids in the understanding of the substance of the negotiation, the issues involved, the options available, and the possible agreements in the process of the negotiation cycle.

The skills essential for an effective negotiator

1. Establishing goals
2. Disintegrating people from conflicts
3. Kindling focus
4. Finding options for mutual benefits
5. Implementing objective criteria

DISCUSSION

Negotiation leads to solving disputes and arguments in the business setup which may, in turn, worsen the working atmosphere, if it is unsolved. Negotiators are expected to explore numerous alternatives in solving a problem. To ease the task of finding numerous alternatives, negotiators have to excel in better communication. Negotiation skill is the key for getting on in the workplace setup and it further aids in resolving conflicts. In the lieu of maintaining relationships, it is highly essential to resolve conflict. Negotiation skills can be categorized under soft skills. The sub-skills associated with negotiation include communication skills, persuasive skills, planning skills, strategizing skills, and cooperating skills.

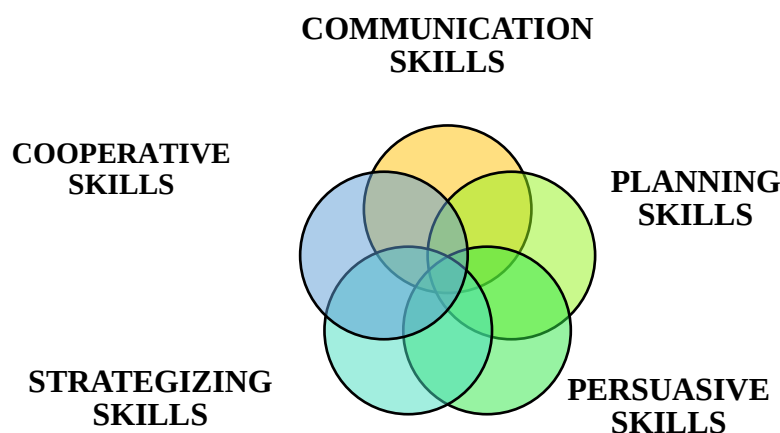


Figure 2: Sub-Skills of Negotiation

A person with negotiation skills is a great asset to a company. Finding an alternative way for the conflicts that arise in the business setup is the most crucial need for the successful conduct of a business scenario. Good negotiation technique contributes on a large scale to the success of the business because it always aims for mutual benefits. In the view of understanding others and their deal in the business scenario, we may need to ask questions to build negotiation roots. Good communication skills promote better negotiation roots.

Certain key skills to become a better negotiator includes the following.

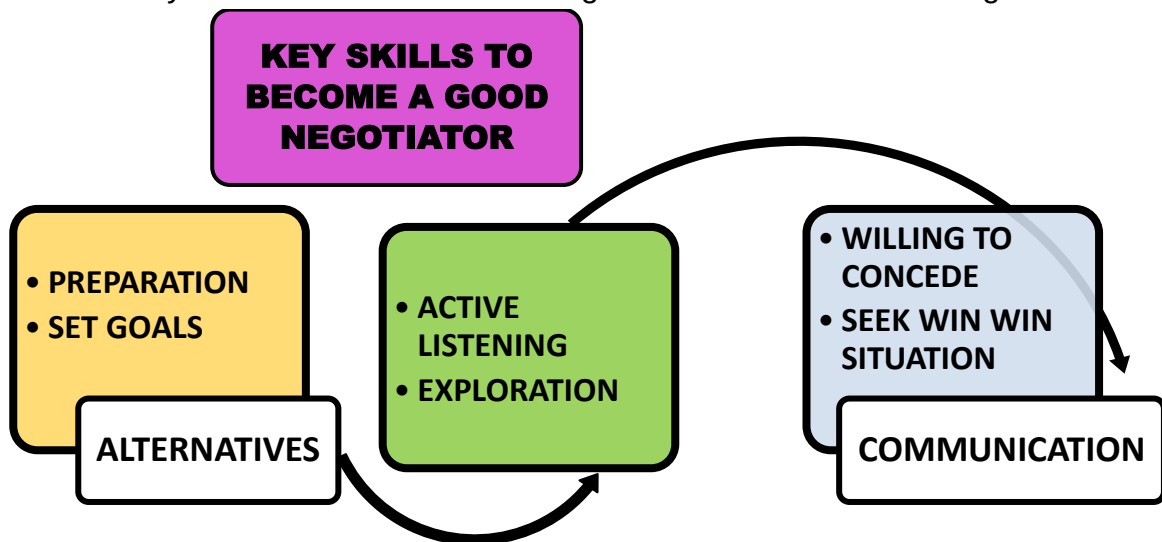


Figure 3: Key skills to become a good negotiator

Successful negotiation strategies imbibe certain skills. The preparation technique is the key skill in the negotiation technique. Complete understanding will pave for a better solution. Analyzing all possible scenarios will enhance the better relationship in the workplace. Knowing set goals prior to negotiation is yet another skill for reinforcing better relationships. Always approach any issue or conflict with alternative plans. It is advised to have the best alternative backup plans in approaching any conflict in the workplace. Try to heed others' points of view before drawing a conclusion. To enhance negotiation proper communication is a vital element. Claude Alavoine and others (2014, p. 35) put forth their view on negotiation skills in their research article as,

Negotiation is a specific form of interaction based on communication in which the parties enter into deliberately, each with clear but different interests and goals and a mutual dependency towards a decision due to be taken at the end of the confrontation. Consequently, negotiation is a complex activity involving many different disciplines from the strategic aspects and the decision making process to the evaluation of alternatives or outcomes and the exchange of information.

Good communication establishes the trust factor. Build a rapport to connect people by maintaining professionalism in approaching a problem. Listening to others' points of view may result in an alternative solution which in turn can benefit the business. The technique of exploration will pave way for satisfactory outcomes. Conceding is the most essential parameter for negotiation in the workplace. This may enhance our perception in approaching the problem with a different perspective. Always look for a win-win situation in approaching a conflict. These key elements help in better negotiation with successful maintenance of the relationship.

Negotiation tactics will yield better results in workplace scenarios. Kathleen Kelley Reardon and Robert E. Spekman (2014, p. 71) rightly comment as, "whether or not you're "going global," good negotiation skills are the first essential step towards the successful management of inter-company alliances". Conflict is bound to arise, whenever people are together. The reason for this could be numerous. To mention a few, individual needs and wants, different aims, beliefs, etc. could be the possibilities. To find a common ground and to resolve the problem, negotiation techniques come in handy in many business scenarios. Negotiation helps in reaching an agreement by avoiding dissatisfaction and arguments.

The key to a successful business is effective negotiation. It consists of a five-step process namely

1. Preparation and planning
2. Defining
3. Clarification
4. Problem-solving
5. Implementation

Logical thinking is the most essential skill required for effective negotiation. The art of negotiation gives the confidence to pave the way out of any problematic situation. The strong-rooted negotiation skills will yield the best results.

Tips for strengthening effective negotiation strategy are

1. Understanding the difference between argument and agreement



2. The ultimate goal in negotiation is to reach an agreement
3. Learn to argue appropriately
4. Reason out correctly
5. Understanding the purpose of the argument
6. Arriving a common ground with mutual respect
7. Learn the difference between bending and breaking the rules
8. Learn to alter the implications for an advantageous outcome

Be aware of the conflicts before negotiating. Clarity on the nature of the issue or problem is the next stage of the negotiation process. The essential part of negotiation takes place during the stage of problem-solving. This stage comprises of mutual agreement which will undoubtedly solve the conflict. The last and final stage requires proper formalization of the agreement from both parties. Preparation and planning are the key elements to avoid common mistakes in the process of negotiation.

CONCLUSION

Acquiring negotiation skills will aid in establishing the upper hand in our life journey. Learning and mastering negotiation skills promote competitive advantages in both the academic and personal lives of an individual. Though it cannot be imbibed overnight, it is always advisable and recommendable to teach healthy negotiation skills right from schooling. With the help of exposure to numerous effective negotiating strategies and techniques, one can master the skill of negotiation technique over a period of time. It makes the individuals more empathetic and it helps in understanding the needs of others. On the whole, it fosters goodwill amongst the people which will in turn help in concerning everybody's apprehension while dealing with a conflict. Negotiation skills significantly contribute to the success of the business scenario by enhancing the skills by giving quality solutions for problematic situations. Amongst the future-ready skills series, negotiation skills occupy a vital place. No matter how technology changes, negotiation skill is the hour of the need in the arena of the business world.

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