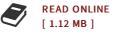# An exploration of the connection between human resource management and organizational culture to enable business success and growth in the UK magazine publishing industry

By Gyongyver Hegedus

GRIN Verlag Jun 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x7 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2010 in the subject Communications - Journalism, Journalism Professions, grade: 2:1, University of London (London College of Communication, London University of the Arts London), language: English, abstract: This research bridges the relationship between strategic human resource management and organisational culture to enable business success and growth in the magazine publishing industry based on a case study of Future plc, one of the leading companies in the specialist magazine sector in the UK. The specific aims that were accomplished over the course of this investigation include an exploration of the extant literature regarding organisational culture and strategic human resource management; a presentation of theory and empirical evidence regarding the impact of human resource management and organisational culture on organisational development; and the completion of a case study of Future Plc. A research strategy was to use a mixed-method survey that was administered to a selected group of Future Plc managers, offering evidence of policies, strategies, and expectations that continue to govern employee hiring, motivation, training, and long term development, and to follow a...

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