



## The Impact of Automation on Human Resource Management Practices

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### ABSTRACT

Human resource management has been one of the most crucial managerial functions in companies in recent years. This department collaborates with employees of an organization. HR specialists use a range of HR techniques to ensure that employees provide the best possible services to the company. HR administrators utilize human resources management techniques to ensure that every employee-related process, from recruiting to development, is performed to the highest standards. On the other hand, human resources planning is the process of selecting, training, and compensating employees (Ketchen and Craighead, 2021). The goal of this study is to investigate how McDonald's HR practices affect business success. The internet was used to gather the data for the aforementioned research study through a variety of websites and articles. A total of five samples were carefully examined with regard to HR practices, their effects, McDonald's performance in the United Arab Emirates, HR policies that McDonald's adheres to in the country, etc. The measuring tool that was utilized to collect the data for this investigation served as a secondary source. Every piece of information that was gathered had already been gathered and processed by government offices or other organizations, including reports, publications, and journals. To get the quantitative information needed to determine how McDonald's HR policies affect employees' performance, a survey will be employed. It is evident that the HRM practices of McDonald's play a major role in the food chain's global success. Employees at McDonald's are engaged, motivated, and content with their work because they have options for professional growth, which enables them to deliver the greatest services. McDonald's employees are provided with several opportunities to transition between roles, allowing them to acquire knowledge across all business domains. HRM procedures pertaining to pay and job promotions, service awards, and private health care access have been implemented by the company.

### 1. INTRODUCTION

One of the most important elements in determining an organization's performance is human resource management, or HRM. The well-known fast food chain McDonald's is not an exception to the norm that HRM procedures may have a big influence on financial performance [1]–[4]. This study explores the intricate relationship between McDonald's HRM practices and business performance, exploring how the company's competitive

advantage in the market may be linked to effective personnel management [5]–[8]. McDonald's has grown into a global phenomenon since its founding in 1955, with hundreds of restaurants across several nations. The workforce of the organization is diverse, ranging from hourly laborers to executives. Human resource management (HRM) is essential to the fast-food industry's capacity to build and maintain its reputation because of high

staff turnover, intense competition, and constantly shifting customer needs [9]–[12]. This inquiry will analyze McDonald's human resource management (HRM). Hiring procedures, employee happiness, staff training, and salaries are among the subjects that will be discussed [13]. It seeks to demonstrate how these procedures are modified to satisfy company needs and how they impact worker happiness, employee engagement, and financial performance [14]–[17]. In addition to evaluating HRM procedures, this research will look at the challenges McDonald's has in managing a globally distributed workforce and how those challenges can affect the company's performance [18]–[21]. Additionally, it will assess McDonald's HRM procedures in light of evolving customer demands, technological advancements, and demographic changes. Several studies have demonstrated how important it is to improve effective HRM practices in order to increase worker productivity and well-being [22]. Raising worker loyalty, contentment, and dedication in addition to customer retention rates can help achieve these results. Increasing the effectiveness of the business requires the use of effective HRM procedures [23]–[25], [26].

Human Resource Management (HRM) practices have been studied extensively for their impact on organizational performance, but little has been done to examine HRM in the fast-food industry, especially in the context of a global behemoth like McDonald's. Existing literature tends to concentrate on more general businesses, making it difficult to grasp the finer points of HRM in this particular field [27]–[30]. The effects of human resource management (HRM) techniques on organizational performance have been the subject of much research; nevertheless, the fast-food business has received relatively little attention, particularly when considering an international giant such as McDonald's. The literature that is now available tends to focus on more generic enterprises, which makes it challenging to understand the specific nuances of HRM in this industry [31]–[33]. In an effort to close that knowledge gap, this study examines the role that HRM plays in McDonald's exceptional performance. The findings have significance for both scholars and professionals working in the fast food and service sectors [34]–[36]. Therefore, the main objectives of this study are:

1. To assess the perceived fairness of the

hiring process at McDonald's among current and former employees.

2. To measure the level of satisfaction among employees with the training program offered by McDonald's.
3. To evaluate whether McDonald's employees perceive the post-appraisal assessment process as fair and unbiased.
4. To gauge the effectiveness of McDonald's training programs in equipping employees with the skills needed to perform day-to-day tasks.
5. To determine the likelihood of current employees recommending McDonald's as a workplace to potential job seekers.

## 2. LITERATURE REVIEW

### 2.1 Company Profile

McDonald's has been one of the largest employers in the UAE and other countries, despite having operations all around the world. Previous data shows that the company's entire revenues in 1994 came to a total of 23 billion USD [26], [37], [38]. Three major categories comprise McDonald's workforce: restaurant employees, franchisees, and administrative workers. The hardest working group of workers is those working in restaurants. Employees that are dedicated to the success of the company and the delight of its clients should manage its operations [1], [2], [39], [40]. That can be done with an army of enthusiastic, driven workers that can contribute significantly and do their best work when they're on the job [41]. The main objective of this literature review is to present an overall view of McDonald's HR system, which includes a variety of HR activities, different employment laws entitlements, job evaluation, the hiring process, staff screening, recruiting, selection, and employee recruitment, rewards and recognition, and so on [5], [6], [42], [43].

### 2.2. HR Practices at McDonald's in UAE

Decisions at McDonald's HR Management are made at the corporate level and are divided into many areas. The company employs highly skilled individuals who value the highest standards of quality and use extreme caution when selecting new hires [44]. Their HR policy and process are very diligent in their efforts to draw in and keep the best workers for their business. They have outstanding staff members who work effectively

together as a team [7], [8], [45], [46]. HR benefits the business's bottom line through its comprehension of how intellectual capital affects organizational performance. Effective strategic managers participate in professional judgments that support current workforce assessments and project future needs for human resources in relation to business objectives [9], [12], [47], [48]. HR pay specialists design competitive compensation packages that align corporate salaries with those of surrounding companies, companies in the same industry, or companies competing to hire people with similar skills [15], [49]–[51]. They do thorough pay and salary studies to ensure that compensation expenses are in line with the organization's current financial situation and projected revenues.

### 2.3. Recruitment

Since McDonald's realized that happier employees perform better at work, they have taken great care to create a welcoming environment for all employees. Since there are many people to take into account, McDonald's makes a concerted effort to provide a variety of benefits and incentives that suit different circumstances [52]. McDonald's is successful in creating the best work environment for its employees and aims to provide patrons a restaurant-like atmosphere [16], [53]–[55]. An individual who works at McDonald's also joins one of the most well-known companies in the world and a progressive organization that values diversity, opportunity, and justice.

### 2.4. Employee Retention Program

McDonald's watches after for the people who work so hard for the firm because it understands their needs and offers them a number of benefits. Since the health and well-being of its employees are its top priorities, McDonald's has thoughtfully integrated healthcare insurance benefits for its employees that address their medical requirements in a variety of ways. It is commonly known that McDonald's provides medical care through PPOs, or preferred provider organizations [18], [20], [54], [56]. "There are several programs that provide staff members with medical coverage and variable benefits. The plans include the cost of daycare, immunizations, and medical examinations for the employees and their families. According to [23]–[25], [57], McDonald's provides benefits to

employees with disabilities in two categories: short-term and long-term disability plans. This is because the company promotes the rights of individuals with impairments.

### 2.5. Training and Development

Every McDonald's location views its employees as one of its most important assets. McDonald's selects the best workers for each of its restaurants and provides them with top-notch training in order to satisfy customers [4]–[6]. Applicants who are not qualified are sufficiently notified before the end of the hiring process. Conversely, the newly hired employees are informed of the welcome meeting. The initial block of learning and development is constructed during the orientation program, in which the newly hired employees engage in their restaurants. This meeting typically lasts for sixty minutes [1]–[3]. The conference's goal is to inform and include the recently hired team members about the organization and its policies. Every new hire is expected to take and pass an IQ exam on a number of safety and health-related issues after learning about them during introduction [7]–[10]. Instructions provided via development programs must guarantee that the new recruit is aware of the mission and objectives of the organization and that the staff and McDonald's are a suitable fit [11], [12], [14], [15].

### 2.6 Appraisal

"At McDonald's, every worker's evaluation is influenced either directly or indirectly by their unique productivity. The business uses a quality assessment standard that evaluates staff traits and behaviors such integrity and dependability, timeliness, completing duties and targets on schedule, and efficiency. A thorough performance evaluation is given to each staff member of the company at least once every year. The evaluation is given to them to inspire and urge workers to enhance their performance [16]–[19]"

### 2.7 Performance

"The goal is to improve employee performance. McDonald's has used a manufacturing approach called Incentive Planning. It may be regarded as an effective and perfect strategy for getting better outcomes. Through this initiative, management concepts may be developed and implemented,

allowing employees to be fairly and proportionately compensated for their effort [20], [21], [23]. "Incentive planning is used to examine and analyze the overall payment and incentive given to the employees. The objective of this program is to provide a robust incentive framework for the organization, encompassing several aspects such as equitable compensation for staff members, payment handling, team-based incentives, executive awards, and multiple other components [24], [25].

### 3. METHODOLOGY

#### 3.1. Data Analysis and Interpretation

"The internet was used to gather the data for the aforementioned research study through a variety of websites and articles. A total of five samples were carefully examined with regard to HR practices, their effects, McDonald's performance in the United Arab Emirates, HR policies that McDonald's adheres to in the country, etc. The measuring tool that was utilized to collect the data for this investigation served as a secondary source. Every piece of information that was gathered had already been gathered and processed by government offices or other organizations, including reports, publications, and journals. To get the quantitative information needed to determine how McDonald's HR policies affect employees' performance, a survey will be employed.

Human Resource Management (HRM) is a key factor in McDonald's success, therefore that's where we're starting from in terms of our conceptual framework. It acknowledges the mutual dependence of HRM elements and their impact on McDonald's performance across a broad spectrum of employee-related and operational metrics. The conceptual framework also takes into account HRM practices' flexibility in responding to technology developments and handling demographic shifts in the workforce. A further critical factor that affects employee engagement and productivity is the success of diversity and inclusion initiatives. The conceptual framework also takes into account how flexible HRM practices are in responding to changes in the workforce's demographics and in technology. One more important factor that significantly affects employee engagement and productivity is the success of diversity and inclusion initiatives. The conceptual framework

provides a framework for analyzing the complex interactions between HRM practices and organizational performance in the fast-food sector by outlining these variables as interconnected and mutually influencing elements within the context of McDonald's [19]–[21].

The conceptual framework of the study is shown in Figure 1.

From this model, the following hypothesis are examined:

#### 3.2. Research Hypothesis

##### RQ1:

- H0: There is no significant perceived difference in fairness in McDonald's hiring process.
- H1: The hiring process at McDonald's is perceived as fair by respondents.

##### RQ2:

- H0: There is no significant difference in satisfaction levels with McDonald's training program.
- H1: Respondents exhibit varying levels of satisfaction with McDonald's training program.

##### RQ3:

- H0: There is no significant perceived fairness in McDonald's post-appraisal assessment.
- H1: McDonald's post-appraisal assessment is perceived as fair by the participants

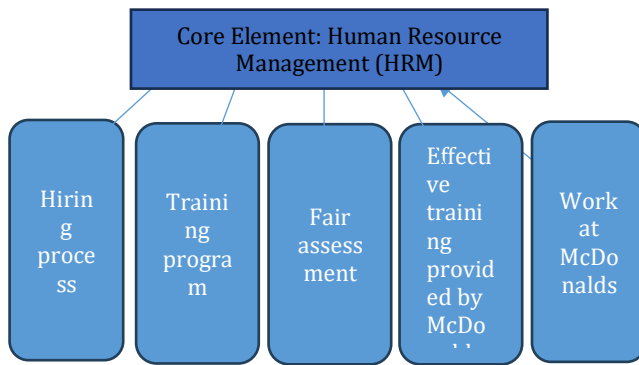
##### RQ4:

- H0: There is no significant relationship between the perceived effectiveness of McDonald's training and the ability to execute day-to-day tasks.
- H1: The effectiveness of McDonald's training significantly influences the ability to execute day-to-day tasks.

##### RQ5:

- H0: Likelihood to refer someone to work at McDonald's is not significantly influenced by various employment factors.
- H1: Likelihood to refer someone to work at McDonald's is influenced by overall employment satisfaction, including training, appraisal processes, and perceived fairness in hiring procedures.

Figure 1. Conceptual Framework



In the field of human resource management, ethics are crucial because they inform the choices and actions HR specialists take to guarantee that workers are treated fairly and equally. A vast array of topics is covered by ethical concerns, including as encouraging diversity and inclusion, stopping harassment and discrimination, protecting employee privacy, and upholding openness in HR procedures. Given its international recognition, McDonald's is subject to increased criticism about its ethical human resources practices. Therefore, in order to preserve a favorable corporate image and provide a healthy work environment for its workers, the corporation must give ethical concerns top priority in its human resource operations. Respecting moral principles in HR not only complies with social norms but also promotes sustainability and long-term economic success. This research is based on my personal beliefs and opinions based on the material I have acquired; it does not in any way represent the official viewpoint of McDonald's. I have made every effort to ensure that all facts are sourced from trustworthy sources, as far as I am aware.

There are 2 sampling method (probability and nonprobability), probability sampling there are 4 types. Entails random selection, which enables you to draw robust statistical conclusions about the whole group. Nonprobability sampling there are 5 types. Entails non-random selection according to convenience or other standards, making data collection simple. A sample of 50 people was created for this investigation.

Probability:

**Simple Random Sampling:** In this method, participants are chosen at random from the total population.

**Stratified Random Sampling:** Based on particular

attributes, the population is separated into subgroups, or strata. Then, in order to guarantee representation from every stratum, random samples are drawn from each subgroup.

**Cluster Sampling:** After dividing the population into clusters, a random sample of the clusters is chosen. Next, every individual in the selected clusters is a part of the sample.

**Systematic Sampling:** Following a random beginning point, each 'kth' person is chosen from a list. It is systematic sampling, for instance, if every fifth individual is selected from a list following a random start.

**Nonprobability:**

**Convenience sampling:** produces a sample that is typically convenient for the researcher since participants are selected based on how easily they can be reached and made available.

**Consecutive sampling:** Also referred to as sequential or consecutive sampling, it entails choosing each person who satisfies the requirements as they become available.

**Quota sampling:** The researcher establishes a quota for each subgroup after dividing the population into subgroups according to particular traits. After upon, participants are picked to fulfill these quotas.

**Snowball sampling:** A developing chain or "snowball" of new subjects is created when current participants recommend or attract new ones.

**Judgmental sampling:** The researcher selects individuals who they think will offer pertinent information using their judgment and experience; this is frequently done based on predetermined standards or traits. As for the assignment we have selected probability sampling as for the assignment instructions, and simple random is as per the survey that conducted.

#### 4. DATA COLLECTION

Authors collected the data and information required for the study using a survey questionnaire. The utilized questionnaire is demographic questions. The questionnaire was designed using a 5-point scale and was based on a study of previous research and relevant literature. The questionnaire survey was conducted using a Google Form since it is easily accessible by all users.

**Qualitative research:** It is communicated orally. It is applied to comprehend ideas, thoughts, or

experiences. You may gain a comprehensive grasp of topics that are not frequently discussed by using this type of study. Common qualitative methods include open-ended interviews, term-documented observations, and literature reviews that delve into ideas and theories. We reviewed the literature as part of this investigation.

**Quantitative:** Graphs and statistics are used to represent quantitative research. It is utilized in the process of verifying or examining theories and concepts. Finding data about a subject that may be used generally is one function for this kind of study. Experiments, observations, and surveys with closed-ended questions are examples of common quantitative procedures. In order to get quantifiable data, we created an online survey.

So, the survey is experimenting observation so authors have chosen Google form to do my survey. Then, selected quantitative data collection method. Research design is the process used to collect, evaluate, and analyze data in an understandable manner. This architecture generates a reliable model, helps with data analysis, and offers solutions. "Cross-sectional data" provides empirical research, which validates and verifies the facts for this study. It is also quite affordable and time-efficient, which is why I chose to utilize it for my study. "This study aims to investigate the effects of McDonald's HR policies on employee satisfaction and performance, as well as the fairness of the hiring process and the significance of having strong HR policies at McDonald's for improved performance."

Aspect	Description
Sampling Method	Probability sampling as for the assignment instructions and simple random is as per the survey that conducted.
Sample Size	50 participants
Data Collection Method	So the survey is experiment observation so I have chosen Google form to do my survey. I selected quantitative data collection method.
Data Collection Tool	Google Form for questionnaire survey
Research Design	Cross-sectional data for empirical research, chosen for its efficiency and cost-effectiveness
Research Objective	To investigate the impact of HR practices at McDonald's on its performance, employee satisfaction, and hiring fairness

**Descriptive Analysis:** In descriptive analysis, a dataset's primary characteristics are summed up

and described. The primary objective is to arrange and exhibit the data in a significant manner, frequently employing metrics like average, median, mode, and standard deviation. It gives a summary of the data and facilitates the discovery of trends or patterns.

**Diagnostic Analysis:** Understanding the cause-and-effect linkages in the data is the goal of diagnostic analysis. It looks at the elements or variables that lead to particular results or actions. Diagnostic analysis frequently makes use of methods like regression analysis, correlation analysis, and ANOVA (Analysis of Variance).

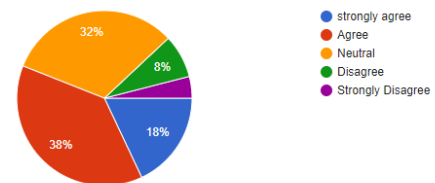
**Predictive Analysis:** Predictive analysis is the process of forecasting or predicting future events based on past data. To find trends and create prediction models, it makes use of machine learning algorithms, statistical modeling approaches, and time series analysis. It is frequently applied to risk assessment, consumer behavior forecasting, and sales forecasting.

**Prescriptive Analysis:** By making recommendations for decisions or actions based on the forecasts, prescriptive analysis goes beyond predictive analysis. To produce meaningful insights and maximize results, it integrates historical data, optimization algorithms, and business rules. It facilitates resource allocation and decision-making.

In our assignment, we have selected descriptive analysis.

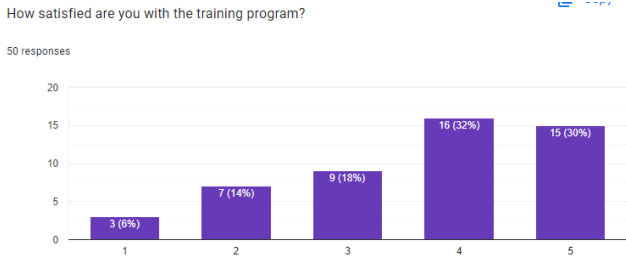
Do you think the hiring process at McDonalds is fair?

50 responses

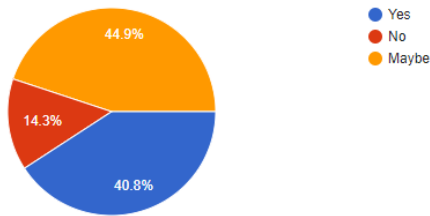


The research question about whether the hiring process at McDonald's is fair is depicted in the above chart, which reveals that 19 respondents (38%) chose agree, 16 respondents (32%) chose neutral, 9 respondents (18%) chose strongly agree, 4 respondents (8%) chose disagree, and the final 2 respondents (4%) chose strongly disagree.

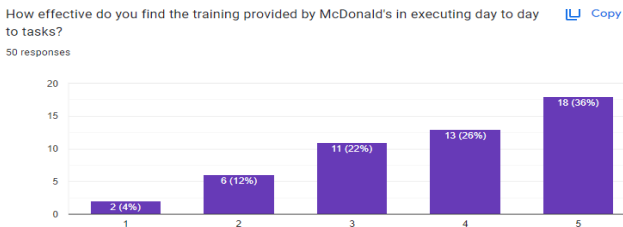




Based on the study questions concerning program satisfaction, as indicated by the charts above. 1 indicates very dissatisfied and 5 indicate very satisfied. According to the charts, 3 (6%) of the respondents were very dissatisfied, 7 (14%) were dissatisfied, 9 (18%) selected neutral, and 16 (32%), were satisfied. Finally, 15 (30%) of responders selected "very satisfied."

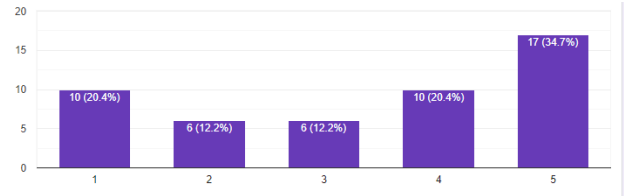


It shows in the above chart that 22 (44.9%) respondents chose maybe that McDonalds provides fair assessment post appraisal, meanwhile 20 (40.8%) respondents chose yes they provide a fair assessments, lastly 7 (14.3%) chose no they don't provide a fair assessment at McDonalds.



In the above charts it shows the effectiveness of the training program provided by McDonalds in executing day to day tasks, 1 indicates Very ineffective and 5 indicate very effective. The data indicates that 2 (4%) of the respondents selected very ineffective, 6 (12%) selected ineffective, 11 (22%) selected neutral, 13 (26%) selected effective, and 18 (36%) selected very effective.

How likely would you be to refer someone to work at McDonalds?



The above chart show response for how likely the employees would recommend someone to work at McDonalds. 1 means not likely 5 means most likely. According to the chart, 10 (20.4%) respondents said not likely, 6 (12.2%) said somewhat likely, 6 (12.2%) said neutral, 10 (20.4%) said likely, and 17 (34.7%) said most likely.

### 5. DATA ANALYSIS

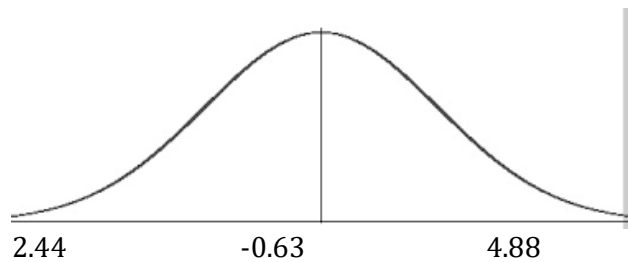
**(RQ2): How satisfied are you with the training program**

<b>Mean</b>	<b>3.66</b>
<b>Standard Deviation</b>	<b>1.222409798</b>
<b>Skewness</b>	<b>-0.632535588</b>

Analysis for (RQ2) shows that the mean worth of (3.66) shows a moderate positive perception and satisfied with the training program. The standard deviation (1.22) recommends a positive opinion among respondents, and the skewness (-0.63) is negative which means in left side we have a lot of respondents but in negative so no impact and use null hypotheses.

H0 is accepted

**H0:** There is no significant difference in satisfaction levels with McDonald's training program.



$$\text{Max} = \text{Mean} + \text{Standard Deviation}$$

$$3.66 + 1.22 = 4.88$$

$$\text{Min} = \text{Mean} - \text{Standard Deviation}$$

$$3.66 - 1.22 = 2.44$$

Skewness we have a lot of numbers of respondent's side but in negative so no impact and use null hypotheses.

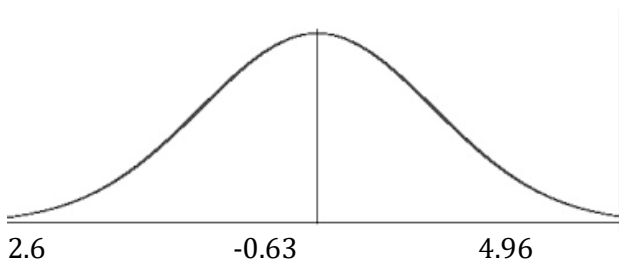
**(RQ4): How effective do you find the training provided by McDonalds in executing day to day to tasks?**

<b>Mean</b>	<b>3.78</b>
<b>Standard Deviation</b>	1.183043464
<b>Skewness</b>	-0.631739535

Analysis for (RQ4) shows that the mean worth of (3.78) shows a moderate positive perception and satisfied with the training program. The standard deviation (1.18) recommends a positive opinion among respondents, and the skewness (-0.63) is negative which means in left side we have a lot of respondents but in negative so no impact and use null hypotheses.

H0 is accepted

**H0:** There is no significant relationship between the perceived effectiveness of McDonald's training and the ability to execute day-to-day tasks.



Max=Mean + Standard Deviation

$3.78 + 1.18 = 4.96$

Min= Mean - Standard Deviation

$3.78 - 1.18 = 2.6$

Skewness we have a lot of numbers of respondent's side but in negative so no impact and use null hypotheses.

**(RQ5): How likely would you be to refer someone to work at McDonalds?**

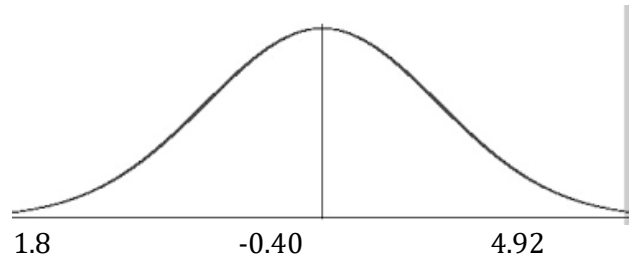
<b>Mean</b>	<b>3.367346939</b>
<b>Standard Deviation</b>	1.563834464
<b>Skewness</b>	-0.407736284

Analysis for (RQ5) shows that the mean worth of (3.36) shows a moderate positive perception and satisfied with the training program. The standard deviation (1.56) recommends a positive opinion among respondents, and the skewness (-0.4) is

negative which means in left side we have a lot of respondents but in negative so no impact and use null hypotheses.

H0 is accepted

**H0:** Likelihood to refer someone to work at McDonald's is not significantly influenced by various employment factors.



Max=Mean + Standard Deviation

$3.36 + 1.56 = 4.92$

Min= Mean - Standard Deviation

$3.78 - 1.18 = 1.8$

Skewness we have a lot of numbers of respondent's side but in negative so no impact and use null hypotheses.

**6. RECOMMENDATIONS**

The corporation has established HRM protocols for remuneration and career advancements, recognition of long service, and provision of exclusive healthcare benefits. A key determinant of success is the promotion of creativity and originality within the business's staff members. Therefore, it is recommended that HR consistently encourages these qualities. In addition, enhancing productivity by promptly identifying, resolving, and implementing the most viable solution for internal issues within the organization. It is important to consider several constraints of the study while assessing the results. Essentially, the study's use of a limited sample size of only 50 participants restricts the extent to which the findings may be applied to the broader population in the healthcare industry. The tiny sample size may have hindered the thorough understanding and exploration of the topic, as it failed to encompass the diverse variety of perspectives typically found within the subject matter. Furthermore, the arrangement and specific inquiries of the survey may have created response bias, so affecting the accuracy and reliability of the collected data. In addition, the study's cross-sectional approach, which captures responses at a



singular instance, may pose challenges in discerning long-term patterns or fluctuations. Recognizing these limits is crucial as they highlight the potential constraints and aspects that are necessary for a comprehensive comprehension of the study's results.

## 7. CONCLUSION

The objective of this study was to ascertain the extent to which Human Resources (HR) impacts the performance of its respective organizations. The significant impact of McDonald's global success can be attributed to the clear influence of its HRM practices. The employees at McDonald's are highly engaged, motivated, and satisfied with their work due to the availability of opportunities for professional development. This allows them to provide exceptional service. McDonald's offers its employees numerous chances to switch between positions, enabling them to gain expertise in various areas of the business.

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