

**BUSM4597 Human Resource Management for Entrepreneurship and**

**Innovation**

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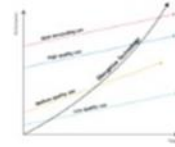
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## Disruptive Innovation

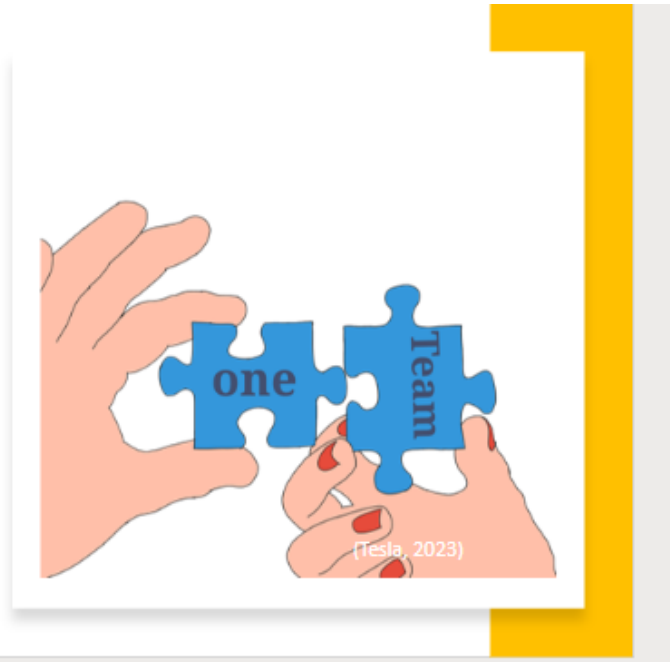
- A prime example of disruptive innovation in the automobile sector is Tesla's automated vehicle.
- The automotive business has been completely changed by Tesla's automated vehicle.



It does this by analysing data from a variety of sensors, cameras, and software. As per the analysis, the feature makes judgements about steering, braking, and acceleration. In order to avoid them, the autopilot can recognize other vehicles, pedestrians, and road hazards. The over-the-air updates feature of Tesla's automated car is another critical aspect of its disruptive innovation (Tesla, 2023). This feature allows the vehicle's software to be constantly updated and improved, ensuring that the car always operates at peak performance. The updates can also add new features, fix bugs and enhance the driving experience. This ability to update a car's software remotely is a novel idea. Other car manufacturers have not been able to replicate this software of Tesla.

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- Another important component of Tesla's driverless vehicle is its advanced sensors (Tesla, 2023).
- These sensors provide the car with the ability to comprehend its environment and steer clear of crashes.



The sensors can identify road dangers, pedestrians, or other barriers that are present. It then takes the necessary precautions to avoid them. As a result, the car is now safer for the driver and other drivers on the road. Hence, it can be said that Tesla's automated vehicle is an outstanding illustration of disruptive innovation in action. The introduction of cutting-edge technology like the Autopilot system, wireless updates, and sensors has changed how people view driving. The technology has caused a movement towards ecologically friendly and sustainable transportation options while upending the conventional car sector. Tesla's creative approach to manufacturing and design has solidified the company's position as a pioneer in the automobile sector. The autopilot feature, over-the-air upgrades, and cutting-edge sensors are just a few instances of how disruptive innovation works in practice (O'Reilly and Binns, 2019). They are an excellent illustration of how it may result in huge improvements in business and technology.

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- HR managers play a critical role in ensuring that businesses are ready to handle disruptive innovations both inside and externally.
- The market and business models may be radically altered by these developments.

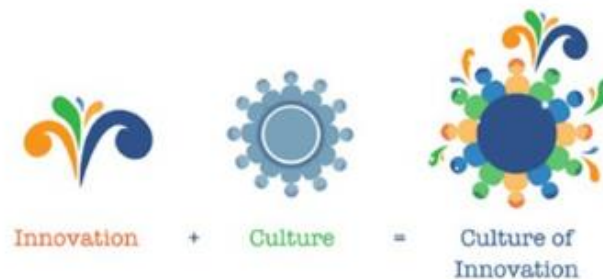


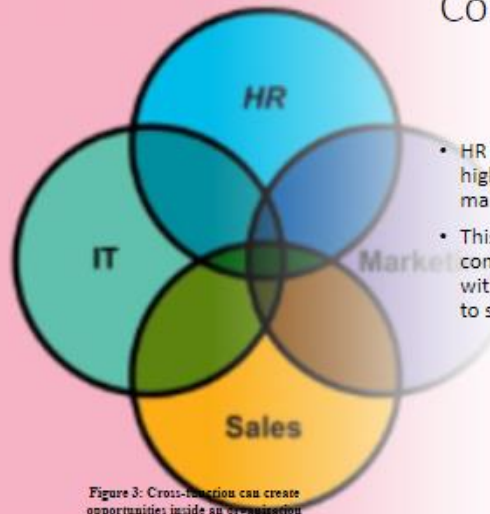
Figure 2: HR Managers can create cultural innovation  
(Source: The Human Capital Hub, 2023)

HR

managers are crucial to ensuring that businesses can adapt quickly. Disruptive innovation can lead to the development of opportunities inside organizations. HR Managers can play several roles to ensure their organizations are prepared to deal with these threats. HR Managers can create a culture of innovation by promoting creativity, risk-taking, and experimentation (Khan, 2022). They can provide incentives and rewards for innovative ideas. They can recognize and celebrate successes as well as encourage employees to learn from failures. They can encourage open communication to develop cultural innovation.

## Cross Functional

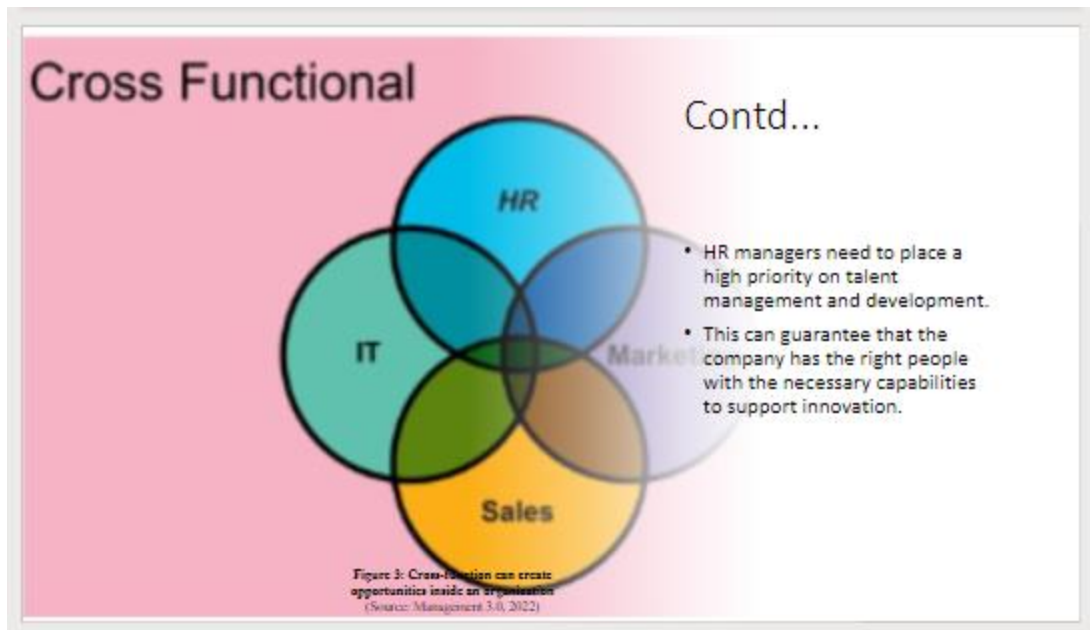
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- HR managers need to place a high priority on talent management and development.
- This can guarantee that the company has the right people with the necessary capabilities to support innovation.

Figure 3: Cross-functional can create opportunities inside an organization  
(Source: Management 3.0, 2022)

They can invest in leadership development, mentorship opportunities, and training programmes. This can help in building a pipeline of creative talent. HR Managers can encourage collaboration and cross-functional teams. They can foster teamwork and provide opportunities for workers to collaborate on projects with individuals from various departments. This may result in improved decision-making, increased creativity, and improved problem-solving.



The company can use outside knowledge to learn about new technologies and market trends (Strohmeier, 2020). This can have an impact on the company in the future. HR Managers need to develop talent management strategies that focus on identifying, hiring, and retaining employees. These employees have the necessary skills and knowledge to support the organization's innovation goals (Claus, 2019). This may involve rethinking the traditional job descriptions and roles to ensure that they align with the organization's future needs.

HR Managers need to take proactive steps to prepare the organizations for disruptive innovations. HR Managers can promote an innovative culture by enticing staff to contribute their thoughts and recommendations (Strohmeier, 2020). They can organize brainstorming sessions, and build venues for idea exchange. They can offer incentives and rewards for creative solutions. HR Managers may concentrate on finding and nurturing talent that can deal with disruptive innovation (Claus, 2019). Companies can determine what critical competencies workers need to succeed in this situation. They may offer opportunities for continuous learning and training that promotes the growth of the

employees. Continuous development can promote employee retention and engagement. They can hire workers who have the required education and work history.

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It also leads to fostering a culture of collaboration (Flores, 2020). HR Managers need to create talent management plans (Claus, 2019). This plan places a high priority on attracting and keeping employees who can defend the firm against challenges from the outside. This could entail funding training and development initiatives (Flores *et al.*, 2020). It can include reevaluating conventional job categories and descriptions as well as encouraging staff to embrace innovation (Claus, 2019). Building strategic alliances with external stakeholders, such as business leaders, academic institutions, and other organizations, is necessary for HR Managers. The company can use outside knowledge to learn about new technology and market trends. This, in turn, can have an impact on the organization's future. HR Managers can make a significant difference by playing the above role and by taking the above-mentioned steps.

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### Increased employee retention

eLearning increases employee retention by up to 60%, while face-to-face training – only by 10%



### Improved employee engagement

By using eLearning technology organizations can achieve an 18% boost in employee engagement

**Figure 6: Benefits of continuous learning and development**  
(Source: Colman, 2022)

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