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An Article on the ''Emerging Trends in HRM at the Kia Automobile Industry''

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I. EXECUTIVE SUMMARY ABOUT THE KIA AUTOMOBILES

Here are some key facts about the Kia Corporation:-

1) *History:* Founded in the year 1944, Kia is the South Korea's oldest car manufacturer. It was originally known as TheKyungsung Precision Industry.
2) *Ownership:* Kia is part of the Hyundai-Kia Automotive Group, with Hyundai owning a 33.88% stake. Kia also owns a minority stake in more than 20 Hyundai subsidiaries.
3) *Production:* Kia produces over 1.4 million vehicles annually at 14 manufacturing and assembly facilities in eight countries.
4) *Sales:* Kia sells vehicles through a network of more than 3,000 distributors and dealers in 172 countries.
5) *Research and development {R&D}:* Kia spends 6% of its annual revenues on research and development. It has research centers in the USA, Japan, Germany, and South Korea.
6) *Sustainability:* Kia has a number of policies in place to address environmental and social issues, including a biodiversity protection policy, a no deforestation policy, and a human rights charter.
7) *Brand slogan:* Kia's brand slogan is "Movement that inspires''.

The Human Resources (HR) department plas a crucial role in the automobile industry. It ensures the development and management of a highly skilled workforce that can efficiently manufacture, market, and sell vehicles. The evolution of HR in the automobile industry has been rapid and dynamic, due to the changes in technology, globalization, and workforce demographics. This whitepaper aims to explore the evolution of HR in the automobile industry, the challenges faced, and the current state of the problem, and provide a conclusion. The automobile industry is facing several challenges in HR, including recruiting and retaining skilled employees, diversity and inclusion, technological advancements, and automation. Due to these challenges, HR needs to adapt and evolve to keep up with the changes in the industry. The problem statement is, "How has HR evolved in the automobile industry, and what are the challenges faced in the current state of the industry?"

The evolution of HR in the automobile industry can be divided into four phases: the industrial age, the post-World War II era, the era of globalization, and the current era of technological advancements. The industrial age was characterized by the mass production of vehicles, where HR was focused on managing the workforce and maintaining a safe working environment. The post-World War II era saw the emergence of unions, collective bargaining, and HR policies aimed at improving the working conditions and benefits of employees. The era of globalization saw the expansion of the automobile industry to emerging markets, requiring HR to adapt to diverse cultures, languages, and legal systems. The current era of technological advancements has brought new challenges in HR, such as upskilling employees, managing the workforce with automation and artificial intelligence, and attracting and retaining a diverse and inclusive workforce. Analysis of the macro competitive scenario pertaining to automotive sector in India during Kia Motors' launch period, followed by analysis of its successful debut/product launch strategy in the country.

Kia Corporation was founded in May 1944 and is Korea's oldest manufacturer of motor vehicles. From humble origins making bicycles and motorcycles, Kia has grown – as part of the dynamic, global Hyundai-Kia Automotive Group – to become the world's fifth largest vehicle manufacturer.

II. CONCEPTUAL FRAMEWORK(S) CONSIDERED

Two conceptual frameworks are primarily being utilized for analysis of Kia Motors' launch strategy in India:

A. PORTER's Five Forces

Ascertaining the competitive scenario in the Indian automotive sector through *'PORTER's Five Forces'* analysis, from a perspective of Kia Motors, which was about to make its debut in India.

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Developed by Michael E. Porter of Harvard Business School in 1979, the Five Forces is a framework for the industry analysis and business strategy development. These five forces are often used to strategically analyze and gauge the level of competition, attractiveness, and profitability of an industry or market.

The automotive industry in India is a mature one, with a turnover of ~US$70 Bn (2019), a related large auto component industry valued at ~US$56.5 Bn in 2019, and 30+ manufacturers- a mix of homegrown and international players.

Barriers to entry, in this mature market are quite high, particularly for new entrants, especially companies and brands that are completely new to a complex market like India. It is not easy for new entrants like Kia Motors to set-up manufacturing unit, forge alliances with suppliers, and ensure optimized ecosystem of
distributors and showrooms, apart from establishing its brand equity in the market.

The changing business environment in India, driven by globalization, technology, and shifting policies, necessitates adaptive marketing strategies. In the automotive sector, studies highlight the transition from Internal Combustion Engine (ICE) to Electric Vehicle (EV) models, revealing public preferences influenced by factors like familiarity, infrastructure, and environmental concerns. Notable research by Smith et al. (2019) and Johnson and Lee (2020) emphasize the importance of local market dynamics, while Patel and Gupta (2018) underscore the environmental benefits of EVs. Industry reports, like that of KIA Motors India (2023). further illuminate the shift towards electric mobility. This literature review sets the groundwork for understanding public preferences and the potential transition to electric mobility in the Erode district, aiming to contribute to the on-going discourse in this field.

This study concentrates on exploring public perspectives and preferences in the Erode district, Tamil Nadu, regarding KIA Motors' ICE car models and EVs. Utilizing a survey-based approach, the study aims to gather data from a representative sample of the local population. It's essential to note that the findings may not be applicable to the entire Indian populace or other regions. 1. The study emphasizes public attitudes towards KIA Motors. 2. It identifies public preferences for car models. 3. Aims to understand general public perceptions of cars. 4. Provides insights into public needs and priorities.

The knowledge, which entails a systematic exploration into particular subjects using diverse techniques to collect and analyze information efficiently. According to the Advanced Learner's Dictionary of current English, research is described as "a meticulous examination or enquiry, particularly through seeking fresh insights in any field of knowledge." Research methodology extends this definition by detailing the precise steps and methodologies employed to discover, choose, process, and interpret data related to a specific subject. Research Design:- It comprises the framework of methods and techniques used in market research, including descriptive, co relational, experimental, diagnostic, and explanatory designs. Sources of Data: Data is collected from primary (firsthand) and secondary (previously published) sources, with primary data gathered through questionnaire surveys.

III. FINDINGS

1) The maximum 62% of the respondent are in the age group of 30-50 years.
2) The maximum 53% of the respondent are Male.
3) The maximum 43% of the respondents are working in private sector.
4) The maximum 82% of the respondents are married individuals.
5) The maximum 62% of the respondents income between INR50,000 and INR75,000
6) The maximum 33% of the respondents use vehicle several times a week.

IV. SUGGESTIONS

Here, I have suggested that 60% of the respondents are aware about the kia automobiles.

1) Launch environmental awareness campaigns to highlight the advantages of EVs over ICE vehicles.
2) Increase marketing efforts to promote KIA's EV lineup through various channels and community Events.
3) KIA Motors should focus on improving stability, engine performance, design, lock and style, spare Parts availability and comfort to enhance customer satisfaction.
4) Addressing concerns related to spare parts availability and service cost could improve overall customer Experiences.
5) Given the significance of price and fuel efficiency in car selection, KIA should offer competitive pricing and emphasize fuel-efficient models.
6) Enhancing the performance and design of vehicles can attract more customers, considering their high ranking in car selection factors.

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V. CONCLUSION

While they have a significant presence in the market, addressing customer dissatisfaction in key areas such as vehicle stability, engine performance, and design will be crucial for maintaining and enhancing their competitive edge. Additionally, with the increasing interest in EV models and the importance of factors like price and brand reputation, KIA Motors should focus on innovation, customer education, and effective communication to meet evolving consumer preferences and stay ahead in the automotive industry.

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The official references of kia automobiles globally and in india are:-
[1] www.kia.global.overseas.com.
[2] www.my.kia.com.
[3] www.kia.europa.com.
[4] www.kia.india.com.

For leasing/reselling of kia syros, carens and seltos:-
[1] https://www.leasing.com@kia.com.

To afford kia:-
[1] www.indian.kia.com/customize.

Los angeles customers and canada refer to the URL:-
[1] www.kia.global.overseas.com.

San fransisco customers:-
----do as above-----
With reference to L.A. site.

India and asia pacific:-
[1] www.my.kia.com.
[2] www.kia.com.
For buying and servicing of cars.

BOOKS AND ARTICLES

Online journals,
Books,
Websites,
Questionnaire through Google Forms.
Articles/social media platforms.

OBJECTIVES

Evaluating my future customers.
Review on my funds that everyone can afford easily.
Focus on the competitors.
Review on bods.

ETHICS ON KIA

Provide continuous learning.
Provide developmental opportunities.
Provide training departments models effectively.
Aware about kia.
Provide e-learning experience.
Definition on learning:-
According to the prominent authors gates, and Murphy defined as :-
'The modification of behaviour through experience'.
Learning is continuous process.
Learning is feedback oriented.

Development is long term oriented and broad cornered , concerned,
'transformation of divergent pathways;'.
-oxford dictionary.

According to our college faculty, the development is long term oriented.

Jan 2015 Car Sales India: MotorBash Report

Ranking	Manufacturer	Jan-15	Market Share	Cumulative sales Apr-Jan 2014-15
1	*Maruti Suzuki*	105,559	45.77%	959,091
2	*Hyundai*	34,780	15.08%	343,838
3	*Mahindra and Mahindra*	19,573	8.48%	182,968
4	Honda	18,331	7.94%	149,464
5	Tata Motors	14,749	6.39%	128,983
6	Toyota	12,650	5.48%	116,212
7	Ford	6,647	2.88%	63,926
8	General Motors	4,410	1.91%	44,210
9	Nissan	4,267	1.85%	39,309
10	Volkswagen	3,735	1.61%	36,588
11	Renault	3,203	1.38%	35,183
12	Skoda	1,303	0.56%	12,437
13	Fiat	862	0.37%	9,038
14	Mitsubishi	272	0.11%	1,394
15	Force Motors	225	0.09%	2,288
16	Ashok Leyland	31	0.01%	311
17	Isuzu	22	0.01%	198
	Total	**230,619**		**2,125,438**

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Kia syros

BIBILOGRAPHY

In April 2017, Kia India signed a memorandum of understanding (MOU) with the State Government of Andhra Pradesh, India, to build a new manufacturing facility at Anantapur District. Kia commenced mass production in August 2019 and has an annual production capacity of approximately 300,000 units. In April 2021, Kia India reimagined itself in line with its new brand identity, "Movement that Inspires" aimed at offering customers meaningful experiences backed by innovative products and services. Under the new brand identity, Kia has set out to find ways to achieve new benchmarks and inspire consumers to be more and do more. Till date, Kia India has launched five vehicles for the Indian market – the Seltos, the Carnival, the Sonet, the Carens, and the EV6. Kia India has completed over 6.3 lakh dispatches from its Anantapur plant, including 5 lakh domestic sales and over 1.5 lakh exports. With over 2 lakh connected cars on Indian roads, it is among the connected Car leaders in the country. The brand has a widespread network of 339 touchpoints and is focused on strengthening its footprints across the country.

About - Kia Corporation

Kia (www.kia.com) is a global mobility brand with a vision to create sustainable mobility solutions for consumers, communities, and societies around the world. Founded in 1944, Kia has been providing mobility solutions for more than 75 years. With 52,000 employees worldwide, a presence in more than 190 markets, and manufacturing facilities in six countries, the company today sells around three million vehicles a year. Kia is spearheading the popularization of electrified and battery electric vehicles and developing a growing range of mobility services, encouraging millions of people around the world to explore the best ways of getting around. The company's brand slogan – 'Movement that inspires' – reflects Kia's commitment to inspire consumers through its products and services.

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Ethical standards:-
Give back to society:-



Kia ambassadoral visit from seoul to india stated that,
Lend back our fake products, use it nationally.
Don't let name of firms take over disposable income.
CSR.
Kia's affordability combined with quality has driven this growth. Safety Features: Safety remains central to Kia's brand image. The brand was the first non-luxury automotive company to offer a 10-year, 100,000-mile warranty in the U.S., reinforcing a reputation for reliability and durability.

Questionaire

a. What do you know abt kia?
b. What are insights abt kia?
c. Intellects abt kia?
d. Swot on kia?

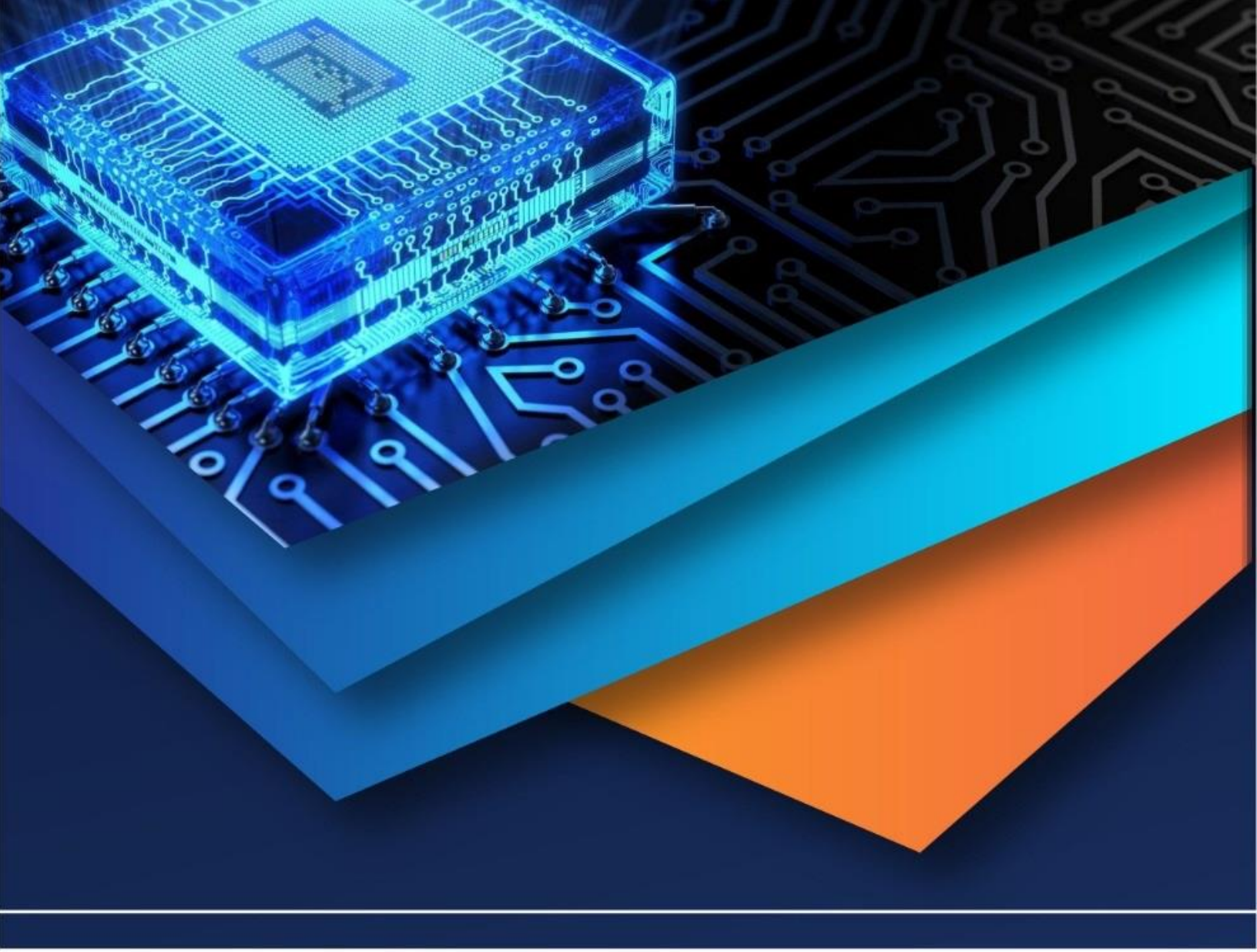
Interview:-

a. How do you contact kia?
b. Visit a website?
c. Meet quality standards?
d. Genuine promises on kia?
e. Customer relationship mgmt?

F/Y 2024

Chart

Items	2023 Q1 Change	2024 Q2 change	Year on Year Basic increments
Sales in vehicles {units.}	7,63, 093	1.125,191	Increase @ 1.9%
Korea.	7,78,213	1,131, 251	Increase @ 4.5%
Outside korea.	6,38,502	6,43,092	Increase @ 0.8%



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