

Executive Summary

Among the different business processing factors Human Resources, Marketing, Leadership and Technology play an important as they manage the organization. The present case study witnessed the impact of human resource management, government support (moderating impact) and regulations along with IT, leadership and marketing on performance, progress and process of the case organization that is empower energy solutions. Empower Energy Solutions is a leading energy solution provider that provides Chilled water, and insulated pipes solutions with its headquarters in the United Arab Emirates (UAE).

The target sample for the current study in the case organization was middle level employees with at least three year of experience in the case organization. After two or three follow-ups and with the help of HR 10 middle level employees from various department of the case company accepted to join and participate in the interviews and group discussions. The instrument used for both interview and focus group was open ended questions and used many internal and external secondary data methods including some observations in the customer care areas. Some secondary data was gathered through internal magazines, statistics data and pictures.

There were 10 interviews conducted covering 10 employees and all the interviews were voice recorded transcript for the study. Further, the 5 focus groups were conducted and there were at least 5-6 members for each discussion. For the focus group 1 and 2 there were 2 loyal customers each group and they contributed. Some focus groups were conducted casually while in the lunch room. (Focus group 3 and 5). For the focus group study, due to the time constrain, there were no members involved from the Empower plant areas. That was one of the limitations identified by the author.

The study found that the organization practices a number of HR practices including training and development, recruitment and selection, compensation and benefits, performance management and career development as per the perception of its managers that positively impact the performance of the organization.

It was also found that a Transformational Leadership style in a leader with ethical, paternalistic and strategic skills is being practiced in the organization that again contributes to improving its performance.

Further, Empower Energy Solution was found to practice a good mix of both latest Technological based and traditional marketing methods and is always advancing its technologies to get the best outcomes and provide the best results to the customers thereby improving its performance.

Finally, it was evident that Empower adopts and upgrades to latest technologies are the key success of the organisation. Empower Energy Solution has come forward to be the first of its kind in the implementation of District Cooling Services (DCS) in the region which has contributed in improving the organizations performance. Further, the organization has been found to partner with prestigious global level organizations like UNEP in the energy efficiency programs as a result of its initiatives in the field of technology. It was also found that government has a moderating impact on the progress of the organization and its impact can be witnessed in all the process.

There were some limitations associated with the study like the study was conducted on a very small sample of respondents both customers and employees. Further, the study was based on a qualitative research wherein the perception of the employees and the customers were studied due to which the study could lack on the actual facts and figures while being biased by the perception of the researcher.

Finally, the study was based on finding the impact of Human Resource Management, Leadership, Marketing, and Technology on Organizational Performance, Progress and Process. Also the Government Interference was the moderating factor that studied in the case organisation.