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THE MULTIDISCIPLINARY PERVASIVE FACE OF BUSINESS MANAGEMENT

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Dr. Firoz Husain
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The Multidisciplinary Pervasive Face of Business Management

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PREFACE

The Multidisciplinary Pervasive Face of the company Management talks about many aspects that have to do with running a business.

Business management is a big and always-changing field that covers a lot of diverse areas, such economics, finance, marketing, operations, psychology, and sociology. In today's fast-paced global economy, managers have to do more than just make strategic decisions and lead. It also has to run the firm every day and come up with new ideas. Businesses need to operate in a way that is broad and interconnected because they are always facing new chances and issues.

The book talks about the numerous parts/advice on how to run a business in a world that is continually changing. It illustrates that managers need to know a lot about a lot of various things to solve hard problems. To help the firm do well, a good manager needs to know how to use a range of tools, frameworks, and methodologies. You may do this by making the supply chain better, coming up with strong marketing plans, managing people, or keeping an eye on what's happening in the market.

This book combines theory with real-life events to help readers completely understand all the different components of running a business. In a business environment that is getting more and more competitive, it also underlines how crucial it is to be adaptable, always learn new things, and be able to come up with new ideas.

The purpose of this book is to give future managers the tools and information they need to succeed in a world that is continually changing and connected. With this information, they will be better equipped to lead teams, make sensible choices, and help any firm develop in the long run.

Dr. Rizwana Atiq, Dr. Firoz Husain, Dr. Priyanka Bajpai

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Dr. Rizwana Atiq, Dr. Firoz Husain, Dr. Priyanka Bajpai

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“A Study on The Use of Artificial Intelligence (AI) And Machine Learning in Current Human Resource Practices at Starbucks”

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Abstract

The role of Artificial Intelligence and Machine Learning in Human Resource Management is one of the most revolutionary. One of the global leaders in the coffeehouse business is Starbucks which has fortified its HR proclamations by turning to these technologies. This research paper on use of AI and ML by Starbucks for HR Sampling Reviews four different cases on Recruitment, Let's get started. Based on qualitative research analysis of secondary data collected from earlier written case studies, industry reports, official publications of Starbucks and some insights gathered from HR professionals. The analysis reveals that Starbucks uses AI and ML to transform recruitment, personalization workflow for its employees, forecasts workforce requirements and directs personnel decisions. In this research article the author finds challenges and ethical issues the application of AI in Human resource. It end with few recommendations for organization; those are planning to use AI in HR.