EMERGING HR PRACTICES OF MRF LIMITED - A GLOBAL PLAYER

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ABSTRACT

MRF has been the market leader and the trend setter in the tyre industry for the last 21 years in spite of the emergence of global competitors and their strategic competition. The company has a considerable lead over the arch rivals in the tyre market but has a stiff competition from the other global players. The ultimate performance of the company is the result of the combined efforts of management and its employees. The study examined selected HR practices of MRF Limited, and issues

ISSUES

1. Justify as to how MRF could become a global player? What are the factors which are responsible for its success?

2. Discuss in detail with respect to the challenges encountered by the company?

3. Suggest remedial measures and action plans to cope up such threats.