

**COMMERCIALIZATION OF HUMAN RESOURCE MANAGEMENT
AND COMMUNICATION ON EDUCATION IN A DWINDLING
ECONOMY**

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Abstract

Education has been recognized to be a pre-requisite factor for socio-economic development of any country and for individual socio-economic empowerment and poverty reduction. Hence, Commercialization of Human Resource Management and communication as a specialized function in Education is a way of profit making in Education and avoid wastage in a dwindling Economy. Based on this, the paper examined the concept of Commercialization, Human Resource Management, communication, Education, Dwindling Economy, Goals of Commercialization of Human Resource Management and Communication on Education. The relationship and steps involved in commercialization of Human Resource Management and communication for Education in a dwindling Economy, qualities expected from Commercialization of Human Resource Management and Communication for a successful education in a dwindling Economy. The paper concludes by making recommendations for adequate funding of entrepreneurship education, periodic seminar and workshops for teachers and blocking of all areas of wastage.

Key words: Commercialization, Human Resource Management, Communication, Education, Dwindling Economy.

Education has been described as the bedrock of national development. Education brings about improvements in social welfare, and a sense of achievement and accomplishment in the educated persons. Education can be seen as the design of formal and informal systems in an institution to ensure effective and

efficient use of human talents to accomplish organizational or institutional goals. The process of motivating workers to maximize their performance in order to obtain maximum output starting from the day they are recruited, means utilizing people to perform duties and functions in the school (Dessler 2005).

In the view of Khandekar (2005), Education is a strategic and coherent approach to the management of an education institution's most valued assets – the people working there who individually and collectively contribute to the achievement of its goals. Successful educational institutions attach great importance to education because they are aware of the value of those activities and strategic advantage they can bring to the education through the teachers in a dwindling Economy. Teachers are the most indispensable being in the school. Maintaining and improving educational standards is only possible through teachers because they are the greatest aid to learning. Education is the key to rapid socio-economic development and efficient service delivery which without an adequate, skilled and well-motivated workforce (teachers) operating within a sound human resource management and communication programme, development not possible. The significance of this paper is very crucial to the continued understanding, co-operation and development of society. Consequently, the thrust of this paper therefore is to analyze human resource management and communication on education in a dwindling economy.

Concept of Commercialization

According to (Omebe 2014), commercialization is the process of introducing a new product, production method or service delivery into commerce, in this case, making it available in the market. Commercialization refers to changing the methods or pattern of operations of wholly or partially government owned firms by ensuring that they are run commercially and make profit. It is the means or act of using something to make profit or achieve productivity, most especially when or in a way that other people do not approve of or agree on a thing (Omebe, 2014).

Concept of Human Resource Management

Human resource management is a process of bringing people and institutions together so that the goals of each are met with the aim of the optimal degree of it among the four components – the institution, environment, job and individual (Dolphin 2005). Human resource management is commonly defined as a process of acquiring, training, appraising and compensation of workers and attending to their labour relations, health and safety, and fairness concerns (Ali, 2014). It is also seen as a strategic and coherent approach to the management of an important resource out of the resources required for the production of goods and service.

Concept of Communication

Manohar (2008) see communication as any process in which

people share information ideas and feelings that involve not only spoken and written word but also, body language, personal mannerism and style, with anything that adds meaning to education. The purpose of communication is to achieve mutual understanding in the minds of the sender and receiver of the message within an educational institution. Edward (2008), defines communication as the transmission of information and ideas from person to another. It is the transfer of information from the sender to the receiver with the knowledge that the information is understood by the receiver. Communication is the basis of cooperative effort, interpersonal influence, goal determination and the achievement of human and education improvement.

Concept of Education

Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs and habits. Effective education is a learning experience which brings about an inherent and permanent change in a persons thinking and capacity to do things (Adeyemi, 2014). This implies experience and knowledge increase or development through systematic training and instruction given to the young and old in school or educational institution. It is the development of character and mental powers, the increase in knowledge and abilities of professionalism resulting from the training.

Concept of Dwindling Economy

This has to do with the general downturn or meltdown of economic resources. It is the growing less in size, diminishing or shrinking gradually in number until there is nothing or almost nothing left. The concept of dwindling economy refers to a reduction to smaller or weaker state of the economy which could result to economic recession. The National Bureau of Economic Research (NBER, 2016), defined economic recession as “a significant decline in economic activity spread across the economy, lasting more than few months, normally visible in a real Gross Domestic Product (GDP), real income, employment, industrial production and wholesale-retail sales.”

Goals of Commercialization of Human Resource Management and Communication on Education

The goals of commercialization of human resource management and communication on education are to develop the workers (teachers) and to contribute to goal achievement successfully through the people. More extensively, commercialization of human resource management and communication on education in the view of Dolphin (2005) aim to:

- ❖ provide a range of services which support the achievement on education or improvement as part of the process of running the institution.
- ❖ enable the educational institutions to obtain and retain the skilled, committed and well-motivated workforce it needs.

❖ enhance and develop the inherent capacities of people their contributions, potential and employability – by providing learning and continuous development opportunities.

❖ create a climate in which learning, productive and harmonious relationships can be maintained between the Educational Administrator, lecturers or teachers and students in which feelings of mutual trust can be developed.

❖ develop an environment in which teamwork and flexibility can flourish or stand.

❖ help the educational institutions to balance and adapt to the needs of the stakeholders (Government, workers and students and the public at large or society).

❖ ensure that people are valued and rewarded for what they do and achieve.

❖ manage a diverse workforce, taking into account individual and group differences in employment needs, work style and aspiration.

❖ ensure that equal opportunities are available to all or for all.

Relationship and Steps Involved in Human Resource Management and Communication for Education

There are three perspectives relationship between commercialization of human resource management and communication on education. Commercialization and communication are seen as responsibility of human resource in education because of a number of reasons including a greater focus on the link between behaviour and education results, an emphasis on leadership, coupled with

an understanding that good leaders or administrators need to be good communicators, and the development of “an integrated view of people” (Boxall and Purcell, 2000). One of the reason educational institutions position commercialization and communications under the Human resource management department is the thinking that human resource management department “has the best understanding of what the workers (teachers) or community inside the education institutions needs and wants” (Buffington 2004). Sims (2014), declares that it is the responsibility of human resource management personnel to ensure that commercialization and communication processes are fully adhered to and that this function should be the primary aim for open and integrative commercialization and communications processes on education.

There are no clear boundaries between the commercialization of human resource management and communication on education. For instance, Edward (2008), affirm that contemporary commercialization and communication work towards winning people’s participation and involvement in the enhanced achievement on education. Manohar (2008), stresses that “more than anything else, commercialization and communication is the key to getting workers to become more productive” in a dwindling economy (Boxall & Purcell, 2000, Khandekar & Sharma 2005). Human Resource Management and Communication on Education skills should be brought together for strategic advantage

(Dolphin 2005). The idea of strategic collaboration is supported by Buffington (2004), who states that human resource department needs to direct the schedule and the substance of what has to be released, but the commercialization and communication department makes sure the language is in an appropriate style for the audience and decides the medium it will use for delivering the information to the understanding of the masses.

There are a number of steps associated with Human Resource Management and Communication on Education which include:

- ❖ A work group or an individual identifies information which has to be communicated to other work groups or another individual.
- ❖ The information has to be developed (encoded).
- ❖ A medium for transferring the information has to be selected.
- ❖ It may be a written report, a face to face discussion, or a sophisticated presentation using audio-visual aids.
- ❖ The receiving work group or individual has the task of converting (decoding) the medium to sit into their own ways of dealing with information.
- ❖ The receiving work group or individual responds by recognizing the need for agreeing or disagreeing with the information.
- ❖ The answer containing the information has to be developed (encoded).
- ❖ A decision has to be taken about the medium to be used.

- ❖ The original work group then has the task of converting (decoding) the medium to fit into their own ways of dealing with information.

Human Resource Management and Communication on Education

Communication as a physical factor has verbal and non-verbal communication process which affects the utilization and productivity of human resources. Facial expressions and body movements have as much impact as the written word. Carefully structured plans can be demolished by the manner and tone of voice used in discussions.

Organizational structure of an institution commercialize the quality of communication: when structuring a work group, it is essential to consider the requirements for communication both within the work group and between work groups. To be effective, communication must be able to flow in many directions where the horizontal and vertical needs must be taken into account. Also, it has to be recognized that formal and informal communication flow co-exist within all educational institutions.

The power of formal and informal communication in every educational institution possesses an informal communication network, positive information has to be put into them throughout the development and implementation of the strategies on Education.

Qualities Expected of Human Resource Management and Communication Managers for a Successful Education in a Dwindling Economy

Successful human resource management and communication in education in a dwindling economy is based on qualities a good education administrator or manager should possess. This is connected with one of typical human characteristics and needs, the feeling of importance and usefulness. If a superior shows interest in his subordinates and co-operates with them, his subordinates will be more open in terms of communication and co-operation which will lead to achievement and development. One of the preconditions of good and open communication is the trust of subordinates in their administrator's ability to clearly define tasks, responsibility, the extent of responsibility and standards to be achieved.

It is based on a structured communication process which ensures that no redundant information is communicated, or on the contrary, no key information's omitted. Freedom is a key motivator for accepting and conveying information. This simultaneously means to delegate responsibility for the quality of performance of tasks and decision making powers to superiors must provide all colleagues with clear information regarding the level of freedom they are granted with respect to the entrusted tasks. The following should be communicated and implemented, loyalty, responsibility, authority, performance measures support, trust and expectations.

To manage activities and decisions, it is necessary to know who the information and facts are designed for and where they can be obtained. It is based on the principle of communication restricted to exceptions, deviations, differences discrepancies and exceptional successes of commercialization and communication on education. It is important for the educational administrator to dedicate enough time to his subordinates to explain all the critical points, to give instructions and arrange details, let go unimportant problems and remove them from crucial matter. Positive self-esteem is closely connected with actualization of commercialization and communication on education.

Conclusion

Commercialization of human resource management and communication is necessary for the establishment and survival of education in a dwindling economy. Teachers are supposed to be properly equipped with professional skills through commercialization and communication training to ensure productively at its peak as education is widely accepted as a major instrument for promoting socio-economic, political and cultural development of any nation.

Recommendation

The following recommendations were suggested:

1. Federal government should make adequate budgetary allocation to education sector to minimize the common problem

of shortage of fund, and accountability at all levels should be supervised.

2. There should be an ICT driven entrepreneurship education that should equip students with necessary commercial skills applicable in the education enterprise.

3. Teachers already in the education system should be provided with opportunities to develop their commercial sense and skills through periodic seminars and workshops.

4. Areas of resource wastage and loopholes should be identified and blocked to maximize available resources. These must be effectively communicated to all stakeholders to elicit cooperation.

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