The product life cycle (PLC) describes the life of a product in the market with respect to business/commercial costs and sales measures. It proceeds through multiple phases, involves many professional disciplines and requires a multitude of skills, tools and processes. A good product manager should find new products to replace those that are in the declining stage of their life cycles; learning how to manage products optimally as they move from one stage to the next. Product Lifecycle Management Stage 1: Market Introduction. Counter-optimal cost structure; Profit increasingly becomes a challenge of production/distribution efficiency rather than increased sales. The life cycle of business consists of seven phases: seed, startup, growth, establish, expansion, decline and exit having different challenges. Every business goes through seven phases of a life cycle. These phases are the idea, start-up, growth, established, expansion, decline, and exit stages. The knowledge of what phase a business is in makes a huge impact on strategic planning and business operations. What matters today may not necessarily matter tomorrow, and the challenges will change and will require a different approach to be successful. The issues of economy, competitors, or the changing tastes of the customers can quickly end all that it has worked for. Focus. The business in the established stage should keep the focus on improvement and productivity.

Managerial challenges of e-recruiting: extending the life cycle of new economy employees

Abstract
Effective leadership of human capital is a major managerial issue. Hiring and keeping employees is key to sustainable competitive advantage. E-recruiting as a general process is job-specific and offers computer-assisted screening interviews and statistical prediction to aid in reducing recruiting costs, time-to-hire and employee turnover. This paper examines the application of this technology to recruiting and retaining knowledge workers in an e-commerce, information-intensive environment.

Keywords
Recruitment  Human resourcing  Paradigms  Intellectual capital

Citation

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healthy environment at the workplace. Let us go through few steps to avoid talent drain. Learn 10 challenges Human Resource (HR) professionals face and how to overcome them. Employee advocate. Business strategist. As the business world changes, so does the role of HR professionals. Since human resources is a business-driven function, effectiveness depends on a thorough understanding of the strategic corporate direction, as well as the ability to influence key policies and decisions. In addition, human resource management challenges must be defined and solutions determined in order to succeed. Today's Top 10 Human Resource Management Challenges. Due to the fluctuating economy as well as local and global advancements, there are many changes occurring rapidly that af