'Harley Davidson' Success Speaks- Brand Image and Culture: An HR Perspective

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Abstract:
Technology is the cause of shift in HR to go beyond mere administrative support functions to fruitful strategies for success. HR strategies decide whether market share, sales, or profits would increase or not. The key result areas in people management show shift from production and quantity to productivity and quality. Capability is measured in ideas generated by employees to be implemented, since productivity gained is of more prominence than capacity measured in man-hours lost, man-hours available, absenteeism, etc. Success achieved in business has its own challenges. William M. Harley in 1901, created his own blue-chip of the engine to fit in a bicycle. Since then his journey was transformed from a small business to a business tycoon as the manufacturer of Motorcycles along with genuine Harley-Davidson parts, accessories and collectibles. Harley-Davidson Inc became headquarter of his group of companies as Harley-Davidson Motor Company (HDMC) and Harley-Davidson Financial Services (HDFS) in USA after being founded in 1903. The company has a strategic position in marketplace with his valued customers who are extremely satisfied with the global standard image and brand. Even after having such huge success it faced challenges from lower priced competitors and was unable to expand into overseas markets. Accenture helped Harley-Davidson in improving its business strategies to meet the challenges at such troubled times. This study aims to find the popularity of its brand, image and culture of H-D which has helped in success of the Motorcycle Industry. It also aims to study the gaps in culture that needs to be improved. The purpose of the article is to study the case of H-D and recommend certain strategies to meet the challenges at such troubled times. This study aims to find the popularity of its brand, image and culture of H-D which has helped in success of the Motorcycle Industry. It also aims to study the gaps in culture that needs to be improved. The purpose of the article is to study the case of H-D and recommend certain strategies to meet the challenges at such troubled times. The findings provide an opportunity for other well-to-do world class companies to have a look into their systems and recognize their deficit in strategies which is preventing them to move forward with speed in such a fast paced world of today.

Keywords: HR Strategies, Brand, Image, Organizational Culture, Competency Development

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