

## MANAGEMENT MODEL AND HUMAN RESOURCE MANAGEMENT MODEL OF VIA SATELLITE COMMUNICATIONS LTDA

Rubens Morais Gomes<sup>1</sup>, David Barbosa de Alencar<sup>2</sup>, Carlos Eduardo de Oliveira<sup>3</sup> and Igor Felipe Oliveira Bezerra<sup>4</sup>

<sup>1,2</sup> Braulo Cardoso de Mattos Higher Education Institute – FASERRA. Manaus-Amazonas, Brazil.

<sup>3</sup> University Federal of Pará – UFPA. Bélem-Pará, Brazil.

<sup>4</sup> Nilton Lins University. Manaus-Amazonas, Brazil.

Email: [rubens.m@hotmail.com](mailto:rubens.m@hotmail.com), [david002870@hotmail.com](mailto:david002870@hotmail.com), [ceoedu2450@gmail.com](mailto:ceoedu2450@gmail.com), [igor.bezerra@uniltonlins.edu.br](mailto:igor.bezerra@uniltonlins.edu.br)

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### ABSTRACT

This article will evaluate the human resources and materials management of Via satellite communications LTDA. In business management, Materials and Personnel Resources are used to size inventory, distribute jobs and activities, define the appropriate physical structure of the enterprise, and others. Therefore, a study was conducted to evaluate the management of these resources. To perform the work, a photographic report was generated and a questionnaire was answered by the interviewee, a floor plan of the place was generated and the flow of materials from inside the store was determined, a flow chart of positions and description of activities performed was also prepared. The company has a good division of functions, material handling control, and adequate structure for the activity developed. It was suggested greater stock organization and workers' awareness of the internal material processing.

**Keywords:** Management model; Material resource; Human resources; Company object of study.

### I. INTRODUCTION

Resource management is a very relevant concern for the most diverse backgrounds, such as engineers, administrators, managers and virtually everyone who is directly or indirectly linked to the activity. Resource management is very broad and can be divided into several strands, each with professionals and their own training area, being the subdivision: material resource management, patrimonial resource, capital, human and technological. This work will focus mainly on materials and human resources management. A definition of material resource is prescribed in Decree No. 99.658 / 1990 art.3 which defines as material the generic designation of equipment, components, spare parts, accessories, vehicles in general, raw materials and other items employed or subject to employment in the activity of federal public bodies and entities, regardless of any factor. But for management purposes it can be subdivided into material resource in the strict sense and non-patrimonial resource which is, succinctly, the first: all physical good that has non-permanent nature and the second: those of permanent nature, and for the purposes of this research material resources will be analyzed in the strict sense or non-permanent ones. Regarding human resources

management, Ivancevich defines “the standard or plan that integrates the main objectives, policies and procedures forming a united and coherent company”, so a well-designed strategic human resources management helps the company to determine its points. strong and weak, assists in leasing investments, anticipating occurrences among others, always aiming to form a single and coherent company. The object of study of this research is the company Via Satélite Communication LTDA, which has its physical unit located in the state of Pará, is a small company, has a staff of eight (8) employees and works primarily with three segments, which are: Pay TV, satellite internet and electronic security. This research delimited the pay TV aspect as the focus of the study, as it is the most lucrative and most controlled segment of the company.

In this segment will be analyzed personnel management in order to survey the activity performed, the working hours employed, the hierarchical level, the educational level of the workers and the workplace, will also be analyzed the management of materials in order to determine all material in this activity, its in-store processing, the disposition of the material within the company, the time for the material to reach and leave the customer, and the mode of inventory control.

## II. BIBLIOGRAPHIC REFERENCE

### II.1 TOOLS AND BASIC DEFINITIONS FOR ANALYSIS OF MATERIAL RESOURCES AND HUMAN RESOURCES

Material resource management ranges from the beginning of the choice of the supplier, through the purchase of the good, the receipt, the internal transportation and its storage, until its distribution to the final consumer [1]. The work in question will analyze only the internal transport part as outlined in figure 1.

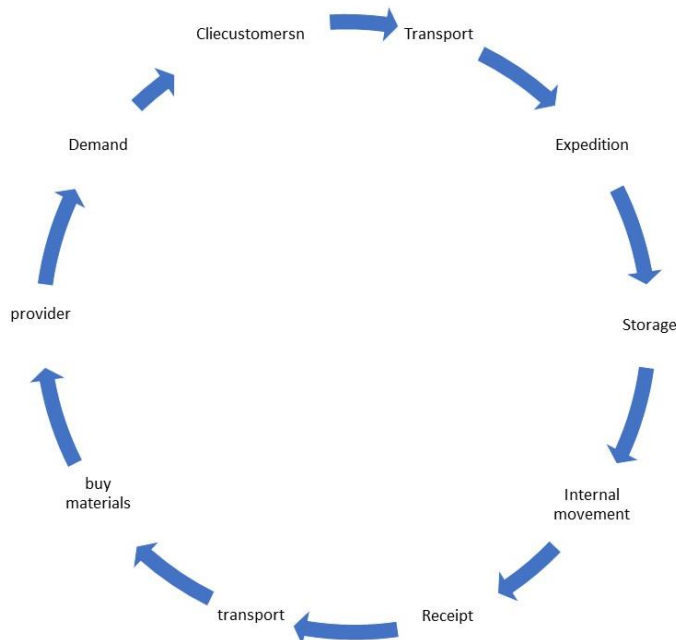


Figure 1: Matrix Flow.  
Source: [2].

Material management is studied by [3] which states that 16% of production cannot be executed due to lack of tool for production, 20% of workers' time is wasted looking for tools, reaching three weeks of work. lost per year, among other statistics, thus showing the importance of this theme.

Human resource management [4] includes a number of activities, including: Compliance with legislation, job analysis, resource planning, recruitment, selection, motivation and orientation of employees, performance evaluation, training, security and others. . It also lists several steps for efficient HR management, such as focusing on actions rather than maintaining records, procedures or standards; treat each employee as unique by offering services to meet their individual needs; help achieve future goals, long term management and other indications, emphasizing the importance of this strand of study.

For the elaboration of the research was used, besides bibliographic revision, a questionnaire answered by the owner and also the company manager, shown in table 1.

Table 1: Questionnaire addressing resource utilization.

How is the material flow inside the company?
How does inventory control occur?
What are the possible types of materials worked by the company?
What are the activities designed by each employee?
How many workers does the company have?
What is the work schedule of each employee?
What is the level of education of employees?
How long is the input process until the material is output?

Source: Authors, (2019).

The questionnaire was answered verbally and all answers limited only to the segment studied, being one of the ways to

generate a material flow map and flow chart of the workers hierarchy.

Regarding the hierarchy, it was used to divide the employees and the organizational levels, being strategic level that is composed of directors, partners and president of the company, the tactical level formed by managers and coordinators of the company and the operational level that is formed by professionals of technical nature that are part of the organization's structure.

### II.2 HUMAN RESOURCE MANAGEMENT RESEARCH

There are other related researches Resource Management [5] in his master's thesis analyzed the relationship between human resource management system, economic performance and productivity of companies, was analyzed 63 companies. In order to collect the information, a questionnaire and database analysis were made in 5 years, after statistical treatments I concluded that there is a relationship between the parameters mentioned and that the positive influence when there is an efficient management.

In a less complex analysis [6] compared 100 companies from the region of São Paulo as well as the ideas of 14 specialists about human resources in order to verify if there is a difference between theory and practice, the result was that there is a great heterogeneity. In practice and theory concerning human resources management. When material resource management [7] reflected on material resource forecasting practices in the units of a university hospital in Rio de Janeiro, at critical times. Interviews with 21 nurses were conducted and the result was a conflicting reality: the forecasting of material resources is not made by the criterion of necessity, so it suggests the restructuring of the strategy.

## III. MATERIAL AND METHODS

The methodological procedures applied to this research start from a bibliographical review and empirical knowledge

acquired with the work experience in the studied company. Due to the characteristic of the study, the research was initially developed by technical visit to the company Via Satellite, which is the object of the study. It was aimed at verifying the company's structure, as well as its stock, its reception or waiting area, attendance, material sampling panel, work tools area, material disposal for reuse, garbage deposit and architectural characteristics and was later asked to prepare a photographic record of the environments previously observed from the technical visit.

After this step, data were recorded regarding the function of the employees, taking into consideration the exact activity developed, working hours, level of education and place of performance. It was also recorded about the material that was referred to this topic. arrival procedure, internal procedure, exit and inventory control. It is worth mentioning that for each segment of the company different procedures are required and this research was limited to the analysis of pay TV.

Thus, in possession of the photographic record, the information gathered in the questions and information gathered during the technical visit, it was possible to elaborate a flowchart for the disposition of the employees and description of activities and other information such as working hours and others, a flowchart was also generated. designed to trace the path of the material inside the store, after that a floor plan was generated with the AutoCAD software, which could be used to simulate the location of the workers and the location of the materials and thus to come up with stimulating conclusions such as the time it takes. material is in stock, if the structure is sufficient, if the number of employees is sufficient, if the physical size is adequate and if the activities are well defined.

#### IV. STUDY APPLICATION

The elaboration of a staff-related flowchart, as shown in figure 2, and the description of their activities was the result of the study of human resources analysis, as the material resource analysis was the result of a flowchart of activities performed, observed in figure 3, by the studied company and the demonstration of the material flow, seen in figure 4.

##### IV.1 HUMAN RESOURCE APPLICATION OF STUDY

The manager is the store owner, composes the strategic level post in the organization, he is responsible for coordinating the activities, setting guidelines and making long term plans, since it is a small business it was found that he also occupies the tactical level by also having a medium-term focus and defining the main actions of the department. The so-called administrator does most of his work inside the store and works abroad when it is to conduct negotiations, resolve technical deadlocks or attend meetings, has a level of technical education, his working time is 8 (eight) hours per day and It takes extra work home, its internal activity the store varies in making sales, serving after sales customer and others, but the main activity is managing the activity of other workers.

The secretariat post1 makes up the operational-level post because it has a vision of routine tasks, has a short-term focus and defines specific objectives and results. The Secretariat1 performs its work inside the store full time, has an average level of education, its working hours is 8 (eight) hours per day, its internal activity of the store is to sell products, pass activities to employees through a computer system that tells you what to do, write off services, serve customers, and make sales.

The secretariat post 2 composes the operational level post. The Secretariat 2 does most of its work outside the store, has a higher level of education, its working hours are 8 hours a day and

its time is more flexible because it deals with bureaucratic matters such as financial transactions, employee pay and others, therefore. a job the runtime may vary.

The Employee post, all perform installation and maintenance work, most of the time is outside the store, have an average level of education, work 8 (eight) hours a day and are divided into two groups, one of them for activities Pay TV and other for other activities.

Below is illustrated with flowchart with the disposition of workers as well as their hierarchical level.

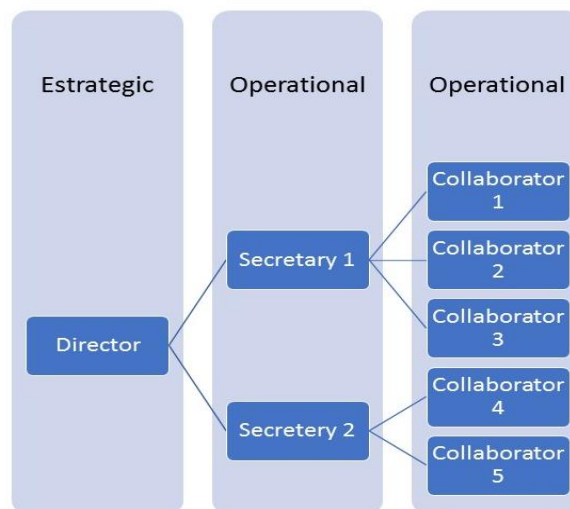


Figure 2: Distribution at organizational levels. Source: Authors, (2019).

##### IV.2 MATERIAL RESOURCE

Regarding materials management, a flowchart was observed, as shown in figure 3, which shows the activities developed by the firm and the materials generated.

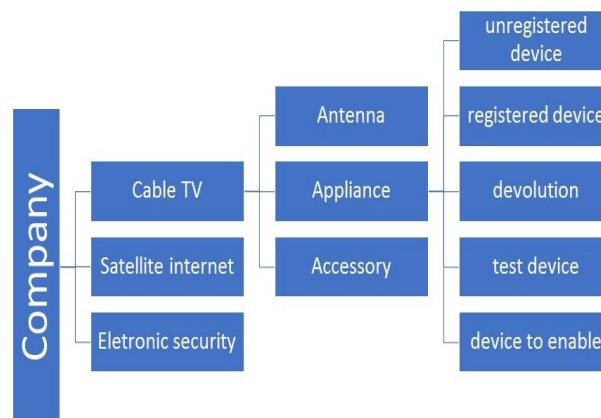


Figure 3: Study object workflow flowchart. Source: Authors, (2019).

As specified, the research as well as the flowchart was directed to the pay-tv segment and such activity has as antenna material, which would be basin and fixation base; Despite having the same physical composition has different status due to its operation, it is noteworthy that it was not addressed the different physical models of devices that would be portable, internal HD and others, because they have the same procedure in relation to the procedure.

In possession of the flowchart, shown in figure 3, with the information acquired in the interview, in table 1, and with the

photographic report was generated a floor plan, observed in figure 4, which determines the storage of each material.

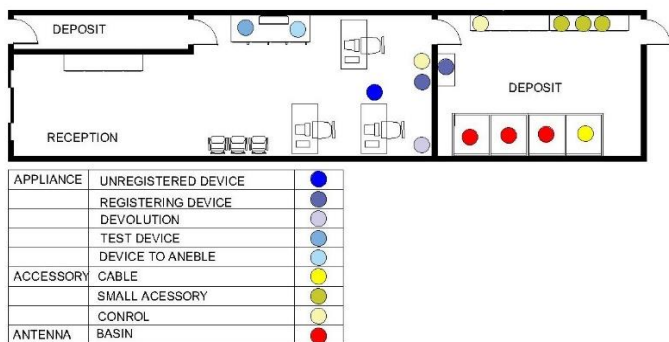


Figure 4: Internal material flow map.

Source: Authors, (2019).

Relating the floor plan to the board you can see an order to establish a flow, which would be: first the material arrives from the distributor together, the antenna that would be basin and base are taken to stock, as well as the small accessories that would be few screws and others, the devices are brought to the desk side of the desk 2 which inserts into an inventory control spreadsheet, then are brought to a glass shelf behind the desk, later brought to the desk as they go being sold, which has a TV to enable the equipment is then given by the secretary1 to collaborator 1 and 2 (who are responsible for pay TV) who will perform the installation, if the defective device returns to the store with test status on the table with the TV to be evaluated, if the customer after a certain period returns the device, since the material and lending, he returns with the status of returned fic I walk in a box behind the desk to be sent to the distributor for recycling.

## V. RESULTS AND DISCUSSION

With the application of the study, it was possible, with the help of the Material Flow Map, to inform all employees about the correct material deposition sites, of the pay TV segment, as well as to standardize internal flow procedures, as much as this flow already occurred it was not common knowledge of all employees to flow macro-wise and sometimes the mixing materials were lost. With the support of Flow Map, the process is more organized, faster and with fewer failures.

In relation to the Human Resource research, the employee flowchart and the exact description of its activities will help the manager to lay down his duties and also help in the sizing of the staff. With this macro perception it is possible to notice idleness and even an overload of activities.

## VI. FINAL CONSIDERATIONS

The research found several factors, such as an estimated period of 7 days from the arrival of the material until its departure from the store; activities to be heard well defined, without overlapping; level of education compatible with the respective positions, working hours according to the hiring regime (CLT), adequate physical dimension for carrying out the proposed activities, well sized inventory for the flow of materials, sufficient numbers of workers, so that no There is excessive idleness or service overload and efficient inventory control.

The unique suggested identification of the places where the materials are quartered was made so that, with the aid of the Flow Map, the organization can be preserved.

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