

# **An Ingenious Corporate Ploy to Appease the Soul-searching Employees and Their Social Consciousness!**

One of the key aspects of the corporate business management of transnational giant technology corporations in this epoch of imperialist globalisation is the so-called human resource management. This particular method of management is aimed at earning super profits through the exploitation of the intellectual labour power of the technical employees by subduing them in to programmed robots without thinking about how and where their labour power (intellectual) is being used, to serve whose interests and how they are impacting and affecting the society at large etc.

Various methods have been devised so as to control the aptitude of the intellectual workers (techies) to serve the sinister purpose of corporate greed, by clearly inculcating self-career advancement motivation in to the brains of these techies and their attitudes, besides tactfully diverting their minds from societal thinking by keeping them apart from society by infusing them with so-called culture of technical intellectuals- a separate section and class of people, by dubiously glorifying their intellectuality as if it was above the society and its usual dynamics based on its capitalist productive relations. Particularly this type of business management of H.R and its practices have been developed by the imperialist American business management forces and are widely implemented throughout the world unquestioningly.

However some reports suggest and it is becoming apparent that even these so called 'effective and efficient' H.R management practices couldn't totally shun the minds of these intellectual techy workers from thinking and that their social consciousness is raising its heads in their thinking and that many of these technical workers have been 'soul-searching' about the nature of the utility of their labour-power in the service of war-mongering imperialist interests; and started feeling guilty unable to satisfy their own human self-consciousness about their role in society.

Recently workers across the tech industry are forcing their employers to reconsider how their products are being used by the U.S. government.

Microsoft employees protested the company's contract with the immigration and customs enforcement agency.

Workers at Amazon pushed the firm stop selling facial recognition services to law enforcement agencies.

Thousands of employees of Google signed a protest petition against building "warfare-technology" and Google was forced to decide against a renewal of contract to provide artificial intelligence systems for the pentagon.

Twitter employees have been resenting against the manage-ments so called policy of neutrality to vital progressive movements. They are protesting against Twitter for making available to use Twitter every day to infuse misogyny, racial and conspiratorial thinking in the main stream coverage- particularly in U.S.A.

This is a progressive deve-lopment among the techy-workers and their thinking. We cannot conclude with their limited activism of the techy-employees that the above tech firms have suddenly woke up and that they would abandon their pursuit of super-profit-based fortunes in the large interests of the society.

While such has been a hopeful development happening among employees of tech firms, APPLE seems to have device and implementing a better-plan to appease the questioning social consciousness of its soul-searching employees.

Very recently during the ongoing Martin Luther King day celebrations, Apple grandly announced that as a part of its "giving" programme the amount donated by its employees in 2018 to help non-profit organisations globally exceeded \$125 million with over 2,50,000 hours of volunteer work.

The I-Phone maker APPLE in a blog-post had proudly announced that it started the programme 3 years ago, where for every hour an APPLE employee gives or dollar they donate, the company provides matching funds for both with volunteer working across the globe including in China. It also claims that 'Thirty-two Chinese organi-sations are now eligible to receive funds including the 'China Foundation for poverty alleviation', and that APPLE is one of the only global companies matching employee donations.

With such a ruse of 'charity' involving its employees APPLE is very skilfully shooting two birds at one shot. By making the employees doling alms to beggars (charity), it has appeased the soul-searching

employees from questioning the policies of APPLE management with regards to its effects on society and the role and utility of their labour power in serving the interests of the imperialism, on the other hand APPLE has been facing more and more trouble from the Chinese government for the past few years and now with their 'human face of charity' APPLE projects itself in the eyes of the world as a 'friend of the people' and a 'saviour' of 'poverty stricken' people of China who are in want of need. This is really a very good ploy to appease its soul-searching employees and a very effective anaesthetic against their raising social consciousness.

The working-class shall be very critical and vigilant against such machinations and H.R management policies against the employees and their unholy implications of exploitation of the labour power of intellectual techy workers in the interests of imperialism!

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