

**“LEVERAGING COMPETITIVE ADVANTAGE THROUGH HRM STRATEGIES & PRACTICES IN
GLOBALIZED ERA”**

Mr. C. M. Mathapati, Faculty,

Department of Management Studies,

Karnataka State Women’s University, Jnanashakti, Bijapur.

ABSTRACT.

In a rapidly changing competitive environment, Human Resource Strategies and Practices are one of the important sources of competitive advantage. Human resource practices can contribute to sustain competitive advantage through facilitating the development competencies that are globalised era. Human resource strategies and practices concerns with the creation of linkage between the overall strategic aims of business and implementation. The published research generally reports positive statically relationships between the greater adoption of HRM strategies and Practices on competitive advantage in globalised era. The causal linkage between HR and Organizational Performance will enable the HR managers to design programmes that will bring for the better operational results ted so attain higher globalization. In this paper, after emphasizing that the human resource strategies and practices are an important source of competitive advantage in globalised era .HRM strategies and Practices are associated with higher work and life satisfaction. These are including Job design, direct participation and information provision that are associated with higher performance management in globalised sector. Theory and research suggests that technical human resource management (HRM) effectiveness, which involves psychometrically, sound HRM practices designed to achieve specific short-term objectives, is a required foundation to successfully implement a Human Resource Management (HRM) process. The purpose of this investigation was, HRM strategies and Practices assess and to achieved the level of technical sustainable competitive advantage in globalised era.

Key words: - HRM Objectives, strategies, Practices, competitive advantage, globalization,

“Leveraging Competitive Advantage through HRM Strategies & Practices in Globalized Era”

Human Resources is an increasingly broadening term with which an organization, or other human system describes the combination of traditionally administrative personnel functions with acquisition and application of skills, knowledge and experience, employee relations and resource planning at various levels. The field draws upon concepts developed in Industrial/Organizational Psychology and System Theory. Human resources have at least two related interpretations depending on context. The original usage derives from political economy and economics, where it was traditionally called labour, one of the factors of production although this perspective is changing as a function of new and ongoing research into more strategic approaches at national levels. This first usage issued more in terms of 'human resources development', and can go beyond just organizations to the level of nations.

Human resource strategies and practices effectiveness depends on having the right people in the right jobs at the right time to mean rapidly increasing sustainable competitive advantage in globalised era. Right people can be obtained by performing the role of HR strategies and practices on globalization. Below is an outline and explanation of how to access the HR strategies and practices contribute effectively towards profitability, quality and other goals in line with the mission and vision of the sustainable competitive advantage in globalised era. The management should emphasize on good corporate culture in order to develop employees and create a positive and conducive work environment in globalization.

REVIEW OF LITERATURE.

The literature in the sustainable competitive advantage in globalised era, HR strategies and practices are enormous and the studies vary from simple case studies to different sector wise. Since it is difficult to review all the works carried out in the area of globalization. This review is limited to only those studies which are relevant to the objectives of the present study. With this background the review has been made as shown below:

- 1. 1984 Wernefelt.** The human resource practices enable to achieve optimization of resource, effectiveness and continuous improvements consistently.
- 2. 1991 Barney.** Human resource management strategies and practices have emerged as an essential factor for sustained competitive advantage. Research highlights that globalization develop sustained competitive advantage through management scarce and valuable resources.

3. 1996 Becker and Gerhart. An industry take time to nurture and develop human capital in the form of knowledge, skills, abilities, motivation, attitude and interpersonal relationship and makes it.

4. 1998 Wolfe. Human resource information system, quality of work life personnel diversity etc.

5. 2004 Myloni. Human resource strategies and practices have been vital for sustainable competitive advantage in globalised era, In knowledge economy, the human resource has been recognized as a strategic tool, essential to industrial profitability and sustainability. This realization has lead to the new role of human resource managers as strategic partners in formulation and implementing industrial strategy in globalization.

STATEMENT OF PROBLEM

The study aims to know the new HRM strategies and practices for competitive advantage in globalization. HRM strategies and practices are implemented in the present scenario. The study is mainly focused on the HR strategies, practices and the related aspects revealed that the extent of study carried out on the HR practices on globalised era. But a few attempts which have undertaken on this field are not comprehensive. Hence the proposed study deals with HR strategies and practices for competitive advantage in globalized era.

OBJECTIVES OF THE STUDY

The primary objective of the present study is to examine the HR strategies and practices with regard to the competitive advantage in globalized era. In this background the following constitutes, tentatively the objectives of the study.

1. It has the right people in place.
2. It has the right mix of skills.
3. Employees display the right attitudes and behaviors.
4. Employees are developed in the right way.
5. Articulates more clearly some of the common themes.
6. Identifies fundamental underlying issues which must be addressed by any industry or globalization, if its people are to be motivated, committed and operate effectively.
7. Effectives communicate industry aligned goals and evaluate employee performance and reward them fairly.

HYPOTHESIS OF THE STUDY

With the above objectives in view, the researcher has to conduct a pilot study on HR strategies and practices on globalized era and was able to formulate certain hypothesis.

H₀₁: The more highly educated the work force of the industry, the higher the level of introduction of new HR strategies and practices for competitive advantage in globalization.

H₀₂: The introduction of new HR practices and strategies are positively associated with future industry performance in the form of productivity growth in globalization.

SCOPE, METHODOLOGY, STATISTICAL TOOLS

This study provides a guide to the current structure of HR strategies and practices and related issues in globalization. The present study tries to cover the factors affecting the competitive advantage in globalization through the HR strategies and practices and suggests the precautionary measures to prevent the obstacles involved and confines the aspects of HR strategies and practices in competitive advantage, it impacts uses and benefits to the globalized era.

The proposed study will be based on analytical and exploratory nature. Accordingly the use of primary as well as secondary data will be used such as relevant reports on innovative practices in HR, magazines, news papers, books, articles and journals. Secondary data sources and other literature available in this field will be used, to analyze and to make the presentation more effective.

LIMITATIONS OF THE STUDY

Though every care has been taken to ensure accuracy in the presentation of the facts followed by analysis, this proposed study may tentatively suffer from a few short comings which listed below.

1. The analysis is confined only to the HR strategies and for competitive advantage in globalized era.
2. The proposed study concentrates only on the HR strategies and practices in globalized era, neglecting the rest of HRD practices in globalization.

ANALYSIS

This paper examines the relationship between HR strategies and practices, industrial services, trust, globalization. Commitment, motivation and industrial citizenship behavior. To facilitate the link of HR practices and favourable globalized era. Managers first need to recognize the importance of services in globalization. Then they should utilize HR strategies and practices to cultivate a better

level of industry capacity which in turn will result in favorable services outcomes. HR practices are associated with higher work and life satisfaction. These practices are including job design, direct participation and information provision that are associated with higher performance in globalized era. This study represents an iterative process of goal setting, communication, observation and evaluation to support, retain and develop exceptional employees for industrial success through the HR strategies and practices on performance management in globalized era. It is positively associated with firm performance in the form of subsequent 'growth of production', and again "providing superior services" may itself be one of your values, but other common values such as continues improvement team work must all support, not conflicts with the service culture you are seeking to create, identify skills that will build service talent across all functional areas for better internal and external services for competitive advantage in globalized era.

FINDINGS

The findings of the study contribute to the theoretical development of a conceptual model for explaining the relationship among HR strategies and practices competitive advantage in globalized era. This study builds up the conceptual model and to indicate the role of HR strategies and practices on performance management for Competitive advantage in globalized era. And also found to have positive impact in the globalized era.

CONCLUSION

This study examines the role of HR strategies and practices on performance management for Competitive advantage in globalized era. HR strategies and practices work their beneficial effects on performance management, through the capacity in knowledge acquisition, sharing and application. HR strategies and practices to stimulate its capability in managing and stimulate creative and innovative thoughts that may eventually lead to better performance management for Competitive advantage in globalized era.

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