

Globalisation And Its Impact On Human Resource Management, Competitive Advantage And Organizational Success In Modern Day Organisations

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Introduction

This paper looks at how globalization has influenced organizations to relook at the ways at which they manage their work-force. The last decade has witnessed a lot of changes due to the impact of globalization, fewer trade barriers, and the rapid spread of the cyber revolution. All these changes and fluctuations have changed the world of work globally. In response to these changes, organizations and institutions are increasingly realizing the importance of human competitiveness as essential to organizational survival and success, which has created a new paradigm shift as to the ways in which people should be managed. Modern day organizations are in quest of gaining competitive advantage over their competitors and the belief is emerging that human resources are those strategic assets that can lend an organization added value over their competitors, this has also propelled the expansion of contemporary HRM. This paper examines the ideologies and concepts of contemporary HRM, principally the Resource Based View (RBV) perspective of Strategic Human Resource Management. The RBV perspective views employees as a valuable resource whose skills and knowledge cannot be easily replicated, they are valuable, unique and difficult to imitate and can provide the basis for organizations competitive advantage and contributes significantly to organizational effectiveness and success. These skills can give organizations a competitive edge and can assist modern day organizations to survive in times of rapid change and in a world that has gone global.(Schuler et al in Khandekar et al 2005). Modern day organizations emphasise that the effective management of human resources is critical to obtaining organizational success. There is also a growing belief that if organizations have to survive and thrive in a global economy, they require world-class human resource (HR) competencies and the processes for managing them.(Khandekar et al 2005).The paper looks at interesting examples from French, German and Indian organizations who are adopting the RBV for managing their work-force and are putting employees at the core of things within their organizations.
