HUMAN ASSET MANAGEMENT:
A STRATEGIC APPROACH FOR COMPETITIVE ADVANTAGE

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ABSTRACT

Recent discussions among HR practitioners in higher education have focused on Human Asset management; specifically, the concept of developing a college or university Human Asset management approach balanced between planning and action. Human Asset management as a planning tool looks very similar to workforce planning, but where HR will experience a real opportunity for contribution to the organization is in the quality of implementation supporting the plan. This paper emphasizes strategic human resource initiatives that can help realize an institution’s Human Asset goals and contribute to performance that will build future institutional capacity.

In this paper the author has tried to carve out the strategies to attract and retain the best Human Asset of the organization. With this paper the author has also tried to establish the relation between the Human Asset management and other factors working in the organization.

KEYWORDS: Human Asset Management, Work Engagement, Turnover Avoidance, and Value Addition.