

STUDYING THE IMPACT OF STRATEGIC HRM TECHNOLOGY ON THE STRATEGIC GOALS OF A BUSINESS

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Abstract

Strategic human resource management is crucial to the success of organizations in today's fast-paced corporate world. The use of technology into HRM processes has revolutionized conventional methods, presenting fresh chances to harmonize human capital plans with overarching strategic objectives. This research delves into the ways in which strategic HRM technology affects business results, specifically how new tech boosts the productivity, effectiveness, and adaptability of the workforce. This article delves into case studies and empirical research to explore how HRM technology helps achieve strategic goals like sustainable growth, innovation, and competitive advantage. According to the results, companies may improve their talent management, increase employee engagement, and streamline strategic decision-making with the use of cutting-edge HRM solutions. A holistic strategy for technology adoption and integration within HRM frameworks is necessary, however, due to difficulties associated with implementation hurdles and organizational preparedness. These consequences highlight how important it is for HRM strategies to be constantly adjusted and matched with changing technology environments in order for organizations to succeed in the long run.

Keywords: *Strategic Hrm, Technology, Business*

INTRODUCTION

Human resource management has seen significant changes over many years. Daily tasks including representative enrollment and selection as well as employee benefit monitoring used to fall under this regulatory capability's purview. Human resource management tactics, such as attracting and maintaining top talent, as well as establishing clear lines of responsibility and accountability, are essential for any business that wants to thrive in today's dynamic and unpredictable business environment. Human asset management has a rich and distinguished past in the business world. In order to improve the execution of business operations and to foster authoritative societies that encourage advancement and flexibility, "strategic human resource management" (SHRM) involves aligning HRM with strategic goals and targets. As Darwish et al. pointed out, the idea has been much debated over the past decade, and this has brought attention to the importance of SHRM. This is mainly because the idea is expected to influence the elements of commercial connections. The rising value of human capital and its function in acquiring a competitive edge and enhancing authoritative execution is a reflection of SHRM from this perspective. Enrollment, selection, training, and pay are all examples of human resources tasks that rely on following these procedures-described goals and targets. Associations have been successful in reaching their ambitious aims through the process of aligning human resource activities with their strategic objectives. Human resource management and strategic planning must be integrated, according to Nagaraj and Kamalanabhan. Certain individuals have advocated for a more strategic approach to human resource management (HRM). Because of this, there has to be a connection between HRM practices and HR methodology. Strategic human resource management has been defined in several ways, but one of the earliest and most popular is as "the example of arranged human asset arrangements and exercises proposed to empower an organization to accomplish its objective." The early 20th century saw the development of this concept. A human asset pack or setup is defined as an integral part of this notion. Such actions are examples of those that take place over a long time and help bring about good variety and organisational implementation. There is a lack of focus on the other part of strategic HRM studies, which shows and examines how HR work contributes to the strategic management metric. "Making HR more strategic" is a concept borrowed from Ulrich's original model of strategic HRM in this branch of strategic HRM. This model lays forth the groundwork for HR

to go from being primarily a master manager to a strategic business partner and supporter of the strategic cycle, which will increase its involvement in strategic interactions. The phrase "making HR more strategic" is based on this philosophy. With this study, we want to uncover how 105 Saudi employees feel about the impact of online education and training on HR management and development. Included in this would be a discussion of a range of topics, including HRM's changing role in relation to the nature of work and NGOs, the influence of technology on HRM, recommendations for online education and training, and the importance of HRM's strategic HR administration. It is generally believed that in today's competitive global economy, information systems (IS) are crucial to a company's survival and growth. The use of data systems in preventing needless deaths is growing. An "empowering influences and facilitators" system, these systems enable the provision and analysis of trustworthy data. Because of the extremely tough climate that has persisted, the firms have had to work very quickly to ensure their existence and position in the sector. This is why businesses are always trying to get an edge in the market by developing better goods and coming up with clever ways to make their cycles more appealing. According to Porter (1980), in major commercial sectors, an association's "upper hand" is the most significant feature of its exposition. It denotes, in essence, having a successful central plan, minimum expenditures, or an edge in separation. The Doorman said that the "upper hand becomes on a very basic level out of worth, a firm can make for its purchasers that, surpasses the company's expense of making it" . Peteraf (1993) states that to have an upper hand, one must be "supported above typical returns." In addition, she said that the organization's unique resources "can be a wellspring of upper hand if they are utilized appropriately." The development of distinguishable skills is the key to success, says Kay (1993). Capabilities like these are derived from acceptable and suitable traits that are likewise desired by other people. If a company consistently outperforms its competitors in terms of financial returns within its industry (or strategic gathering), it is considered to have a considerable advantage over its rivals (Ghemawat, 1999). The association is seen as having a substantial edge over its rivals because of this. "When a firm procures a higher pace of monetary benefit than the normal pace of financial benefit of other firms contending inside a similar market, the firm enjoys a cutthroat benefit around there," Besanko, David, and Mark (2000) noted, stating their stance.

INFORMATION SYSTEM

There have been tremendous changes to the definition of information technology (IT) since the days when "information handling" was the sole phrase used to describe it. IT is an ever-evolving profession. These days, businesses set themselves apart from rivals by leveraging IT to their advantage. The fact that new options for searching for information have been made possible in the current day by technological advancements has affected the decision-making process of consumers of information frameworks. Achieving long-term company objectives and keeping up a high level of endurance are both made more challenging by the lack of broad adoption of automated information systems based on information technology. For many businesses, this is the reality. Businesses large and small are utilizing a wide range of IT tools and apps to boost their competitiveness. When properly implemented, information technology has the ability to increase businesses' efficiency and output, according to experts. "Any coordinated mix of individuals, equipment, programming, correspondences organization, information assets, and approaches and methods that stores, recovers, changes, and spreads information in an organization." O'Brien and Marakas (2010) defining an information system. Here we see that an information system is "any coordinated mix of individuals, equipment, programming, and information assets." An information system in every company consists of three main parts. The three main parts are administration, infrastructure, and procedures. To be effective, Information Systems must comprehend the authoritative administration and the frameworks constructed by Information Technology via the use of these three separate components. In this way, hierarchical solutions to climate change issues might be included in all information systems. However, with the evolution of information systems from TPS to ERP, the emphasis has changed from a single capability to the ability to provide assistance, and the applications of these systems have grown substantially over the years. Prior to the 1960s, the IS's sole function was to facilitate record keeping and exchange transactions. Electronic completion of administrative chores was made possible with the use of personal computers (PCs). You might say this kind of computerization is among the most basic kinds of computerization. Information, storage, handling, and flow at the operational level are where TPS focuses, according to Laudon and Laudon (2010). Thus, TPS's principal goal is to execute and document the imperative daily schedule exchanges for business

management. Information systems (MIS) emerged at that juncture, some years later. Management information systems (MIS) offer predetermined responses to common questions. All of the articles focus on the association's present show. Data collected from TPS indicates that MIS is primarily concerned with center-level supervisors and has a low ability for insightfulness. The Information System (DSS) was developed in 1970 to aid administrators with spontaneous reports. It is one that reports to the higher-ups in the company and focuses on the ability of senior directors and chiefs to make decisions quickly while also valuing adaptability, flexibility, and responsiveness. The Executive Support System (EIS) was a more sophisticated choice-based emotional support network that emerged in the 1980s. Key executives were aided by this network's enhanced scientific capabilities and dashboards. The 1980s and 1990s saw the rise and persistence of information systems' (IS) pivotal position as a strategic associate. A key component of business strategy during this time, information technology (IT) helped firms acquire a competitive advantage. Harvard Business School professor Michael Porter proposed three approaches that would help one compete successfully in the commercial hub. Management of total expenditure, distinction, and emphasis are the aforementioned tactics. Companies may save product and service costs with the use of information systems, which, with good planning, can also facilitate separation and center operations. These days, information systems are used in every practical aspect and stage of a company's operations. For instance, in the realm of finance and accounting, information systems are employed to forecast revenues and company movement, ascertain the optimal uses and sources of assets, oversee the administration of cash and other monetary assets, dissect speculations, and conduct reviews to ensure the organization's financial stability and the accuracy of all financial records and reports. Within the realm of sales and marketing, they are employed for the following purposes: (1) promoting new products and labor (item investigation); (2) locating production and distribution offices optimally (spot or site examination); (3) identifying the most effective advertising and sales approaches (advancement examination); and (4) determining the optimal product prices to attain maximum combined profits (value examination). With the help of an HR information system, businesses can maintain accurate records, monitor employee skills, job performance, and preparation, as well as facilitate the planning, improvement, and control of employee compensation and career advancement. Conversely, companies can maintain records of

representatives with the use of a Human Resource Information System.

HUMAN RESOURCE MANAGEMENT

Human resource (HR) practices are having an impact on the way powerful jobs are carried out and the power dynamic in general, and companies that employ great methods of managing individuals tend to be the ones that encounter these practices. The evolution of HR has resulted in a shift from HR's traditional regulatory function to that of a business partner. Value proposition and the need to align HR operations with strategic planning are now the primary areas of focus for the HR department. This change is now essential to make room for human capital, sometimes called human resources, which includes the skills, knowledge, and experience of an organization's representatives. Based on Thite's research, it's crystal clear that this link is crucial, since HR departments of companies that value their employees' human capital tend to staff their businesses with line directors who take an active interest in and contribute to HR communications. This is why HR professionals play a pivotal role in critical business units and adapt HR solutions to give timely and effective assistance. A large group of managers known as "Human Resource Management" (HRM) is in charge of reaching agreements with an organization's most important asset: its people. Right now, we're checking the HRMS system's finish quality against its future maintainability requirements. Shen and colleagues argued that human asset management is fundamentally a staggered topic of study. Authoritative frameworks are linked to climatic cycles that can be confusing; these cycles can impact performance at the individual, unit, and corporate levels. Frameworks for human resource management (HRM) function inside complex hierarchical systems that are in turn impacted by macroeconomic forces and significant authorities that direct and alter strategies for implementation. The presentation of the firm is impacted by these forces, which are conveyed through the different levels of the association. The little marvels that are things like individual occupation execution, turnover, job fulfillment, authoritative responsibility, imagination, and citizenship practices are affected by the interplay of these components. Human resource management (HRM) cycles and frameworks span the strategic and operational levels and can influence both large-scale and small-scale structured results.

STRATEGIC HUMAN RESOURCE MANAGEMENT

I propose Human resource management has come a long way from its humble beginnings

as faculty management, when the responsibilities of the workforce chief were limited to enrollment and determination, maintaining financial records, overseeing advancements, and other routine staff issues, etc. In any case, Strategic Human Resource Management (SHRM) is the direction that HRM is heading in the modern day. The anticipated effect on the operation and, by extension, the overall performance of the associations has garnered attention to SHRM. It is widely believed that technology and material management are the main reasons why businesses succeed. However, there is growing consensus that in order for businesses to thrive in today's global market, they must implement strong HR practices to develop and maintain top-notch human resource capabilities. Human resource management (HRM) is a field that has captivated many minds throughout the years because of its focus on and influence over organizations' most pressing problems. "Apparently, when contrasted with prior types of individuals management, the embodiment of HRM was a nearer arrangement of the strategies and cycles worried about work and business associations with by and large hierarchical goals." for the purpose of Bratton and Gold (2012). A company's or organization's strategic human resource management may be defined by its objectives and the ways in which its members intend to achieve those objectives. Along with it, three main recommendations have been established:

- a. Since people seem to be the principal source of power, it is crucial that they be treated with equal capital;
- b. People who execute the strategic arrangement, and
- c. An effective approach ought to be adopted in order to define the destination that the association wishes to reach and the means by which it should get at that destination.

A reasonable definition of SHRM might not have surfaced just yet since the concept is still maturing into an acceptable thought. The larger focus of SHRM is on ensuring a strong connection between the goals and endeavors of HR and the overall business. Without a doubt, and to be more precise, it strives to incorporate HRM procedures with business strategies. In essence, hierarchical approaches to human resource management are the plans and programs that might deal with and resolve many major problems related to HR administration as an independent strategic domain. These plans primarily aim at organizing and integrating goals with the association's HR practices, initiatives, and strategies, as well as with corporate and

business unit plans. In order to tackle the most important issues or facets related to human resources, strategic human resource management offers a pragmatic and philosophical viewpoint. The strategic decision-making process used by SHRM has a lasting impact on the practices and structures that are responsible for the association's success. The Society for Human Resource Management (SHRM) has made strengthening organizations' strategic capacities one of its top priorities. To achieve this goal, it is necessary to make sure that the business can control its spending on highly competent, experienced, committed, and intrinsically driven workers. To get an edge over the competition, you need these workers. Its primary goal is to serve as an internal compass in times of uncertainty by outlining pragmatic, sensible HR solutions that may meet the needs of the association and its members collectively. SHRM is based on two main points: first, that HRM should be assigned to line administrators instead of staff heads; and second, that HRM should be integrated with business and corporate processes. To function properly, the company needs both of these things. Here, "how much HRM rehearses include and offer obligation to line directors instead of faculty subject matter experts" refers to "how much the HRM issues are considered as a component of the detailing of the business techniques," while "how much HRM joins in with the business" indicates "how much HRM is integrated into the business processes."

OBJECTIVES

1. How many distinct HRIS Subsystems are being used by associations?
2. To research, the implementation of HRIS by a subset of Indian businesses
3. Is there a significant difference in the level of HRIS adoption between large organizations and SMEs across different domains?

RESEARCH METHODOLOGY

Perceiving just realities and observable wonders on the basis of a logical assumption characterizes some positivist viewpoints, which this inquiry is comparable to. From a positivist philosophical perspective, hypotheses lay the groundwork for explanation, permit the expectation of wonders, foretell their occurrence, and, ultimately, enable their control (Collis and Hussey, 2009). Collis and Hussey (2009) state that in order to clarify anything, one must first identify any potential causal laws and then show how those laws relate to a deductive or coordinated hypothesis. In this step, we establish a chain reaction involving the

components. Since it is commonly known that social miracles may be measured, the research technique is linked to quantitative research methods. Although HRIS, HR Functions, and the business climate are all dynamic, it is possible to summarize the evaluation results within a certain setting. A deductive exploration technique was employed throughout this inquiry. This strategy entails first developing theories and hypotheses, and then carrying out an exploration procedure to test and validate these theories and hypotheses. Evidence that supported the theory and shed light on the relationships between the variables emerged as the investigation progressed. The deductive investigation technique was the best choice because the examination relies on analyzing quantitative data. A variety of research approaches were considered for this inquiry before an overview was settled upon; these methods included analysis, contextual studies, and others. In the world of business and executive research, this is considered normal procedure. A connection to deductive reasoning is also present.

DATA ANALYSIS

In order to cover more ground, it was decided to look at a lot of different industries. Three separate local groups are listed below:

- "IT" stands for "information technology" whereas "ITES" refers to "information technology enabled services.
- Service sector
- Manufacturing sector

The selection of these was done in a random fashion, and the survey was sent out to the human resource managers of around 1100 associations either through personal contacts or by electronic mail. After a few solicitations and updates, a total of 300 and 87 legitimate inputs were gathered, which is comparable to 35.18 percent of the total. The response rate was modest, and the numbers were obtained after a few solicitations and updates. Table 1 shows that out of the total of 387 associations, 119 (30.7%) were belonging to the structure of the information technology and information and communications technology sector, 142 (36.7%) were belonging to the service sector, and 126 (32.5%) were belonging to the manufacturing sector. There were two categories that were used in order to classify each of the organizations that answered to the survey. These categories were large scope and small and medium-sized firms (SME). Those associations that had fewer than 500 workers were categorized as small

and medium-sized businesses (SME), whilst those associations that had more than 500 employees were categorized as gigantic associations. The information that was gathered indicates that 186 small and medium-sized businesses, which accounts for 48.1% of the total, as well as 201 big associations, are interested in the evaluation. Twenty-seven hundred and ninety-five percent of the 387 firms who answered are utilizing human resource information systems (HRIS) in their departments that deal with human resources. HRIS Users will be the term that will be used to refer to these organizations. At the same time, 118 businesses are considered to be non-users since they have not yet deployed human resource information systems (HRIS). As an additional point of interest, Table 4.1 presents the percentage of users and non-users for each of the three distinct locations and sizes. In spite of the fact that small and medium-sized businesses (SMEs) are lagging significantly behind major organizations in terms of their utilization of human resource information systems (HRIS), the number of HRIS clients is increasing across all three industries (IT&ITES, Service, and Manufacturing). HRIS has been bought by a significant number of small and medium-sized enterprises (SMEs) notwithstanding this fact.

Table 1- Profile of Responding Organizations

Sector	Size	Use of HRIS Software				Total	
		Yes		No		(f)	(%)
		(f)	(%)	(f)	(%)		
IT & ITES	SME	22	34.38	42	65.63	64	16.54
	Large	54	98.18	1	1.82	55	14.21
	Total	76	63.87	43	36.13	119	30.75
Service	SME	36	54.55	30	45.45	66	17.05
	Large	67	88.16	9	11.84	76	19.64
	Total	103	72.54	39	27.46	142	36.69
Manufacturing	SME	24	42.86	32	57.14	56	14.47
	Large	66	94.29	4	5.71	70	18.09
	Total	90	71.43	36	28.57	126	32.56
Total	SME	82	44.09	104	55.91	186	48.06
	Large	187	93.03	14	6.97	201	51.94
	Total	269	69.51	118	30.49	387	100.00

Usage of HRIS Subsystems-Descriptive Analysis

According to Table 2, 269 businesses across three different areas have adopted various HRIS capabilities. This data comes from the Human Resource Information System (HRIS). Based

on the statistics, it appears that all types of firms are utilizing HRIS systems to manage their personnel databases. But when it comes to human resource planning, just 16.5% of small associations in the IT and ITES sector, 18.3% in the service sector, and 21.3% in manufacturing are adopting HRIS. This stands in stark contrast to the 67.1% of major service sector firms that are adopting HRIS for HRP, 83.3% of large IT and ITES associations, and 86.3% of large industrial associations. Few big IT and ITES companies use the ability mapping function (68.5%), but many big manufacturing companies (41.0%), and even fewer service area companies (50.1%), do. However, few IT and ITES firms use HRIS for skill mapping at a rate of 12.3%, service organizations at 10.1%, and manufacturing organizations at 11.6%. Associations in the fields of information technology and education are also pushing for improvements in progression planning (66.7% of the total). groups representing service areas come in at 48.4%, while groups representing significant manufacturing firms come in at just 37.3%. Using this component, small and medium-sized businesses (SMEs) utilize it at an exceptionally low rate of 4% globally. This has come about as a direct result of the groundbreaking work done by SMEs. Most large IT and ITES associations use the Human Resource Information System (HRIS) for Application Tracking, followed by large manufacturing associations at 40.3% and large organizations in the service sector at 50.0%. However, just 10.9% of small organizations in the IT and ITES sectors, 02.0% of service associations, and 05.3% of manufacturing associations are using this HRIS feature. This is probably due to the decent number of applications that were received. Some 74.2% of major service businesses, 82.0% of large industrial associations, and 79.6% of both large IT and ITES associations use the Human Resource Information System (HRIS) for recruiting and job advertising. In the IT and IT services sector, just 10.9% of small organizations use HRIS for recruiting, while in the industrial sector, only 02.0% and 05.3% of associations use HRIS for job postings and information technology, respectively, do so.

Table 2- Usage of HRIS Subsystem

HRIS Features	Organizations Using HRIS					
	IT & ITES		SERVICE		MANUFACTURING	
	SME (22)	Large (54)	SME (36)	Large (67)	SME (24)	Large (66)
Employee Database	100%	100%	100%	100%	100%	100%
HR Planning	16.5%	83.3%	18.3%	67.1%	21.03%	86.3%
Skill Mapping	12.3%	68.5%	10.1%	41.0%	11.6%	50.0%
Succession Planning	04.2%	66.7%	05.0%	37.3%	03.1%	48.4%
Applicant Tracking	10.9%	70.3%	02.0%	40.3%	05.3%	50.0%
Recruitment/Job posting	20.0%	79.6%	20.0%	82.0%	20.0%	74.2%
Recruitment & Selection	20.0%	79.6%	20.0%	82.0%	20.0%	74.2%
Attendance Management	60.5%	92.2%	63.5%	89.5%	64.2%	88.0%
Leaves Administration	60.5%	92.2%	54.5%	89.5%	60.0%	88.0%
Goal setting & Tracking	04.9%	79.6%	03.0%	80.6%	02.5%	43.9%
Performance Appraisal	40.9%	87.0%	30.5%	58.2%	32.0%	75.7%
Training Need Analysis	20.6%	79.6%	12.2%	73.1%	15.5%	72.7%
Training Evaluation	10.0%	75.9%	06.5%	70.1%	07.0%	70.7%
Compensation Management	70.0%	100%	68.0%	100%	67.0%	100%

The majority of big firms utilize Participation Management, with 92.2% of IT ITES associations, 89.5% of industrial associations, and 88.0% of service organizations falling into this category using it. Many small and medium-sized businesses use HRIS for attendance management. Specifically, 60.5% of IT and ITES businesses, 63.5% of service businesses, and 64.2% of manufacturing businesses use HRIS. Regarding the use of HRIS for the management of leaves, the situation is much the same everywhere. The results show that major manufacturing associations use HRIS for goal planning and tracking at 80.6%, large IT

and ITES associations use it at 79.6%, and large service sector firms use it at 43.9%. Not only that, but just 4.9% of service-based groups, 3.0% of manufacturing-based associations, and 2.5% of all small associations are using HRIS for this same reason. The majority of enterprises using HRIS Performance Appraisal are large IT and ITES companies (87.0% of the total), followed by service companies (75.2%) and manufacturing companies (58.1%). Human resource information systems (HRIS) are being used by a fair number of small associations in the IT, IT services, service, and industrial sectors to assess employee performance. While 73.1% of manufacturing businesses and 72.7% of service sector organizations use human resource information systems (HRIS) for training needs assessments, 9.6% of major IT and ITES organizations do the same. When compared to large companies, small and medium-sized businesses (SMEs) lag far behind when it comes to utilizing HRIS for training requirements research and evaluation. Every major company in the area was found to be using the 'Remuneration Management' capabilities, in addition to the Employee Database. The usage of human resource information systems (HRIS) for compensation management is also prevalent among SMEs in the service, manufacturing, information technology, and engineering sectors.

Conclusion

For companies that want to put their human capital strategy in line with their long-term business goals, integrating HRM technology is a game-changer. In this study, we have examined how HRM technology affects organizational outcomes in many ways, with a focus on how it might improve the effectiveness, efficiency, and strategic alignment of the workforce. Organizations that use digital platforms, AI-driven analytics, and HRIS are more likely to optimize their personnel management procedures, according to empirical research. Human resources professionals are able to make data-driven decisions that boost organizational agility and performance with the help of these technologies, which automate regular processes and offer real-time insights into workforce dynamics (Kavanagh et al., 2016; Lawler & Levenson, 2016). In addition, companies may foster a culture of innovation and continual development via the strategic use of HRM technology. These tools help create a more engaged and productive workforce by encouraging open communication, bolstering programs for tailored learning and development, and encouraging employee involvement (Foss & Lindenberg, 2013). On the other hand, there are obstacles to overcome in order to

successfully deploy HRM technology. Problems that businesses face include data security, complicated integration, and the necessity to continually spend in IT infrastructure and staff training (Budhwar & Debrah, 2013). Technological innovation, organizational preparation, and strategy alignment must all be part of the solution to these problems. Ultimately, HRM technology has great potential to boost organizational competitiveness and accomplish strategic objectives. However, for it to be truly effective, its use is contingent upon a detailed comprehension of the organization's context, the dedication of leadership, and the capacity to adjust to changing technological environments. New directions in human resource management technology adoption and what it means for long-term company performance in a digitally transformed world should be the subject of future studies.

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