

Application of strategic HR management and global HR management to company performance in Indonesia

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ABSTRACT

This study uses qualitative methodology to be able to analyze more deeply the relationship between paradigms on Employee Performance, Strategic HR Management, and Global HR Management within the company. How the paradigm espoused by organizations affects how they manage human resources globally, as well as what impact it has on organizational performance within the company. With a better understanding of the role of paradigms in this context, we can understand how organizations can be more effective in achieving their goals through global management of Strategic HR. In addition, this research can also develop knowledge and insights in learning more about Company Performance, Strategic HR Management, and Global HR Management. This research teaches how employees evaluate their performance. The objectives of this study are: 1) To be able to find out Employee Performance in the company environment. 2) To be able to know the relationship between Company Performance, Strategic HR Management, and Global HR Management.

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1. Introduction

The concept of paradigm, which had been expressed by Thomas Kuhn in his book "The Structure of Scientific Revolution" in 1962, had a significant role in shaping understanding and basic frameworks in various fields of science and practice. This paradigm is not just a combination of concepts, values, and techniques used by a community, but is also the foundation that underlies the way we view the world around us, process information, and solve problems in a particular discipline or practice.

In conditions that affect human resource management, paradigms also have a complicated position. Strategic human resource management is a comprehensive approach that requires a deep understanding of the beliefs held by an organization. Human resource management integrates comprehensive methods in the development of human resource strategies that are closely related to business strategies, both vertically and horizontally. The main goal of strategic HR Management is to create a company that is smart, flexible, and able to compete with its competitors (Boxall 1996). This is done through the recruitment and development of talented staff as well as the expansion of the employee skill base.

However, in the era of globalization, human resource management is no longer limited by geographical boundaries. Global human resource management includes the use of human resources from various countries to achieve the vision, mission, and goals of the organization. Global human resource management makes it involved in a variety of activities, from obtaining labor to allocation and utilization of human resources. In the context of global human resource management, the paradigm becomes relevant in three dimensions, namely widespread human resource activity, relations to states or nations in international activity, and the role of employees in multinational companies.

The implementation of Strategic Human Resource Management enables companies to create a productive and sustainable work environment, aligning Strategic Resource Management with overall company goals. In contrast, Global Human Resource Management pushes business to the next level by enhancing global factors such as cultural diversity, awareness of cross borders, and market adaptation to dynamic changes. This research will delve deeper into the relationship between paradigms in corporate performance, strategic human resource management, and global human resource management. How the paradigm espoused by organizations affects how they manage human resources globally, and their impact on organizational performance. With a better understanding of the role of paradigms in this context, we can understand how organizations can be more effective in achieving their goals through global management of Strategic Human Resources.

This research can be associated with various theories and the results of the analysis of research findings that alone can be felt benefits for further research. The purpose of this study is very dependent on three aspects that are interrelated with each other, namely company performance, global HR management, and strategic HR management, and can be useful for other people who work in a company and really want to learn about company performance by implementing global HR management and strategic HR management.

2. Research Method

This research uses a qualitative approach using the literature review method. By developing existing theories using references from the Internet and other specialized sources through sites such as Google Scholar and ResearchGate. Qualitative research methods are used to gain deeper insight into humanistic and social issues, not to provide a clear representation of reality, as quantitative research in the natural sciences does. This research explains how people derive meaning from their environment and how that meaning determines their behavior. Thus, qualitative research techniques are closely related to observation, namely acquiring a deeper knowledge of how social circumstances are more related to each other and directing social processes by discovering and constructing hypotheses and theories (Borg and Gall 1989).

According to Moleong (2005: 6), qualitative research is a comprehensive understanding of the phenomena of research subject experience such as actions, perceptions, motivations, and in certain natural contexts, using various natural methods also through descriptions in the form of words and language. The qualitative method is based on statements that are considered true as the basis for the conclusion that reality has various dimensions that are consistent and changing (Nana Sudjana and Ibrahim 2001: 7). Therefore, it is not possible to compile a detailed and fixed research design beforehand. The research design develops during the research process.

3. Results And Discussions

The field of Human Resource Management includes several important tasks. This includes supervision, training, and evaluation of staff within the organization. Other tasks, such as planning, on the other hand, match the needs of the organization and workforce to help the business achieve goals. In addition, there is an organizational function, whereby HR management supervises and informs staff members about tasks, division of labor, and labor relations within it. It also has a control function, where HR Management instructs staff members to follow business policies and do a good job. As we know that human resources is an important and main element in a company compared to other resource elements such as capital and technology. MSDM as a whole as a determination and implementation of various activities, policies, and various other programs that have the aim of getting skilled and quality employees or workers (Ramdhi et al., 2021). Through a series of procedures and tasks known as HR strategy, HR managers and line managers work together to overcome the difficulties posed by the human element in business. The HR approach focuses on collaboration between HR and path managers in managing human-related aspects of business to achieve the objectives of the defined business strategy, which includes maintaining competitive advantage and improving the company's current and future performance. According to Widajanti (2017).

Another aspect of human resource management, where staff members receive training to hone their moral and professional abilities. However, the compensation function involves paying staff members for their contributions to the business. The purpose of the maintenance function is to keep workers in good physical and mental health for as long as possible, until retirement. In addition, there is a disciplinary function that trains staff in discipline, which is important for managing HR. The final function is termination, which is

what happens when an employee leaves the company and their job or contract is terminated (Amri, 2021). Staffing, workplace security, individual research, employee relations, training, development are additional tasks related to HR management. As a result, understanding the global aspects and workings of the company's environment falls within the scope of HR management. Increasing productivity makes businesses more competitive, and this is the main goal of the human resources department. The importance of recognizing the role of human resources in company performance is increasing, as is the emphasis on the contribution of HR activities to the achievement of company goals. The thorough integration of all HR Management tasks has replaced the specialization of some functions. In addition to providing value, HR management also plays a strategic function.

The relationship between paradigms in strategic HR Management and global HR Management is very close as both have strategic approaches to ensure organizational success in addressing global challenges and achieving competitive benchmarks. As well as focusing on human resource management in the context of globalization. Strategic HR management emphasizes how important human resource management and human resource practices are in relation to business objectives with a focus on employee retention, employee growth, and work environment management that enhances company goals and strategies. In other cases, the global HR Management paradigm addresses the challenges of globalization by highlighting religious diversity, regulatory gaps, and diverse human resource needs in different countries. The strategic HR Management approach focuses on understanding human relationships and behavior in business organizations, whereas the global HR Management approach addresses human resource management in a competitive and diverse business environment in the global period. To achieve corporate goals, global HR Management supports the use of global resources. The paradigm espoused by organizations influences the way they manage human resources globally and impacts organizational performance. The principles that organizations follow affect how they handle human resources globally and impact the organization's operations.

In the era of globalization, human resource management undergoes many significant paradigm shifts. Through a more traditional approach, which focuses on personnel administration, it has been replaced by a more holistic (thinking thoroughly about experience) and strategic approach. The current state of HR Management includes the development of talent acquisition strategies, a strong organizational culture, and increased employee turnover. Effective use of human resource management techniques in the era of global business can improve organizational productivity, quality, and innovation. In addition, effective work management plays an important role in ensuring that employees can contribute as much as possible in a highly competitive business environment.

The way an organization views itself has a huge influence on how it manages its workforce globally and its overall performance. How organizations value cultural diversity, adaptation at the local level, employee engagement, and social responsibility will shape their approach to global human resource management. If the focus of the paradigm is cultural inclusion, global HR Management policies will support team diversity and recruitment that pay attention to cultural aspects. Conversely, if organizations attach importance to local adaptation in their paradigm, they will be more inclined to adapt HR Management policies to local conditions in the global market. An approach focused on employee engagement will drive investment in cross-cultural development and global mobility, while attention to social responsibility will be seen in fair and sustainable work policies.

Overall, this paradigm plays an important role in shaping global HR Management strategies and has a huge impact on productivity, employee engagement, innovation, as well as the overall performance of organizations on the global stage. The impact on organizational performance is that it can increase employee productivity, while the HR Management approach that pays attention to employee engagement, and cross-cultural development can increase employee productivity. In addition, human resource management that considers cultural diversity and different views will trigger a diversity of ideas and perspectives that can drive innovation in organizations. Through HR Management strategies that match the demands of globalization, organizations can be better prepared to face the challenges of the global market and respond better to consumer needs. The principles espoused by organizations can influence the way they implement human rights globally, which in turn can affect the performance of organizations globally. For example, the persistence of organizational culture can provide support to employee performance, their daily work, and the organization's overall work life. In addition, understanding the vision, mission and its implications can also have an impact on organizational work practices. In particular, a clear, realistic and concise understanding can positively affect the work practices of an organization.

By applying systems theory and strategy theory, strategic human resource management has moved away from emphasizing individual staff towards a more comprehensive approach. It examines how HR Management contributes to overall management objectives as well as organizational performance. According to three perspectives on the relationship between management strategy, HR Management, and company performance, problems develop when people are only seen as contributing components to competitive advantage that can ignore their human side (Fink and Sukenik, 2011).

4. Conclusion

The relationship between paradigms in strategic HR Management and global HR Management is very close because both have strategic approaches to ensure organizational success in addressing global challenges and achieving competitive benchmarks. Strategic HR management emphasizes how important human resource management and human resource practices are in relation to business objectives with a focus on employee retention, employee growth, and management of the work environment that enhances the company's goals and strategies.

The strategic HR Management approach focuses on understanding human relationships and behavior in business organizations, whereas the global HR Management approach addresses human resource management in a competitive and diverse business environment in the global period. The paradigm espoused by organizations influences the way they organize human resources globally and impacts organizational performance. How organizations value cultural diversity, adaptation at the local level, employee engagement, and social responsibility will shape their approach to global human resource management.

Overall, this paradigm plays an important role in shaping global HR Management strategy and has a major impact on productivity, employee engagement, innovation, as well as the overall performance of organizations on the global stage. For example, the persistence of organizational culture can provide support to employee performance, their daily work, and the organization's overall work life.

Based on the results of research that has been obtained from the analysis data of the findings and theories obtained, it has passed various kinds of research that can be said to be in accordance with what happened. But it does not rule out the possibility of being a mistake if other researchers want to put forward suggestions that are expected to be useful for the progress of this research. The suggestion proposed by the researcher that in future research other researchers can deepen again related to factors related to company performance, global HR management, and strategic HR.

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