Business in Technological, Marketing and Social Perspectives: A Progress in Strategic and Human Resource Management

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Abstract. Progress in globalization has made many nations to see China as a fast-growing country in terms of technology, infrastructure, manufacturing and production of goods and services. In spite of these developments, there is still a room of research for resolving the uneven distribution of income which has caused political and socio-economic problems in the country. The purpose of this paper is to determine the role of Human Resources Management and Talent Management in bringing improvement in enterprise capabilities to stand in the market. The method adopted in this paper is the systemic literature reviewer focused on the qualitative analysis of studies focused on strategic and human resource management. This research review finds that these human-related managements are a crucial requirement to build company capabilities. However, as the company keeps growing, performance and development of employee need to keep up to cover up the global market. Giving some guidance, training, and practice may be one of the proper investments in developing the capabilities. Customer loyalty is an influential factor in the performance of the company.

Introduction

Strategic management comes with innovation depending upon core concept of a company [1] and its efficiency increases the business profitability to the desired level. The strategic management perspective brings points to strategy operation as a big problem or challenge, which in turn is forced by managerial competencies. These competencies are grounded and full of people in different sects and parts of the organization, which barely show why human resources are important and useful in emerging multinational enterprises (EMNEs) as they need international management abilities not only in the leadership section of overseas branches but also in HQ (headquarter) functions to support overseas operations or to give advice to top management on global operation and investments. The abilities to perform such kind of cross-cultural and cross-border activities are made and built through experience in different cultural events and by engaging with clients, suppliers, advisors, and most importantly employees from a different local context are made to work together.

The challenge for the external requirement is to get to know the culture of the organization easily while supporting their uniqueness to make an additional contribution to the organization. In collective cultures, where informal in-groups and out-groups are both subtle and persistent, external requirements are not allowed to enter the group easily and influence strategical decisions. But, they have to balance and equalize pressures on the other side, they need to 'fit in' to get along and join the inner circle of the management team. On the other hand, they have to maintain their distinctive and unique capability and style to leverage on their professional expertise within the organization. In the present research, as an agenda we have tried to outline this paper proposing to study both overseas and home based talent management with the two aims of clarifying the leadership practice service that exists now and the development of future upcoming leaders who can lead and organize growth strategies in the global economy. Secondly, EMNEs will achieve their ambitious and strategic goal and develop highly by hiring people who can implement their strategies in the right way. We hope to expand this research paper, to further elaborate further speeches among strategic thinkers and HRM scholars. The Strategies of the Implementation Creativity foster control of barriers to technological change, an intelligent strategic inventory that is the basis of long-term development strategies.

HRM scholars are ideal for embedded internal coordinators such as individuals and lifestyle organizations. Today's gear needs to be prepared for tomorrow's leadership challenge. This close-up study results from studies conducted at different levels (individuals, groups, branches) and student psychology (e.g., enterprise economics, organizational concepts, and cultural astronomy) at different levels offering a call to pair a level. Many theories (latitude lenses) help to clarify these issues.

A management control system (MCS) has the purpose of organizing program which helps the firm to manage easily, make a decision and manage employees' behavior at the same time [2] business activities in the family and non-family. The output from all the samples shows that DCS is influencing the leadership's performance strategy for the family business (FB) and Revolutionary Strategies, but different interpretations strategies do not apply. In addition, the cost management process fully advises the relationship between Diagnostic control system (DCS) and the process; however, the Global Reform Strategy is the only support to implement the Change Strategy. According to the analysis of this study, Transformation Strategy will fully reflect the ICS (interactive control system) interfaces communication. Although DCS and ICS support the Diversity Innovation of Reduced Price Management, it is not the only mechanism. Expenditure management strategies complete the dynamics of performance-related communication and these large companies are neither flabby nor fb. Additionally, there more competitive companies are likely to use a variety of methods, which are not only applicable at FSB but also companies.

Information Communication and Technology (ICT) has improved organizational performance measures such as profit, efficiency, effectiveness, productivity and even quality itself. This has given the organizations a number of beneficiary advantages as compared to before. Some of these benefits include competitive advantage by increasing quality as well as general efficiency. The analysis is more detailed and has become more reliable since it is all computerized and done by the computer. Even decision making is made much easier as computers contain certain details unknown by humans, even control within a business is easily managed as there are fewer human errors to check for this purpose.

Several years ago, many Chinese multinational enterprises have invented the HRM strategy by using potential labor to solve the problem. While expanding, the corporate choose several leaders to lead part of the company but also keep in contact with the headquarters. In addition, these managers may create their own TM framework in form of the leadership team. Furthermore, the trusted managers may share their knowledge, experiences, and skills that later change them into talented leaders instead of normal workers. In the end, leads to competitive multinational enterprise capabilities. In this case, good utilization of TM makes recruiting potential employee possible for the company [3]. This paper explores various kinds of social and managerial aspect of e-business and marketing.

Theory and Literature Review

The infrastructure of information systems is important as it requires experts to install the required appropriate equipment for the Information Technology systems to work perfectly with a particular organization. Not merely the equipment may stress the organization but training the company's employees too which may cost the company as they will also need to be maintained in the long-run. Since everyone is not that much familiar with IT equipment, some workers may take time to respond to these advances and adapt well with them which may affect efficiency in productivity of the company causing it a great disadvantage. In other words, a company's management systems are rigid therefore new IT systems implementation may cause challenges as they are comfortable with the former management system and see nothing wrong with it [4].

We take strategic management theory. As a matter of fact, the emerging economy and underperforming personnel may be a bad news for the small or medium enterprise (SME). In this condition, SMEs are in a huge disadvantage. Searching for new talented and potential labors are rather [5]. In such case, SME must keep their cost on budget. To improve their capabilities, the possible way for them is to use the alternative pool of workers and informal work practice. For example, part-timer, contracting out and job-sharing people, on the top of that, SME need to minimize the

dependence of their business with others to avoid the uncertainty. In this matter, the strategy of HRM and TM needs to be different and more adapting with the condition. The strategies that can be used to recruit and retain staffs for the SME are determined by offering better job quality. In SME, the environments are more comfortable since the workplace is an informal and better atmosphere. In addition, they may also have a flexible schedule. Alongside all of it, SME may have fewer formalities or rules [6].

On the other end, it is always a good idea to know the region of the company as some companies may be in areas where technological advancements may be a far-fetched criterion even in the country as a whole. For instance, if we are to look at companies located in the less economically developed countries, in as much as they may want to implement new technologies their economies gross national income does not allow them to fund for these technological advancements to be used by organizations in their country. Since that event, this topic has gained a lot of interests from various researchers. A lot of studies are conducted to find the meeting point between cultural dimensions and service quality dimensions. For example, in service and relationship marketing, higher customer satisfaction is possible if the customer gets a better service quality. There are some cultural factors that affect the behavior of global market area. Hao, Farooq & Sun explained culture in two dimensions: Cultural Diversity and cross-cultural learning interest. The substance of the service quality aspects to customers is likely to be affected, depended on its culture [4]. It is crucial to emphasize to understand service quality, including the way people feel and react, especially to know their thoughts. In a world full rich of culture, psychological plays are not an independent constant, it is a variable that is hugely influenced by its surroundings [7], and cultural differences has been known to limit the ability of global service to enlarge their influence globally.

However, there is no an official and universal definition for the term “*talent*”. There are many different definitions of it exist being proposed by researchers from different perspectives, in the frames of the scientific area investigated. Thus, organizations accept the definition, when it matches the strategy that is used by the firm, the nature of it, the environment that it exists and operates in and other characteristics. Nowadays, a lot of people make a judgment on the recruitment process without analyzing their work experience and job performance [8]. Actually, at the beginning, the material of talent management regarded as the highest level of individuals recruitment mainly at managerial level and determine a successful manager [9]. Basically, the HR recruitment process aims to promote the company’s name. By recruiting a potential employee with a good qualification and work experience, the company indirectly guides the changes of organization’s mindset and direction. Besides of it, the result of the recruitment process also can be used to promote the company’s image and introducing employee capabilities that made the company grow up [3]. Through the recruitment process, job seekers must be looking for an organization that can make them feel convenient and to stay on the job longer [10]. And this is the responsibility of HR Managers. In order to have the impact of Human Resource and Talent management, it is necessary to open up employee’s insight that individual considered as “talent” intends to generate the harmonization of organization’s executive perception and employees [11]. Hence, we hypothesize that IT developments may have a key role in strategic accomplishments and organizational achievements which may be emerged through effective HR communications.

A major difficulty in growth and overseas expansion lies in lack of employees matching the characteristics above and in the shortage of international operations history of the company. Managers who don’t have an experience and sufficient knowledge about culture and business environment of the particular country face many obstacles in implementing EMNE’s organizational culture and initial strategies to achieve ambitious goals of it. It is the point where HRM (Human Resource Management) and Strategic Management integration is required to resolve the issue and build a successful global company [12]. On the basis of the review, we propose the following framework:

Figure 1. Model Conceptualization

Discussion

According to the Cambridge Business Dictionary, *HRM* is the activity of managing a company's employees, for example, by employing new workers, training them, managing their employment records, and helping them with problems. In other words, human resource management is the practice of recruiting, hiring, deploying and managing an organization's employees. HRM is often referred to simply as human resources (HR). It can be emphasized that transformative consumer research is academic research. To analyzing and seeking for problem solutions, which is not only but mostly directed to improve the consumers' well-being and bring the changes for a better life in this world.

The cultural perspective on consumption reflects a significant rise in the last decades and it has moved from being a simple process of maximizing utility, regrouping the productive forces and an operation of acquisition to become a line that connects the society and individual under the form of a social classification and communication systems that can become also an identity formation process [13]. This is also one of the social responsibilities of companies to pay attention to emerging needs of communities [14]. A consumer can pass from building an identity to transforming to another one, this transformation is made by the consumer that had a change in his life. The most obvious identity transformation we can notice are the teenagers who often consume products that are much related and have a strong reflection to their identities but their perforations in consumption are very easy to change so they always construct their identity using based on their interpretations of consumption ideals prevalent in popular culture. Another way of identity transformation is that the consumer is obliged to do it, for example moving from living with someone who cooks to live alone, so there is a need to learn how to cook in order to eat and shop by him or her [15]. Present study brings useful implications for theory and practice. First, there is no such model before this research and this model provides a baseline and guidance to extend strategic management theory. Moreover, managers can formulate the procedures for bringing improvement in their organizations. This study has certain limitations as well including the focus on qualitative analysis without empirical research. Future empirical research can cover this limitation.

Conclusion

As time goes by, entrepreneurship has been catching more public attention. Since Entrepreneurship gradually becomes a growing field of study, more people 'are' and 'will be' involved in entrepreneurship. It inspires competitions to emerge and allows the environment around them to compete which bring impacts on globalizations effects as well. Traditionally, the explanation of social progress has been based on economic terms depending on GDP.

However, local human resources often lack intercultural experience and are not capable to manage international teams, while EMNEs themselves lack international operation history. As a result, hiring an expatriate talent becomes a common solution. As it was discussed in the paper, types

of expatriates are varied and challenges they face are unique and cannot be covered with HR and TM strategies that are used to overcome the challenges of local employees.

HRM and TM are slightly different nevertheless, these two are sustainable and being utilized in the hiring process. The impact of globalization has affected the transforms of Human Resource Management and Talent Management. In today's, Successful of an organization depends on how the recruitment process was running and how organization sustaining business through people. By recruiting a potential employer with a good qualification and work experience, the company indirectly guides the changes of organization's mindset and direction.

The outcome shows that business groups have mixed effects on innovation on one side, spontaneous high spirits affect positively in innovative entrepreneurial activity. However, when it comes to entrepreneurial necessity voluntary spirit together with self-expression, they generate a negative impact.

Conflict of Interest

The authors declare that there is no conflict of interest.

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