

Human Resources Management Strategy As An Effort To Improve Innovation in Organizations

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Abstract

Innovation activity in organization needs human resources (HR) that are competent and has high capability. HR as the driving force of innovation needs to be managed within the organization to address the developments and changes in organizations. The global human resource management is the utilization of human resources globally to achieve the organizational objectives regardless of geographic boundaries. People involved in the global human resource management evolve and work through an integrated system of global human resource management. This is done in order to face the challenges of the current organizations, such as global competition, organizational design, and communication technologies. Therefore, organizational fostering is required as one of the strategy to increase innovation within the organization. Strategies to boost innovation in the organization can be carried out, which include sensitizing the organization, determining the strength of organizational culture, strengthening the organizational culture, creating organizational innovation and form a framework that is able to increase the sensitivity of the organization.

Keywords:

human resources management, organizational culture, innovation, organization