Comparison of human resource management strategies in the digital age in Standardized health business

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Abstract: This research aims to compare human resource management strategies in the digital age in standardized health businesses. The demand for healthy consumption of goods and services will certainly create trade and investment opportunities for health businesses. When businesses face more market competition Entrepreneurs and businessmen also need to develop their services to be more professional. This will result in the personnel working in the health service business will be able to improve their level of professionalism even more. Human resource management is therefore of great importance as it will result in government and related agencies to focus on and tend to drive the development of health infrastructure and enhance the development of related service businesses with better health care .Then the researcher is interested in studying the comparative study of human resource management strategies in the digital age in health businesses with standard data collection methods by collecting data from a sample of executives. and personnel in the health Data were collected from executives. and personnel in the health of 20 sample entrepreneur and used a questionnaire as a tool. The statistics used in the data analysis were t-test, F-test (ANOVA), multiple correlations and multiple regression analysis.

The results showed that It was found that the level of opinions about strategic human resource management in various aspects in the health business the overall picture is at a high level. When considering each aspect the aspect with the highest level of opinion was the aspect of basic personal characteristics, human resource procurement The aspect of rewarding human resources and the least is on the maintenance and protection of human resources. Opinions on the influence of strategic human resource management in various areas in the health business personal characteristics It was at the highest level when considering item-by-item with the highest level of opinion was gender, age, work experience ,education level and the least is income level. Human resource management strategies in terms of sourcing and rewarding human resources Influence on the performance of executives and health business personnel It has a multiple correlation coefficient (Multiple R) is 0.842 and a decision coefficient (R Square) is 0.709.

Keywords: Human resource management, Strategies, Health business.

Introduction

1. Background

The HRM function in organizations has gained increasing strategic emphasis, and the importance of its alignment HRM and business strategies is well-acknowledged (Agarwal, R. and Ferratt,T.W. 1999).In fact, effective HRM is vital in order to be able to meet the market demands with well-qualified employees at all times. (Hustad, E.and Munkvold, B.E.2005) .Technology and HRM have a broad range of influences upon each other, and HR professionals should be able to adopt technologies that allow the reengineering of the HR function, be prepared to support organizational and work-design changes caused by technology, and be able to support a proper managerial climate for innovative and knowledge-based organizations(Hempel, P.S. 2004) These technological advances are being driven primarily by strong demands from human resource professionals for enhancement in speed, effectiveness, and cost containment. Virtual HR is emerging due to the growing sophistication of IT and increased external structural options (Lepak, D.P. & Snell, S.A. 1998).IT is beginning toenable organizations to deliver state-of-the-art HR services, and reduced costs have enabled companies, regardless of the firm size-to purchase HR technologies Ball, K.S.(2001).

Strategic human resource management (HRM) is a research area investigating the relationships of bundles or systems of HRM practices with firm performance and other related variables (Jackson, Schuler, & Jiang, 2014). Early research of strategic HRM has distinguished itself from traditional HRM research with its focus on the systems perspective and the organizational level of analysis (Wright, Dunford, & Snell, 2001). For example, Wright and McMahan (1992) defined the field of strategic HRM as 'the pattern of planned human resource deployments and activities intended to enable an organization achieve its goals' (p. 298). Similarly, Snell, Youndt, and Wright (1996) defined it as 'organizational systems designed to achieve competitive advantage through people' (p. 62). Guided by these definitions, researchers have exerted considerable effort in studying the relationships between HRM systems and their antecedents and consequences in the past three decades (e.g., Delery & Doty, 1996; Huselid, 1995; MacDuffie, 1995). As a result, the stream of strategic HRM research has accumulated thousands of publications conducted by researchers from over 120 countries (Jiang & Messersmith, 2017). In the first edition of The SAGE Handbook of Human Resource Management, Colakoglu, Hong, and Lepak (2009) reviewed the primary theoretical perspectives and theoretical frameworks guiding the thinking and research in strategic HRM. The field has greatly expanded since then and has witnessed notable growth in several aspects (e.g., mediating mechanisms, multilevel research, and longitudinal research) in the past 10 years. Therefore, an updated review of strategic HRM models is warranted to summarize the recent progress in this field. In this chapter, we aim to review the primary theories and models that have been used to explain the use and effects of HRM systems in organizations. First, we briefly review the traditional perspectives and frameworks
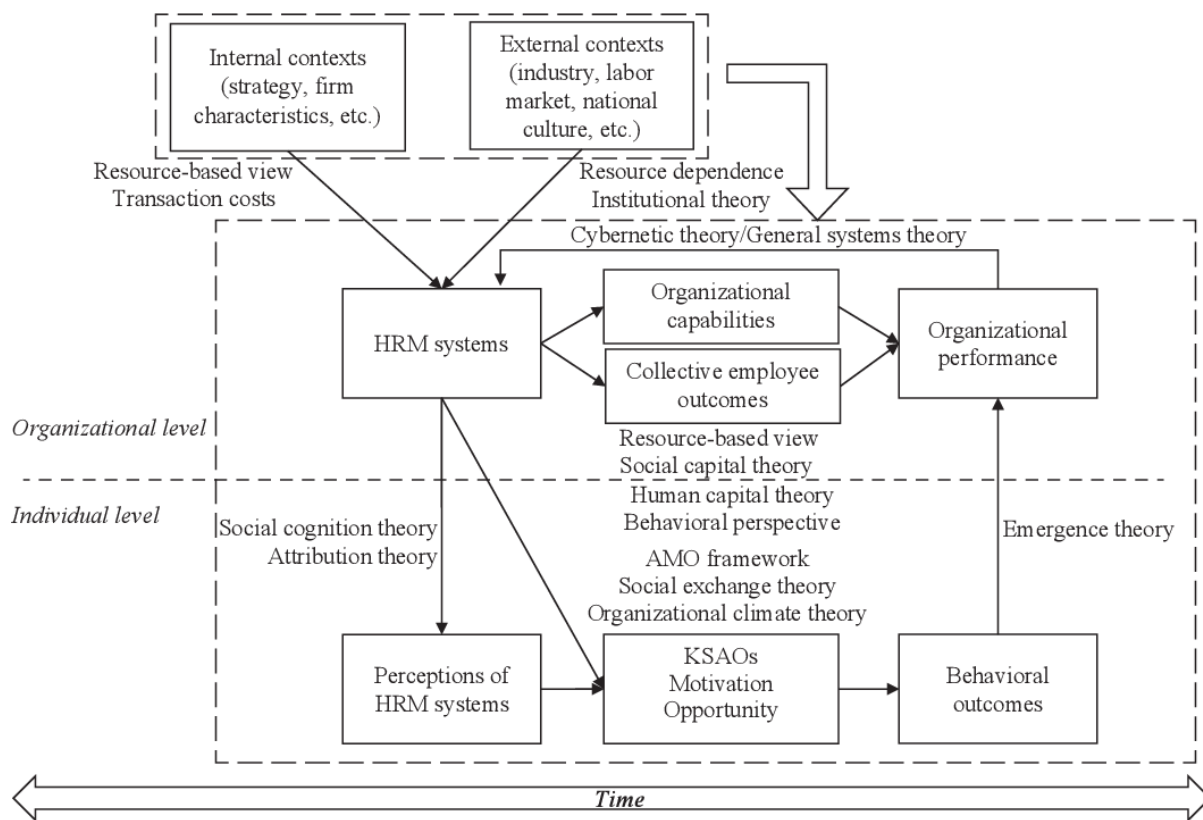

Fig.1. an integrated model of strategic human resource management

2. Methods

20 the entrepreneur in standardized health business .From executives and personnel in the health of were asked through questionnaire to measure research revealed that gender, age, education level work experience and level income strategic human resource management influence Various aspects include personal characteristics, procurement, Reward, maintaining and protecting Human resources Management of executives and personnel in health business. Medium level. Five Rating Scale(1=lowest,2=low,3=moderate, 4=high , 5=highest). The relationship between Performance of executives and health business personnel. Collected data were statistics

analyzed by t-test, F-test (ANOVA), multiple correlations and multiple regression analysis.

3. Results

Table 1. Descriptive Statistics Multiple regression analysis for Forward regression analysis.

Model	Sum of Squares	df	Mean Square	F	P-value
Regression	22345.173	1	22345.173	20.472	.000[b]
Residual	19647.027	18	1091.502		
Total	41992.200	19			
Regression	29755.039	2	14877.519	20.668	.000[c]
Residual	12237.161	17	719.833		
Total	41992.200	19			

Multiple R	0.842
R Square	0.709
Adjusted R Square	0.674
Standard Error	26.830

Table 1. The table shows the variables chosen to enter the equation were human resource management, human resource procurement and rewards. It has a multiple correlation coefficient (Multiple R) equal to 0.842, Coefficient of decision (R Square) equal to 0.709 ,Adjusted working coefficient (Adjusted R Square) 0.674, Standard error (Standard Error) 26.830.

Table 2. Descriptive Statistics for The relationship between Performance of executives and Health business personnel.

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	P value	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
Constant	103.789	12.583		8.248	0.000					
(X_2)	1.455	0.454	0.468	3.208	0.001	103.789	-.614	1.455	0.454	0.468
(X_3)	3.035	0.845	0.524	3.592	0.001	103.789	0.321	3.035	0.845	0.524

Significant of level .05

Table 2. The results of testing the relationship between Performance of executives and health business personnel. (Y1) found that human resource management strategy in terms of human resource procurement (X2) having a P-value of 0.001, less than 0.05 (0.000 < 0.05) and resource management strategy reward human (X3) has a P-value of 0.001, less than 0.05(0.000 < 0.05) that rejects the main hypothesis (Ho) accepts the secondary hypothesis (H1) means that the resource management strategy Human Resources Sourcing and Rewarding Influence on the performance of executives and health business personnel the form of three regression analysis as follows:

$$Y = 103.789 + 1.455 \, (X_2) + 3.035 \, (X_3)$$

4. Discussion

The results discovered in this study.

1. The variables chosen to enter the equation were human resource management, human resource procurement and rewards. It has a multiple correlation coefficient (Multiple R) equal to 0.842 Coefficient of decision (R Square) equal to 0.709, adjusted working coefficient (Adjusted R Square) 0.674, Standard error (Standard Error) 26.830.
2. Human resource management strategy in terms of human resource procurement having a P-value of 0.001, less than 0.05 (0.000 < 0.05) and resource management strategy reward human has a P-value of 0.001, less than 0.05(0.000 < 0.05) that rejects the main hypothesis accepts the secondary hypothesis   means that the resource management strategy Human Resources Sourcing and Rewarding Influence on the performance of executives and health business personnel the form of three regression analysis as follows:

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