



Rizvi Education Society's
RIZVI COLLEGE
OF ARTS, SCIENCE & COMMERCE



International Journal of Research

Volume 11 (1) ❖ July - Dec 2021

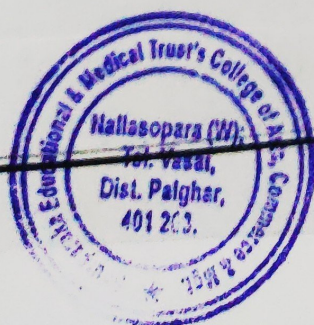
ISSN 2231-6124

Peer Reviewed Journal

Multi Disciplinary

Impact Factor SJIF 2020 (7.551)

Dr. (Mrs.) Anjum Ara M. K. Ahmad
EDITOR-IN-CHIEF



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Principal
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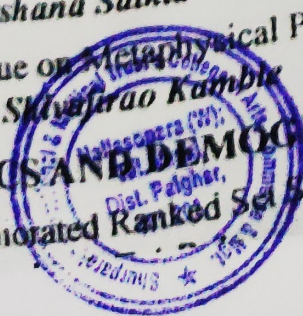
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Developing a Relationship between Business Strategies and HRM Practices: An Empirical Study

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Abstract

This article analyzes the relationship between business strategy and human resource management practices based on empirical studies conducted in the context of India. Research tools cover different variations of business strategies and different aspects of HRM practice. Based on a survey, we analyzed the relationship between business strategy and human resource management practices from two different directions. The first is to use factor analysis followed by regression analysis to establish strategic HRM relationships. The second includes the concept of strategic accessibility, which takes into account the perspective of organizations with similar business strategies and empirically demonstrates their parallel relationship with HRM practice. In this exercise, the concept of conformance is empirically demonstrated, as emphasized in the existing literature. The results show the pervasiveness of the relationship between business strategies and human resource management practices in specific situations.

Keywords: Business strategy, HRM, HRMP, BSQ, HRMQ

The field of human resource management (HRM) is in a state of turmoil today. Due to changes in HRM and functional changes reflected in existing literature, there was a corresponding shift from the theoretical nature of HR research to an interdisciplinary perspective with diverse organizational problems (Wright & McMahan, 1992, Ferris) et al., 1999, Holbeche, 2012). In this regard, the dissemination of business strategies and related terms has been observed in the HRM literature, and traditional HRM has been largely replaced by strategic human resource management (Nkomo & Ensley, 1999, Mello, 2002). Strategic HRM has been widely studied in developed countries, but the relevant literature from the perspective of developing countries is poor and requires empirical research on the paradigm. With this in mind, the authors sought to analyze the relationship between business strategy and HRM practices based on empirical research in the context of India.

Review of Literature

Existing literature in the field of strategic HRM highlights

IMPACT FACTOR SJIF 2020 (7.551)

the issue of business strategy and proper integration of HRM (Baird & Mesoulam) 1988. According to Devanna et al. (1981), Lengnick Hall & Lengnick Hall (1988), etc. Since then, many conceptual and empirical studies with divergent and convergent opinions have been conducted and models have been proposed. Many of these topics go beyond traditional HRM and are strategic, cross-functional, comprehensive, and important for associating HRM with a wider range of organizational issues such as organizational characteristics, business strategy, and competitive strategy and focuses on issues that lead to integrity issues (Miles & Snow, 1984, Ferris, et al., 1985). Some researchers suggest that HRM practices must be complementary to support an organization's business strategy (Wright et al. 1994, Bowen & Ostroff, 2004). To support this, experts believe that different types of HRM practices are associated with different business strategies, primarily in terms of contingencies (Colber 2004, Schuler & Jackson, 2005). One of the most influential writers in this field is Schuler. He and his co-authors have addressed

