

The Impact of Innovations in Human Resource Practices, Innovation Capabilities and Competitive Advantage on Company Performance

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Abstract : The purpose of this research was to investigate the impact of innovations in human resource practices, innovation capabilities, and competitive advantage on company performance. This research was applied in terms of purpose and in terms of method, it was descriptive research of correlation type. The statistical population of this research was all the employees of Zar Industrial and Research Group. The sampling method was available in this research, and Cochran's formula was used to determine the statistical sample size. A standard questionnaire was used to collect information in this research, and SPSS software and simultaneous regression statistical tests were used to analyze the data. Based on the findings of the present research, it was found that the components of creativity in human resource practices, innovation capability, and competitive advantage have a significant impact on the company's performance.

Keywords : human resource management, innovation, competitive advantage, company performance

Conference Title : ICHASS 2025 : International Conference on Humanities, Administrative and Social Sciences

Conference Location : Rome, Italy

Conference Dates : February 17-18, 2025