

**Strategic Human Resource Practices and
Competitive Advantage in Jordanian
Internet Services Providers**

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Abstract

The purpose of this study is examined the role that strategic human resource practices play in developing competitive advantage. Practical implications for Jordanian firms that consider human resources management as a strategic partner were also studied. However, the number of Jordanian firms at this time that met the selection criteria was not large. Hence, the focus of the research was concentrated on the Jordanian Internet service providers companies Batelco, Cyberia, and TE Data. The sample for this study comprised 101 Jordanian employees who were randomly selected for this study. The results indicated that there is a significant relationship between socialization activities, organization's training, human behavior and competitive advantage. The study indicated that there is a relationship between socialization, training, and human behavior and competitive advantage.

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Dedication

To My Mother Ikram Silmi and

My Father Bassam Nassuora

To My Brothers Ayman, Ahmed, AbdelRaheem,

Ibrahim, Motasem, and Abdullah

To My Sisters Maysoon, Arwa, Asma, and Dina

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Chapter One

INTRODUCTION

1.1 Introduction

Organizations are increasingly looking at human resources as a unique asset that can provide sustained competitive advantage (Seyedjavadin & Zadeh, 2007). The changes in the business environment with increasing globalization, changing demographics of the workforce, increased focus on profitability through growth, technological changes, intellectual capital and the never ending changes that organizations are undergoing have led to increased importance of managing human resources (Jackson et al., 2008).

Human resource (HR) department that is highly administrative and lacks strategic integration fails to provide the competitive advantage needed for survival, thus losing its relevance (Tompkins, 2002). Huselid and Becker (2006) found that there were noticeable financial returns for organizations whose human resource management (HRM) systems have achieved operational excellence and are aligned with strategic business goals. According to Ulrich (1998), a major role of HR personnel is to become a strategic business partner. Youndt and Scott (1996) and Becker and Gerhar (1996) find

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