

## **THE RELATIONSHIP BETWEEN HUMAN RESOURCE MANAGEMENT STRATEGIES AND COMPETITIVE ADVANTAGE**

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### **ABSTRACT**

This study aims to identify the role of human resource management strategies (selection strategy, motivation, strategy, training and development strategy), to achieve competitive advantage in the state company for tire industry/Babylon. Based on the main hypothesis that, there is significant relationship between human resource management strategies and competitive advantage constructs. And for achieving the aims of the study and testing hypotheses, study adopted an empirical method and applied to a random sample (100) of managers and their assistants and heads of departments of the company, and data were collected by questionnaire, and field visits, personal interviews and some official documents, to complete the study data. Also, used a number of statistical tools for data analyzing and interpreting. The study found a set of conclusions and recommendations as follows:

The results showed that, the company has increased the attention of the importance of human resource management strategies and their role in achieving competitive advantage, which refers to the vital role of those strategies, towards improving the competitive position of the company as well. The results showed a significant positive correlation between human resource management strategies and competitive advantage that reflects a good indicator of a company's ability to achieve outstanding performance, through human resource. Finally, the study recommended to Increase and expands the concerning of "human resource management strategies" and make it a competitive strategy, and increase the competitive ability in regional and international market.

**KEYWORDS:** Human Resource Management, Selection Strategy, Motivation Strategy, Training and Development Strategy and Competitive Advantage