Competitive Advantage in The 21st Century: What Are The Human Resource Functions and Activities?

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Global organisations are being forced to become more competitive. Globalisation of markets, changing customer demands and increasing product-market competition, people and the way they are managed acquire greater importance in the 21st century. This paper reports on organisations to maintain their competitive advantage and the role of human resource functions and activities. HR can secure its place for the future by adding value to the organisation in which it exists. Globalised human resource management (GHRM) should prepare the best skilled people worldwide regardless of their nationality. Recommendations are given in the last part of this paper for HR managers to add value to their organisations to stay competitive. Conclusions form the last part of this paper.

Field of Research: Human Resource Management

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