

Human resources management and its role in the information industry in the knowledge economy (case study of the National Beverage Company NBC)

Prepared by: Nehaya Sobhi Ahmad Awadat

Supervisor: Ibrahim Mohammed Awad

Abstract:

The study aims to explain the role played by Human Resource (HR) Management in Information industry in the knowledge economy of the National Beverage Company by identifying the role of senior management of human resources and its ability to provide policies and development plans that enhance the skills of employees and develop their creativity and innovation. The skills needed for the information industry, the supply of the national beverage company in particular, and other companies in general the recommendations and suggestions necessary for decision makers to highlight the shortcomings (factors affecting the information industry).

For the sake of achieving the objectives of the study, a descriptive method used; a questionnaire was designed to get the necessary data for the study. The sample distributed on the study community made from the administrative staff of the National Beverage Company (NBC). the number of sample (100) made from (70) employees and employees of the study community. After the data collection, the statistical packages for social sciences (SPSS) were treated statistically.

The study reached many important results were the highlighted ones are:

The variables related to the role of human resources management (policies and plans, innovation and innovation, basic human resource skills, IT infrastructure, quality of services provided) contribute to building the information industry to transform the knowledge economy to a high degree with relative disparities between the roles and practices of management HR. The results also showed that human resources management policies and plans are consistent with the Palestinian Labor Law, as well as in the organization of all administrative functions and functions

The results also show that human resource management works to empower employees who have the capacity to create and high quality innovation by promoting them to experiment with new methods, the transformation mechanisms for the information processing in the company as a solo package refers to the development of both the plans and policies, the fields of innovation, the basic skills of the human resource, the information technology infrastructure, The study also recommends the need to provide training courses related to all the functions within the company because of the positive relationship in the development of management and development of staff to the performance of the organization and to be as information processing.

Access to human resources management regulations and knowledge should be facilitated by staff, which has a significant impact on unifying vision, mission, goals and response speed to the transformation of the information industry. HR management should also play its role by motivating the Information Technology Department to carry out periodic self-evaluation of the company's programs, while providing all the facilities that ensure this is achieved with high quality and efficiency.