

The Combination of Human Resource Management and Educational Management in the Prosperity of Fast-Growing Businesses

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Abstract

How to manage the organization's human resources is very important, considering the different characteristics of human resources and the role they play in the implementation of formulated strategies. In this article, taking advantage of the integration of educational management and human resources and considering the management strategy in the organization, with the help of a field study, it has been carried out by separating job characteristics and categorizing variables related to manpower, training, performance improvement, value creation, and creation of a cooperation culture, the prosperity of early profitable businesses has been addressed. The statistical population of this study includes the managers of fast-growing companies who have a history of working in international markets, and their number is 455. To determine the sample size, 313 managers of these companies were selected using Morgan's table. The sampling method was stratified random. The tool for gathering information is a questionnaire, which has been given to a number of management and marketing experts to measure validity, and Cronbach's alpha coefficient has been used to measure the reliability of the questionnaires. To check the research hypotheses, the structural equation test was also used using Lisrel software. The results show that the functions of human resource management have a positive and

significant effect on the prosperity of fast-growing businesses. Furthermore, the function of providing human resources, training, cooperation culture, creating value have a direct impact on the prosperity of fast-growing businesses.

Keywords: educational management, Human resource Management, Productivity, working culture, fast-growing businesses.

Human resource management (HRM) in business has the task of creating coordination between different parts and dividing human capital appropriately in different parts. Business human resource management focuses on investing in employees, ensuring their safety and managing all aspects from recruitment to compensation and development. HR managers may specialize in compensation, training, or employee management.

HRM in business has a heavy duty to evaluate the performance of employees. Performance evaluation is actually a systematic method to collect information and draw conclusions based on them. Using the information collected in a systematic way, human resource managers can evaluate the performance of human resources well and plan better for the future. Of course, different goals can be achieved by evaluating the performance of employees [1-3]. One of the important goals of the organization to evaluate the performance of employees is to check the achievement of goals. In fact, the organization seeks to achieve its goals by using its human resources.

HRM in business will definitely seek to increase employee productivity. Increasing employee productivity will bring great results for the organization, and human resource managers should have the necessary planning for it [3]. In order to increase productivity, each of the employees should be transferred to the relevant departments based on their qualifications. Another thing that should be considered in increasing the productivity of employees is adjusting the light. If light of the right quality is not distributed in the environment, the employees will suffer from headache and

sleepiness and will not be able to have the necessary efficiency [4].

Another issue that is considered in human resource management in business is the improvement of employee relations. The better the relationships between employees and the more effective communication between them, the more successful human resource managers have been. In the field of human resources, complex and sensitive interactions and relationships can determine the organizational perspective. Clear and open communication can sometimes act as a catalyst to better understand the needs and expectations of employees. It forms the basis of transparent policies and ensures that employees are well aware of the company's practices, guidelines and growth opportunities.

HRM in business also plays an essential role in strengthening positive relationships in both industrial and employee fields. In order to create better communication in an organization, it is necessary to point out things like conflict resolution, mediation and dispute resolution, trust and transparency, information dissemination, strengthening employee motivation and morale, and performance management. In general, HRM in business with its good performance can reduce differences in the organization and guide all employees in the path of better success by creating harmony and unity [6].

Another task of human resource management in business is to retain employees. Human resource managers should seek to identify top talents through employee performance analysis and take action to retain them. Naturally, employees with good skills have a hard time

staying in their current job and will look for a better job at the first offer they receive. The organization should direct these talents in the right direction as far as it can and maintain them with career advancement and promotion or any other method. To better understand the importance of retaining useful employees, consider how much time and money it will cost the organization to move them and find replacements.

Sometimes with a simple bonus or salary increase and a better job offer in the organization, useful and skilled people can be retained for a long time and they can be used well for the goals and ideals of the organization. Of course, awarding bonuses and job promotion should be done in a competitive environment, but the organization should have more special programs for talented and diligent people. HRM in business must have good relations with employees and deal with talented people in a way that makes them feel close. Organizations can be on the road to success when they attract talented employees and place them in the right place [7]. HRM in business using various strategies should seek to ensure the retention of talented employees.

The educational system is one of the most important pillars of the society, which should undergo fundamental reforms in its structure and content in accordance with the developments of the complex era. On the other hand, the unemployment of university graduates is one of the biggest economic problems [8]. Also, the educational system has not been able to strengthen the scientific spirit of students to find useful work for themselves and the society. The unemployment of university graduates occurs while, according to some scientists, it is the age of knowledge, and if yesterday the countries of the world were dependent on their material resources, today they are more dependent on their human resources and knowledge levels.

Development and progress in various dimensions are dependent on education and proportional to the importance given to it, but it

is undoubtedly a futile thing to deal with education without paying attention to the results of its effectiveness [9]. In fact, such questions are raised as to whether any type of education works with any method, at any time, and for anyone? Is the result obtained from training worth spending valuable organizational resources? [10]. Managers and those involved in education have always faced the question of whether training courses have real effectiveness. Studies and researches show that showing the real effects and results of training courses has become a full-fledged concern for educational units; Because the managers and policy makers of the organizations want practical and objective reports about the actual effectiveness of the training courses for the expenses and resources spent [11].

Numerous studies and researches have shown that more than half of the content of training courses are never used in work. This means that an important part of educational resources is wasted; Therefore, today, evaluating the amount of behavior change due to training courses has received increasing attention in organizations. In [12] first proposed the term third level evaluation. By this term, he means measuring the amount of changes in job behavior as a result of learning new knowledge and skills in training courses [13]. The main idea behind this type of evaluation is that what is learned during the course must be applied in the job or profession so that the organization can perform better. If the skills learned are never transferred to the workplace or applied to the job and related tasks, the training has created skills that are of no benefit to the organization that paid for it. Those involved in education in the challenge of financial resource limitations, increasing social demand for education and developments in the international arena and consequences such as productivity reduction, unemployment rate increase, economic inflation and inconsistency of the content with the skills taught with the needs of the society are trying with other macro systems of the social system have more

interaction. Considering the listed cases, the necessity of using a suitable mechanism for policymaking, design and implementation of educational processes is doubled.

Today, many experts and thinkers in the field of human resources development believe that higher education programs and universities implemented in countries do not meet the needs of today's organizations. According to the research done, this issue has been neglected in the country [14]. This fact has prompted the senior managers of organizations to think of other measures to meet their specific needs, so that they can provide the knowledge and skills needed by employees in line with their real strategies and plans, thus increasing organizational capabilities and keep presence themselves in the field of competition [15, 16]. The development of skill training is one of these measures. Although there are many reasons for the necessity of organizational training, without a doubt the most important reason is to improve the performance level of employees in such a way as to increase and improve the quality and quantity of the organization's products and services [8]. Undoubtedly, change in the work performance of employees and increase in quality and productivity in organizations is possible only through skill training. Skill trainings have a special place in sustainable economic development and are actually activities that can prepare a person for employment, professions and business or increase his efficiency and ability to do things. Such training helps to acquire the necessary skills in line with technology and related sciences, along with specific knowledge related to the job and in different economic, social and cultural sectors [9].

Skill training management can be considered as a set of processes that cause knowledge acquisition, maintenance, job creation and its use; Therefore, only in the case of the implementation of skill-based training in the organization, the purpose of which is to create strategic integration between training and

organizational work, as well as empowering members and increasing their knowledge and skills, the organization will have the necessary efficiency and effectiveness and fulfill its main mission of adaptability and compliance. With changing environmental conditions, maintaining competitive advantage and achieving organizational goals will be realized [10]. In [2] a research project in England tried to determine the position of public education from the point of view of employers of industrial and commercial centers and came to the conclusion that the educational system should act on these issues: expanding and developing the vision of graduates, improving their role and skills in the desired work ability and increasing general knowledge as the basic platform of education.

Considering the importance of human resources management and education in the organization, the main goal of this research is to provide a solution that the trained forces based on the job position can use the skills acquired during the training successfully in the work environment and perform with high efficiency. In other words, increasing the quality of education can increase the efficiency and entrepreneurship of human resources to help economic growth and employment to improve people's quality of life. In general, according to the effects of education in forming and improving the efficiency of human resources, the adaptation of education to the needs of the labor market has been studied in the studies carried out in the research literature. Here, it is necessary to first identify the effective variables and then design and prioritize training courses for human resource management. In this research, the factors affecting the success of fast-yielding businesses from the point of view of two factors, human resource management and training management, and 5 variables of its sub-category, including manpower supply, training, performance improvement, value creation, and the creation of a culture of cooperation, have been investigated, and therefore the conceptual model of the research is Figure 1 will be

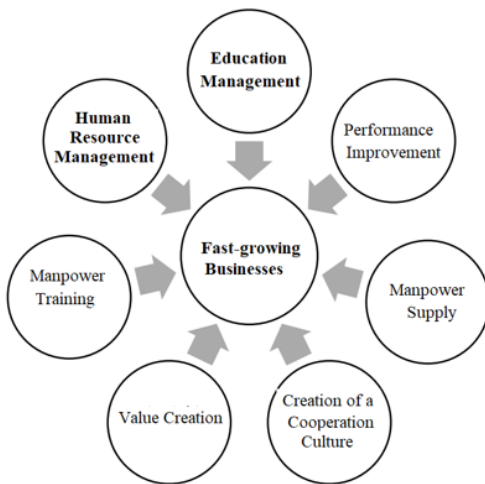


Figure 1: conceptual research model

Method

The current research is applied based on its purpose and descriptive-survey in terms of research method, which is considered to be correlational and based on structural equations in

terms of the relationship between variables. The statistical population of this study includes managers of fast-yielding businesses who have a history of working in international markets. To determine the sample size, 455 managers of these companies were selected using Morgan's table. The sampling method was stratified random. After collecting and removing unusable questionnaires, a total of 313 questionnaires could be analyzed. The tool for collecting information is a questionnaire, which we provided to a number of experts in management and marketing field to evaluate its validity, and distributed it after receiving opinions and making corrections. Cronbach's alpha coefficient was also used to measure the reliability of the questionnaires. Also, using confirmatory factor analysis, convergent validity and reliability of the structure have also been done. To check the research hypotheses, structural equations have been used using Lisrel software. As presented in table 1, Cronbach's coefficient for all variables and their dimensions is larger than 0.7 which confirm the validity and reliability of the questions.

Table 1: Questioners structure

Variable	Dimensions	Wedges	Cronbach's coefficient
Integrated education management and HRM	manpower	5	0.84
	training	6	0.87
	performance improvement	4	0.92
	value creation	4	0.89
	creation of a cooperation culture	3	0.88
fast profitable businesses	-	5	0.85
All questions	-	31	0.90

Results

Structural equation modeling has been used to test research hypotheses. Using Lisrel software, the main hypothesis of the research was tested in one model, and the sub-hypotheses were tested in a separate model. Before entering the stage of testing the hypotheses and the conceptual model, research is necessary to determine the accuracy of the measurement models of the exogenous variable (human

resource management functions) and the endogenous variable (international marketing ecosystem). Therefore, first, the measurement models of these two types of variables are given.

The independent variables of the current research are the functions of human resource management and educational management, which, considering that it has a dimension in this research, is therefore one of the two-stage variables and has two confirmatory factor analyses. The results of the confirmatory factor

analysis of the human resource management and educational management functions are presented in Tables 2.

Table 2: The average measurement model of the independent variable of human resource and education management

Variable	factor load	Significance coefficient	Dimensions	factor load	Significance coefficient	AVE	CR
Integrated HRM and Education management	13.01	0.87	manpower	12.98	0.88	0.75	0.92
	13.11	0.89	training	13.01	0.91	0.73	0.91
	13.25	0.88	performance improvement	13.03	0.89	0.71	0.89
	13.07	0.93	value creation	12.98	0.87	0.82	0.92
	12.93	0.85	creation of a cooperation culture	12.89	0.86	0.78	0.90

In confirmatory factor analysis, the factor loadings of each variable must be greater than 0.7 to be accepted. Also, significant coefficients are greater than 1.96. In the table above, all the factor loadings of the human resource management function variable and its dimensions are greater than 0.7 and all their significant coefficients are greater than confirmed, so it can be said that this variable and

its dimensions are well measured by their questions. The results obtained from the above table indicate the confirmation of the confirmatory factor analysis and the conceptual model of the research. The dependent variable of the current research is the fast-growing business, which has 5 questions in this research, and the results of the confirmatory factor analysis of this variable are reported below.

Table 3: Results of confirmatory factor analysis for fast-growing business variable

Variable	factor load	Significance coefficient	AVE	CR
Significance coefficient	0.83	12.66	0.70	0.92
	0.84	12.98		
	0.77	11.98		
	0.88	12.22		
	0.89	13.65		
	0.81	12.43		

According to the results of the factor analysis, research hypotheses based on the

variables of human resource management and training are presented as follows:

Table 4: Hypothesis results

Hypothesis	Impact factor	Significance level	results
HRM & Education: fast-growing business	0.92	10.44	confirmed
Manpower: fast-growing business	0.88	10.33	confirmed
Training: fast-growing business	0.91	10.39	confirmed
Performance improvement: fast-growing business	0.86	10.03	confirmed
Value creation: fast-growing business	0.88	10.21	confirmed
Cooperation culture creation: fast-growing business	0.85	10.11	confirmed

According to the obtained significant numbers (t) that all five research hypotheses are greater than 1.96, therefore all five research sub-hypotheses are confirmed. In other words, the functions of providing human resources, training, improving the quality of relationships, value creation and the culture of cooperation have a direct impact on the performance of fast-yielding businesses. Table 4 contains the most important fit indicators of the structural model of the sub-hypotheses of the research and shows that all these indicators indicate the appropriateness of the model with the observed data; Because the chi-square ratio on the degree of freedom is less than 3, the RMSEA index is less than 0.08, and the rest of the indicators are also acceptable. In other words, the research model is meaningful and acceptable.

Conclusion

It is clear that HRM in business can play a key role in the ultimate success or failure of the organization. One of the points that can have a direct impact on the success of the organization is finding talent by human resources management in business. The human resources manager can guide the organization in the right direction by evaluating the performance of employees and creating stable relationships between them. In general, all the events that happen in an organization are closely related to the performance of human resources management, and the managers of this department should try to play their role in the best way. Organizations are looking for productivity, one of the reasons for recruiting, training, developing and paying human resources is to gain productivity in the field of human resources. Considering that all human resources and jobs of the organization do not create the same productivity and added value for the organization, here the discussion of training

management of human resources and forces becomes important, therefore, in this article, an attempt has been made to evaluate the effect of combining training management and resources. Humanity should be examined in the prosperity of fast-yielding businesses. Regarding the extractive model of this research, it means human resource management processes based on the training system, in the form of institutionalization of organizational training management in the field of fast-yielding businesses, it leads to new processes in the field of human resources and human capital management. The areas identified in the dominant dimension of the model (human resource management) are actually the output and the obvious result of establishing a comprehensive training system in the organization. During this study, it was found that the important and effective areas in human resource management are manpower supply, training, performance improvement, value creation, creating a culture of cooperation, which is a part of the successful management of the organization in development, creative strategy in the field of management, which is an obstacle. It is organized from the stoppage. Based on this, managers should be able to use different skills and specialties in branding to have a brand creation in different dimensions and comprehensively. On the other hand, the results of the research showed that the management factor is also correlated with the success of businesses created by the skills of the students of the educational system. Therefore, it is suggested that the applicants and those who have learned the skills of the educational system who intend to create a business for themselves; Try to acquire and use management skills such as planning, making correct decisions and organizing affairs to create the necessary background for the development of their businesses.

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