

IMPACT OF INTERNATIONAL ORIENTATION ON HR ROLES IN HEALTHCARE ORGANIZATIONS

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ABSTRACT

With the tremendous growth and development in healthcare sector resulted in an emphasis on the alignment of all functional activities of the firm (e.g., finance, marketing, operations, etc.) toward the achievement of strategic objectives. As a result, HR is also gaining importance; its status has risen and regarded as the strategic issue and an important source of competitive advantage in healthcare organizations. The changing HR landscape posed a need to conduct this study which aims to analyze whether the international orientation of the HR department (IO) influences the type of role played by HR managers in Indian healthcare units. After thorough and extensive literature review various significant research constructs are considered in this study and the relationships between them are also explored. The capabilities of Lisrel 8.80 have been used for measuring the structural model. The results of the study confirm that proposed hypotheses are statistically significant and indicate that international orientation has a direct positive relationship with HR roles.

KEYWORDS: *HR Roles, International Orientation, Healthcare Management, Structural Equation Modelling, HRM, Strategic HRM*