

Theoretical Perspectives on Innovative Sustainable Human Resource Management

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ABSTRACT

In spite of the extraordinary recognition for human resources (HR) as a source of value addition within firms, HR innovation remains poorly understood. Innovation has long been recognized as a source of competitive advantage. Human Resource innovation is considered to provide high end performance in the corporates. The non-imitable human resource innovation is considered to provide competitive advantage which is considered essential for the sustainability and growth of the firm. Despite of the importance of human resource innovation, practitioners and academicians focus on the product or process innovation.

The objective of this research paper will be:-

- 1. To understand the various form of HR innovations.*
- 2. To elaborate the role of HR professionals in undertaking HR innovation.*
- 3. To understand how to create and utilize knowledge resources required for HR innovations.*
- 4. To allocate the role of top and line management in successful HR innovation.*
- 5. To provide management implications on how HR innovations enable firm to compete better.*
- 6. To exploring how firms can gain competitive advantage through HR innovation.*

Keywords: Organizational commitment, HR effectiveness, Innovative Practices, Competitive Advantage.

LITERATURE REVIEW

Today's competitive environment is full of opportunities with regard to strategic innovation, sustainability, etc. All these are expected to act a major driver for change and advancement for the future.

Business has entered a challenging new world full of opportunities for strategic innovation, and sustainability will be a major driver of these opportunities into the future. Companies that want to challenge the complexity of the dynamic shift in global environment are expected to abandon the traditional approaches. The solution directs to shift towards the solution oriented strategic innovation for sustainability.

Innovation for sustainability is more dynamic than innovation per se, since people working in this area have to be incredibly flexible to take account of the numerous drivers in the play.

Sustainability innovation seems to be more dynamic and versatile than innovation per se, as it calls for the increasing level of understanding and adaptive ness to change among the people of Human Resources.

SUSTAINABLE INNOVATION

Top leading companies of innovation such as IBM, 3M, DuPont, etc. all emphasize on the importance of strategic innovation for sustainability. The managers of these big giant corporates believe that strategic innovation has pushed the core of the strategy to a new corner i.e. sustainability. Companies

Sustainable innovation can be implemented in a number of methods if an organization wants to introduce it to its employees. Organizations need to assure that their employees take this new introduction as an opportunity rather than taking it as a threat or a challenge, which will help their employees to explore more technical and powerful ideas and bringing them into reality by changing