

Flexibility In Internationalization - Felix Merz

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Firms going global aim to broaden their range of sales, production or sourcing. Lee and Makhija (2009) confirmed that international investments (export-related investments and foreign-direct investments) could provide flexibility. What the authors didn't expound on is how Human Resource Management could contribute. The goal of this paper is to show some possibilities concerning qualitative (e.g. broaden the range of employees skills and competencies), quantitative (e.g. use non-standard contract arrangements) and strategic (e.g. linkage of Human Resource Management and top-management concerning strategy development and implementation) contributions of Human Resource Management. Author: Merz, Felix
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