

# Tech Development through HRM

## Driving Innovation with Knowledge-Based Cultures

Emerald Points

Mert Gürlek

## About the Book

In today's digital world, and particularly in technology firms operating in emerging markets, innovation is key to establishing a sustainable competitive advantage. Unfortunately, the received management wisdom from the industrial period is unable to provide guidance on how to drive that innovation. How can this be remedied in order to ensure that they remain competitive?

Here Mert Gürlek provides a new paradigm for the digital age, one that emphasizes the importance of building a knowledge-centered organizational culture and of implementing knowledge-oriented management practices. Using a novel combination of knowledge-management and human resource management (HRM) literatures, he outlines the sorts of knowledge-oriented HRM practices that lead to technological innovation. Testing his model on the technology firms operating in the Turkish Technology Development Zone, he shows how to knowledge-management and HRM can be integrated in order to drive innovation in any of the world's rapidly growing technology development zones.

*Tech Development Through HRM* is essential reading for researchers and students's of HRM and organisational studies, as well as for executives, managers, and HRM practitioners, themselves.



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