



Human Capital Development in the Digital Globalization Era: Strategies for Competence, Innovation, and Organizational Competitiveness

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Abstract

Due to growth technology, digitalization, and global competition, the era of globalization bring change big in the business world. Source Power intelligent, flexible and creative human beings is asset strategic needs company Because condition This is the purpose of the research This is For analyzing human capital development strategies in the era of globalization. To reach objective this research This use approach qualitative descriptive in collection literature. Data from 2021–2025 collected from journal scientific national and international. Research results show that training and education, management talent, improvement digital competencies, and upskilling and reskilling programs are all method For developing human capital. Leadership adaptive and digital transformation of HR improves Power competition company. Therefore that, so that the organization capable face challenge globalization, approach human resource development must be implemented in a way sustainable.

Keywords : human capital, development strategy, globalization, resources Power man.

Introduction

Almost all aspect life man experience transformation big during the era of globalization, especially in the world of business and organizations. Business the more compete Because progress technology, digitalization, and the opening of global markets. Source Power man Now seen No only as power work, but as asset very important strategic For success company. Capabilities organization For manage and develop source Power man in a way effective is key For increase Power compete and face dynamics change environment around the world.

Development source Power man is a process carried out by an organization For in a way consistent increase ability, competence, creativity, and productivity employees. Education and training, development career, management talent, and application digital technology in system Work is a number of this strategy method can applied. Source Power man organization must flexible, creative, and capable follow progress technology information in the era of globalization. In addition, communication is more good, collaboration between employees, and better leadership Good required For adapt pattern Work new throughout the world. As a result, the development of riches man become very important components For sustainability and progress organization contemporary.

Besides, because globalization, management source Power man face Lots problem new. This includes the labor market more work competitive, change in culture organizations, and increasing demands to digital skills. Organization must create and implement appropriate and sustainable education and training programs so that employees can adapt self with progress of

the times. For increase effectiveness and efficiency human resource management, organization can use digital technologies such as System Information Human Resources (HRIS). This strategy expected can form power competent, productive and ready work For changes throughout the world. Therefore that is, human capital development become part important from success and sustainability organizations in the era of globalization.

Previous studies look at organizational strategy For increase source Power human beings. According to results research, improvement productivity and power competition company can achieved through development sustainable competency. Source Power superior and quality human beings tall created through implementation management adaptive talent and leadership. Human resource development is beneficial for second organizations and individuals Because can increase performance and opening more Lots opportunity career. Therefore that, the HR development strategy must made in a way systematic, structured, and sustainable For fulfil need company.

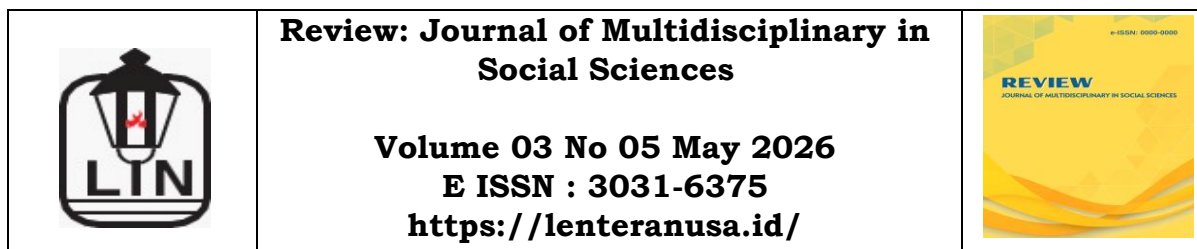
With Thus, the explanation the show that study more carry on must done about development strategies source Power humans, especially in face challenges that arise in the era of globalization. The aim of study This is For investigate various approach development source Power humans used by the company For increase quality source Power humans and improve Power competition them. In addition, research this is also trying For find elements that influence success development source Power humans in the modern world. This study aim For increase understanding about role important source Power man as asset strategic for organization. In addition, the results expected can help organizations and researchers create management strategies source Power sustainable, efficient and flexible human resources.

Method

In research this method qualitative descriptive used, which includes study literature and analysis content. Approach This used For learn various theories, concepts, and findings related research with development strategy source Power Humans in the era of globalization. Analysis content done with review and compare various findings academic and empirical about improvement source Power human, management talents, and digital competencies. This method allows researchers For learn various the approach used organization For increase quality source Power human and face challenges that arise from the global world. In addition, the method study literature chosen Because capable give comprehensive overview about evolution human capital concept in various sector business and organizations.

For ensure that the data used still relevant and credible research This choose source literature based on a number of criteria. Criteria This includes :

1. Literature used originate from publication published scientific papers in period five years lastly, namely from 2021 to 2025, so relevant with development globalization and practice the newest HR management.
2. Source reference originate from journal scientific national.
3. Literature chosen based on its relevance with topic research : development strategy source Power human development source Power human, management talent, digital transformation in management source Power human, competence work, and improvement Power competition organizations in the era of globalization.



4. Articles and books used discuss development strategies, program implementation, effectiveness policies, challenges organization, innovation, and efforts For increase quality source Power man.
5. For make it easier search and verification reference, each source must own bibliography complete including author 's name, year published, title work, journal name or publisher book, volume, number, page, DOI, and link publication.

Various academic databases, including Google Scholar, Garuda, DOAJ, ResearchGate, and repositories college high, used For do search literature For study this. Management source Power human, management talent, digital competence, globalization, human resource development, and power competition organization is some keywords used. Next, the literature chosen based on title and abstract, with focus on publication 2021–2025. However, the theory relevant basis Still considered. Relevant articles can downloaded in a way as a whole and studied more continue. For ensure validity and objectivity results research, peer-reviewed journals and books supporters used.

Results and Discussion

Human capital development strategy

1. Use digital technology systems human resources information system (HRIS)

Various aspect life has changed by progress technology moment this, including HR management. HR professionals must own relevant digital skills as consequence from change technology this. For organizations, understanding to competence become very important thing in face various challenge at a time utilise opportunities in the technological era moment this. In the field of management source Power human resources (HR), digital competence refers to a set of required knowledge and skills For utilise technology optimally in management power Work and operational processes business. Skills This covering ability For control digital tools, capabilities For analyzing data, and understanding about security information. Ability technology information and communication are very important Because tool digital HR management such as system HR and device information soft analytic give ability For control source Power man.

Ability For adapt self with development technology is one of the very important digital skills for HR professionals. This is covers continuous learning and training in use various the latest digital devices to improve efficiency as well as productivity work. In addition, the ability communication and collaboration digitally also holds role important. Coordination team and implementation project now the more easy done through various digital media such as email, applications message instant, as well as online collaboration platforms. Therefore that, management effective team demand good understanding in utilization technology, especially in arrange teams spread across various location and work virtually.

Digital competence can understood as ability individual in utilise digital technology in effective in various context, including environment work. Competence This covers combination skills cognitive, technical, and social that enable somebody interact with technology in a way productive. This covering understanding to tool technology information and communication (ICT), skills managing digital data, as well as implementation solution based technology For finish problems. In the field of source Power human, mastery system such as Human Resource Information System (HRIS) and software soft analytic become example real from digital competencies required.



2. Factors success human capital development in the digital era

Business must adapt with change rapid technology Because digital transformation has change landscape they. The company now relies on digital technologies such as computing cloud, Internet of Things (IoT), big data, and intelligence artificial intelligence (AI). In situations this, power man become key success organization in face digital disruption. Source Power man functioning as executor policy companies and catalysts For sustainable innovation. Therefore that, for organizations that want to still relevant and competitive in the digital era, effective human capital management become something necessity.

Due to digitalization, companies must change method they employing, developing, and retaining employee they. System data- based and AI algorithms have replace method traditional. Analysis predictive help company choose candidate best based on competence and culture work, which makes the selection process employee more efficient. In addition, the system increasing work flexible, such as work from distance remote and hybrid, allowing business For recruiting employee from various place without limitation geographically. This provides challenges and opportunities for company For build culture strong work in the middle pattern changing work.

Due to digital transformation, the way organization manage performance and well-being Employees also change. Companies can collect and analyze data about productivity, satisfaction work, and level retention employee with using big data and people analytics. In-depth data analysis help company create management strategies source Power more human appropriate targets, which allows management burden more work good, improvement involvement employees, and giving incentives. In addition, welfare employee the more important in human capital management. Application mental health, digital fitness platforms, and better work-life balance policies flexible is a number of technology based on welfare programs initiated by the company.

In a way overall, function man capital in the era of increasingly digital transformation strategic and complex. Organization No only must manage source Power man with good, but also must ensure that employee motivated, have environment supportive work innovation and growth professional. With use approach based technology and innovation, books This aim For give reader deep understanding about sustainable human capital management strategies. With understand concepts important in human capital management in the digital era, readers expected can create more strategies flexible and responsive to change environment business that continues changed.

Discussion Results

1. Use digital technology systems human resources information system (HRIS)

HC refers to the use of digital technology for increase efficiency and effectiveness human resource management. Intelligence artificial intelligence (AI), system HR information (HRIS), and various other digital platforms is a number of enabling technology company For optimize their HR processes that have been This done manually or spreadsheet- based.

a. System Human Resource Information System (HRIS)

It is a system based on enabling technology collection, storage, and management of related data employee digitally. System This No only increase data accuracy, but also allows decision makers decision in organization access data with more fast and easy. HRIS is highly automated due to administrative processes like employee data management, attendance, and payroll, which previously need Lots time and energy.

HRIS becomes tool important in taking data - based decisions because allows company For align HR strategy with objective organization in a way more efficient because the data is integrated can give more insight deep about need power work, performance employees, and satisfaction Work.

b. AI in Human Capital

Recruitment, training and development processes employees are heavily influenced by AI. One of the AI applications in HC are processing application work, where technology This can used in a way automatic For filter candidate with qualification best. AI can also used For evaluate performance employee with analyze performance data ; this will give bait more back data - driven and more objective.

2. Factors success human capital development in the digital era

Source Power human resources (HR) are increasingly important in the increasingly competitive business world competitive and dynamic. Source Power man Now more from just assets used company For operate operational. They also function as catalyst for sustainable business strategies, productivity, and innovation. Capabilities company For manage and develop source Power man optimally is one of the determining factors superiority competitiveness.

a. HR as asset strategic in organization

In the era of technology and globalization moment this, source Power human (HR) becomes asset strategic important thing that makes something company different from competitors. Companies that have superior, innovative and open employees will more easy adapt self with market changes and progress technology. Source Power quality human beings tall No only increase mark business but also improve Power competition they are in the industry. Management source Power human resources can help company become more competitive. This includes planning power good work, development competence, and implementation culture creative and innovative company. Source Power human beings who have appropriate knowledge and skills with need business can increase efficiency operational and offering more solutions efficient for customer.

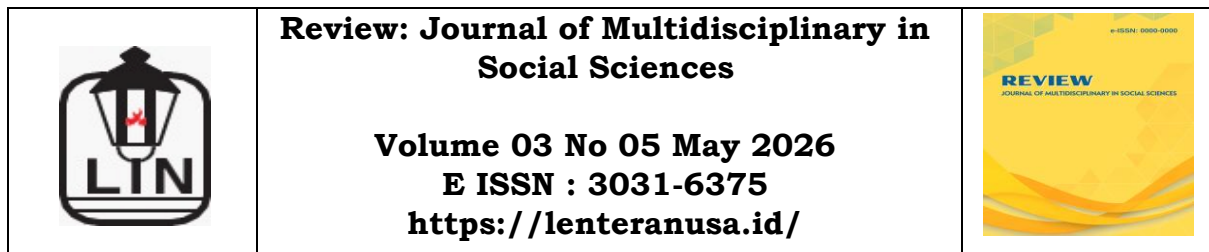
b. Human resources and innovation as factor superiority competitive

Superiority competitive organization lies in innovation, one of component mainly. Creative and innovative people can make goods and services new that differentiates company from its competitors. Therefore that, the company must make place work that encourages innovation. This must be push culture experiment, giving employee chance For generate new ideas, and provide training and resources power required.

In management source Power human, use digital technology helps speed up innovation. Big data and intelligence artificial intelligence (AI) enables employee data analysis For determine pattern work, needs training, and better HR management strategies effective. Technology this also allows implementation system more work flexible, such as remote and hybrid work, which can increase productivity and satisfaction employee.

c. Culture organizations that encourage human resource excellence

Superiority source Power Humans are greatly influenced by culture organization. Organizations that have culture positive, collaborative, and community - based work innovation can attract and retain talent best. Organization with culture supportive work openness, diversity, and work The same team can increase productivity Work as well as speed up the retrieval process decision.



In addition, culture work that prioritizes engagement and well-being employee will increase productivity and loyalty employees. Companies that can make environment work that allows growth employee will own level more retention high and can reduce cost change employee.

d. Leadership in managing human resources for superiority competitive

For build superiority competitive based source Power human resources (HR), leadership organization is very important. Effective leaders No only can manage team with good, but they can also give inspiration and motivation to employee they with give they clear direction. Adaptive and visionary leadership will help company face challenges and take advantage of opportunities in the era of computers and the internet.

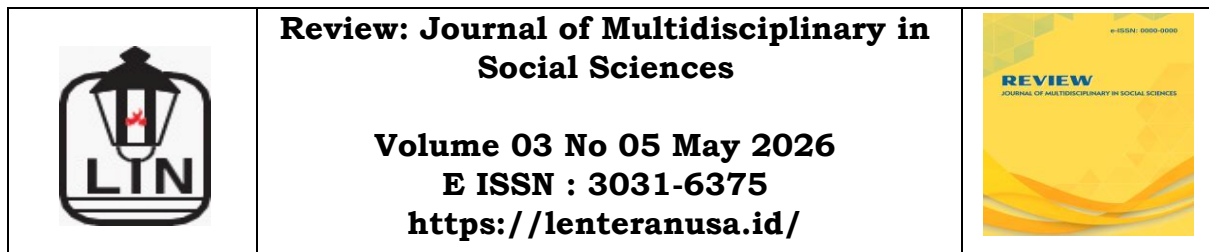
A skilled leader in mentoring and coaching can help employee they reach potential best they. Planning succession, or succession program, is also very important For ensure that leadership still is in the company. The company can guard stability and continuity of its business strategy with choose candidate leader from in the organization.

Conclusion

1. In management source Power human, use digital technologies such as HRIS and AI improve efficiency, accuracy, and quality management employees. Professionals source Power man must own digital capabilities in order to be able to utilise technology For assisting with recruitment processes, data management, communication, and recruitment more decisions efficient in the digital age.
2. Quality source Power human, ability innovation, culture positive organization, and adaptive leadership all contribute to success human capital development in the era of globalization and digital transformation. Utilization digital technologies such as big data also help organization increase effectiveness management source Power human, productivity, and power competition in face change increasingly dynamic business.

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