The Impact of Human Resources Management Measures on the Innovation Capabilities of the Employees of the Bonyad shahid in Guilan, Considering the Role of Social Capital and Human Capital

Seyedeh Leila Azimi KHotbehsara*,Dr. Hosein Ganjinia,

The main objective of this research is, The Impact of Human Resources Management Measures on the Innovation Capabilities of the Employees of the Bonyad shahid in Guilan, Considering the Role of Social Capital and Human Capital. This research applied about the goal and descriptive about data collection. The statistical population of the research is the Bonyad shahid staff in Guilan province, which is 897 people. The sampling method in this research is simple random sampling and the sample size is 296 people. Data gathering method In this field survey and data gathering tool, a questionnaire was used. In this study, Cranach's alpha coefficient was used to measure reliability and to measure the validity was used the content validity which Values higher than 7.0 are obtained for all variables. All analysis of data collected through SPSS and PLS software was done. Confirmatory factor analysis and structural equation modeling are used to study the research hypotheses. The results of the research hypotheses show that the human and human resource management measures have a positive and significant impact on human capital, innovation capabilities and social capital. In the final hypotheses of the research, the positive and significant impact of human capital and social capital on innovation capabilities has been confirmed. Innovative capabilities are a management system that emphasizes the mission of the organization, looks for exceptional opportunities and determines whether it is appropriate for the route and determines whether it is appropriate for the strategic direction of the organization or not, identifies the criteria for success, and also Looking for new opportunities. In this regard, research

can focus on the capabilities of innovation for a wide range of applications for the organization.

Keywords : Key words: Innovation capability, Human capital, Social capital, Human resources management measures, Bonyad shahid, Guilan Province.

Islamic Azad University, Rasht Branch - Thesis Database
دانشگاه آزاد اسلامی واحد رشت - سامانه بانک اطلاعات پایان نامه ها