

Investigating the Impact of Human Resources Strategic Management on Reserve, Maintenance and Empowerment of Maskan Bank Employees in Guilan Province

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Abstract This research focuses on the strategic human resource management framework and its key role in attracting, empowering and retaining employees. The purpose of the research is to answer whether strategic human resource management affects the attraction, empowerment and retention of employees. Accordingly, hypotheses were presented, and a conceptual model was considered in which strategic human resource management is an independent variable and attraction, empowerment and retention were considered as dependent variables. In order to investigate the research purpose, staff of Maskan Bank of Guilan province were taken into account as the statistical population, which are 308 people. Using the Morgan table, 171 employees were considered as the statistical sample. The results of the questionnaires were analyzed using SPSS software which showed that strategic human resource management had a positive and significant effect on attraction, empowerment and retention of staff of Maskan Bank of Guilan province. **Key words:** Human Resources Strategic Management, Reserve, Maintenance, Empowerment.

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