

## Chapter 71

# The Impact of Electronic Human Resource Management (E–HRM) Strategies on Organizational Innovation by Knowledge Repository as Mediating Role

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### ABSTRACT

*The current study is intended to provide the analysis of the direct and indirect relationships between (E-HRM) strategies and organizational innovation through a knowledge repository as a mediation construct. From various previous studies, five (E-HRM) strategies constructs were adopted for this study. These include e-recruitment, e-selection, e-training, e-performance appraisal, and e-compensations, and used the mediating role of a knowledge repository for these constructs to improve organizational innovation. The study applied the Smart Partial Least Square (PLS) software to analyze the underlying relationships amongst the most relevant constructs between (E-HRM) strategies, knowledge repositories, and organizational innovation with a total of seven constructs. As a result of analysis of the findings from middle managers (n = 94) working for the Royal Jordanian airline. It was found that there was a strong and statistically positive significant relationship between several (E-HRM) strategies and organizational innovation by using the knowledge repository as a mediation construct.*

### 1. INTRODUCTION

Electronic human resource management (E-HRM) strategies have become increasingly important for several organizations to improve the innovation by consider the used of knowledge repository. In attempting to build an organization innovation, it is vitally essential to recognize the significance of (E-HRM) strategies and knowledge repository and how work to improve the organizational innovation. In

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the recent study, Silva et al. (2018) noted that innovation intermediaries' engagement in collaborative projects would also enable them to generate closer to organization benefits.

Recently, Johnson et al. (2016) noted that the term eHRM more clearly articulates the importance of the Internet and Web in the delivery of HR services. However, since the emergence of the internet, a new era of HR termed as E-HRM has begun, furthermore, Information and Communication Technologies (ICTs) generate globalization that affect business environment and transform the construction and performance of the organizations around the globe. Lately, Müller, and Hundahl (2018) describe that Information technology enables disruptive innovations, causing paradigm shifts in how companies do business. IT allows companies to break with traditional business models and management thinking. Also, Yusliza and Ramayaha (2012) noted that the fundamental changes brought by information technology (IT) have meaningfully altered how organization functions their businesses and this, in turn, has led to alterations in management records and actions.

Recently, Gani and Anjum (2017) noted that e-HRM is a wide term which covers the amalgamation of Human Resource Management (HRM) and Information Technology (IT), mainly concentrated on making the value for the employees and managers of the organizations. Additionally, Atak and Erturgut (2010) noted that the information age characterizes a period which has specific characteristics with the impact of rapidly developing information and communication technologies of social and economic conditions of today. Therefore, at this time the new technology is considered in most organizations as one of the strategic factors for organizational innovations improvement and E-HRM. Additionally, the influence of knowledge on HRM the owners of the organizations attempt to enable the implementation of HR strategies by applying information technology and knowledge in their organizations. Therefore, knowledge provides a medium in which human resource managers will perform HR policies and HR practices in a better way and with higher quality (Davoudi and Kaur 2012).

According to Jonczyk (2015) describe that the modern development movement of an organization is definitely based on the concept of innovativeness, an interest in applies aimed at pointing human resource management to innovativeness is growing. Also, Erdoğan and Esen (2011) describe that using information and communication technologies in human resource facilities has become an essential strategy to achieve innovation for organizations. In addition to, Information technologies are estimated to deliver the HR strategies with the opportunity to create new avenues for contributing to organizational innovations. Likewise, Uslu (2015) noted that innovation is very significant to achieve successful performance results in the organization. Furthermore, Kesti (2012) describe that the optimal workplace innovation can be seen as collectively agreed and successfully satisfied development that best fit for the collective development needs identified at the working society to meet the human resource needs for development. Tohidi (2011) study the contribution of the impact of the Information Technology in different fields of science and has an indescribable prosperity to scientific interactions of the world but has also followed concern in different fields of such as human resources strategies.

To improve Organizational Innovation, the researchers examine the relation between Electronic human resource management (E-HRM) strategies and Knowledge Repository. Nowadays, organizations are surrounded by turbulent environments, which might change and need to develop the Organizational Innovation. Therefore, organizations must arm themselves with comprehensive knowledge to be able to face the Organizational Innovation introduced by the unstable environment. In addressing this issue, this research will focus on the challenges experienced when executing Organizational Innovation. The lack of Electronic human resource management (E-HRM) strategies for Organizational Innovation has caused many HR departments failures. Thus, organizations must improve the Organizational Innovation

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