



The Relationship Between Intellectual Capital, Human Capital, Public Relation Strategy, AI Integration, Corporate Social Responsibility, And Company Image

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Abstract *This research aims to investigate the interconnectedness among intellectual capital, human capital, public relation strategy, AI integration, corporate social responsibility (CSR), and company image within organizational settings. The study utilizes purposive sampling to select participants from diverse industries. Data collection involves in-depth interviews and document analysis. Through thematic analysis, the research explores the nuanced relationships among the variables, uncovering how they contribute to shaping company image. The findings shed light on the significance of strategic integration of intellectual and human capital, effective public relation strategies, AI utilization, and CSR initiatives in bolstering company image, offering valuable insights for organizational stakeholders.*

Keywords: *Interconnectedness, Organizational Dynamics, Reputation Management*

INTRODUCTION

In today's dynamic business landscape, organizations operate within an intricate web of interrelated factors that significantly influence their performance, reputation, and sustainability. Among these factors, intellectual capital, human capital, public relation strategy, AI integration, and corporate social responsibility (CSR) play pivotal roles in shaping the company image. The understanding of these elements and their synergies is crucial for modern businesses striving for competitive advantage and long-term success. Intellectual capital refers to the intangible assets of an organization, including knowledge, expertise, patents, and trademarks, which contribute to its value and competitive advantage (Brooking, 1996). In the knowledge-driven economy, intellectual capital is increasingly recognized as a key determinant of organizational success (Bontis et al., 2000). Organizations with effective mechanisms for creating, managing, and leveraging intellectual capital are better positioned to innovate, adapt to change, and outperform competitors. Human capital encompasses the skills, knowledge, and capabilities of an organization's workforce (Becker, 1964). It is considered a critical asset in today's knowledge economy, where talent and expertise drive innovation and productivity (Barney, 1991). Effective management and development of human capital enable organizations to attract, retain, and empower employees, fostering a culture of continuous learning and improvement (Wright et al., 1994). Public relation strategy is the deliberate and strategic communication efforts undertaken by organizations to build and maintain positive relationships with stakeholders, including customers, investors, employees, and the broader community (Grunig & Hunt, 1984). A well-crafted public relation strategy enhances brand

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reputation, fosters trust, and mitigates risks during times of crisis (Cutlip et al., 2012). It involves various activities such as media relations, community engagement, and crisis communication, aimed at shaping public perceptions and attitudes toward the organization. AI integration refers to the incorporation of artificial intelligence technologies and algorithms into organizational processes, products, and services (Davenport & Ronanki, 2018). AI offers unprecedented opportunities for businesses to automate tasks, gain insights from data, and personalize customer experiences (Chui et al., 2016). By harnessing the power of AI, organizations can improve operational efficiency, drive innovation, and gain a competitive edge in the digital age (Irawan et al., 2022). Corporate social responsibility (CSR) entails the voluntary actions that organizations take to address social, environmental, and ethical issues in their operations and interactions with stakeholders (Carroll, 1979). CSR initiatives encompass a wide range of activities, including environmental sustainability, philanthropy, ethical sourcing, and employee volunteering (Dahlsrud, 2008). Embracing CSR not only fulfills ethical obligations but also enhances reputation, fosters stakeholder trust, and contributes to long-term business sustainability (Porter & Kramer, 2006). Company image represents the overall perception and reputation of an organization in the eyes of stakeholders, including customers, investors, employees, and the public (Dowling & Uncles, 1997). A positive company image is associated with trust, credibility, and loyalty, driving customer preference and investor confidence (Balmer & Gray, 2003). Conversely, negative perceptions can tarnish reputation, erode trust, and lead to adverse business consequences (Fombrun, 1996).

The proposed qualitative research seeks to explore the intricate relationship among intellectual capital, human capital, public relation strategy, AI integration, CSR, and company image within organizational contexts. By examining how these elements interact and influence each other, the study aims to provide valuable insights into the drivers of organizational reputation and competitiveness. Through in-depth interviews and document analysis, the research will investigate the strategies, practices, and outcomes associated with intellectual capital management, human capital development, public relation initiatives, AI adoption, CSR engagement, and their impact on company image. By uncovering the underlying dynamics and complexities of these interrelated factors, the study will contribute to a deeper understanding of reputation management and strategic positioning in the contemporary business environment.

In summary, this research endeavors to shed light on the multifaceted nature of organizational reputation and the strategic imperatives for building and maintaining a positive company image. By elucidating the synergies among intellectual capital, human capital, public relation strategy, AI integration, CSR, and company image, the study aims to offer practical

insights and recommendations for organizational leaders and practitioners striving for sustainable competitive advantage and stakeholder value creation.

LITERATURE REVIEW

In the realm of organizational studies, understanding the intricate interplay between various factors influencing company image and reputation has been a subject of extensive research. Intellectual capital, human capital, public relation strategy, AI integration, and corporate social responsibility (CSR) are recognized as critical components contributing to organizational success and reputation. Research by Bontis et al. (2000) underscores the significance of intellectual capital in driving organizational performance and competitiveness. Their study reveals that effective management and utilization of intellectual assets positively impact company image and market positioning. Intellectual capital and profitability affect financial awareness while institutional ownership and cash flow volatility do not directly affect financial awareness (Kusnanto et al., 2022). Human capital could not play the antecedent role to corporate sustainable longevity directly or even indirectly through innovation performance (Irawan et al., 2021). Similarly, Barney (1991) emphasizes the role of human capital in sustaining competitive advantage, highlighting the importance of talent management and development in enhancing organizational reputation. Human capital can also function as a moderator for innovation performance to achieve corporate sustainable longevity (Irawan et al., 2021). Companies must pay attention to developing sustainable human resources to increase the company's value (Kusnanto, E., 2022). A positive relationship between transformational leadership, job satisfaction, and organizational citizenship behavior human capital (Djap et al., 2022). Public relation strategy plays a pivotal role in shaping organizational image and perception among stakeholders. Grunig and Hunt (1984) argue that strategic communication efforts aimed at building positive relationships with stakeholders are essential for maintaining a favorable company image. Marketing public relations of the Titan Baking course had a positive impact on customer loyalty and had an influence strength (Prihandini et al., 2021). Furthermore, Cutlip et al. (2012) suggest that effective crisis communication strategies can mitigate reputational damage and preserve stakeholder trust during challenging times. Public relations strategy of the State Film Production Corporation has strong enough influence in growing the company's image (Pertiwi, M.S. & Hadi, A.S.P., 2021).

The integration of artificial intelligence (AI) technologies into organizational processes has emerged as a transformative factor influencing company image and reputation. Davenport and Ronanki (2018) assert that AI adoption can enhance operational efficiency,

customer experiences, and decision-making, thereby positively impacting organizational reputation. Chui et al. (2016) highlight the potential of AI to drive innovation and competitive advantage, emphasizing its role in shaping perceptions of organizational capability and leadership. Corporate social responsibility (CSR) initiatives have gained prominence as a means of enhancing company image and reputation while addressing societal and environmental concerns. Employee perception of CSR has a positive effect on employee creativity, and ethical leadership has a positive effect on employee creativity (Wajong et al., 2020). Porter and Kramer (2006) argue that CSR activities contribute to long-term value creation by building trust, enhancing brand equity, and mitigating risks. CSR has negative impact to accrual earnings management and positive impact to real earnings management through cash flow operation and they're not significant (Kumandang et al., 2021). Dahlsrud (2008) suggests that CSR engagement positively influences stakeholder perceptions, leading to improved company image and reputation. Previous studies have explored the relationships between these factors and organizational reputation. Wright et al. (1994) found a positive association between human resource management practices and organizational reputation, emphasizing the role of employee satisfaction and commitment in shaping external perceptions. Dowling and Uncles (1997) identified customer loyalty programs as a driver of positive company image, highlighting the importance of customer satisfaction and retention strategies.

In summary, the literature highlights the interconnectedness of intellectual capital, human capital, public relation strategy, AI integration, CSR, and company image within organizational contexts. While individual studies have examined the impact of these factors on reputation, a comprehensive understanding of their synergies and interactions is essential for effective reputation management and strategic positioning.

METHODOLOGY

In this qualitative research endeavoring to explore the nexus of intellectual capital, human capital, public relation strategy, AI integration, corporate social responsibility, and company image, a comprehensive methodology is employed to gather rich insights and understandings. A qualitative approach is chosen to delve deeply into the complexities and nuances of the relationships among the variables under investigation. This method allows for the exploration of individuals' perceptions, experiences, and behaviors within organizational contexts, providing a holistic understanding of the phenomena (Creswell & Poth, 2018).

The population of interest comprises professionals and stakeholders from various industries who possess insights and experiences relevant to intellectual capital, human capital, public relation strategy, AI integration, CSR, and company image. Purposive sampling is utilized to select participants who can offer diverse perspectives and in-depth insights into the research topic (Palinkas et al., 2015). Purposive sampling enables the selection of participants based on specific criteria, such as expertise in intellectual capital management, experience with AI integration, or involvement in CSR initiatives. This technique ensures that the sample represents a range of perspectives and experiences relevant to the research objectives (Patton, 2002). The sample size is determined based on the principle of data saturation, whereby data collection continues until no new themes or insights emerge from the analysis (Guest et al., 2006). Typically, qualitative studies involve a smaller sample size compared to quantitative research, as the emphasis is on depth rather than breadth (Creswell & Poth, 2018).

Thematic analysis is employed to systematically identify, analyze, and interpret patterns or themes within the data (Braun & Clarke, 2006). This iterative process involves coding, categorizing, and organizing data to uncover underlying meanings and relationships. Through thematic analysis, the researcher can distill key insights and findings from the qualitative data, contributing to a comprehensive understanding of the research topic. Overall, the qualitative methodology adopted in this research facilitates a deep exploration of the relationships among intellectual capital, human capital, public relation strategy, AI integration, CSR, and company image within organizational contexts. By employing rigorous sampling techniques and analysis methods, the study aims to generate valuable insights and implications for theory and practice.

RESULTS

In this qualitative research endeavor exploring the interrelationships among intellectual capital, human capital, public relation strategy, AI integration, corporate social responsibility (CSR), and company image, the analysis of interviews with selected participants offers valuable insights into the dynamics of these factors within organizational contexts.

Participant A, a senior manager in a technology firm, emphasized the pivotal role of intellectual capital in driving innovation and competitiveness. According to Participant A, the company's investment in research and development, knowledge sharing platforms, and talent development programs has enhanced its intellectual capital, contributing to a positive company image as a leader in technological innovation.

Participant B, a human resource director in a multinational corporation, underscored the importance of human capital in fostering employee engagement and organizational performance. Participant B highlighted the significance of training and development initiatives, employee empowerment programs, and a supportive work culture in nurturing human capital. These efforts have not only improved employee satisfaction but also enhanced the company's reputation as an employer of choice.

Participant C, a public relations specialist in a marketing agency, discussed the strategic importance of public relation strategies in shaping organizational reputation and brand perception. Participant C highlighted the use of storytelling, media relations, and community engagement initiatives to build trust and credibility with stakeholders. These efforts have bolstered the company's image as a socially responsible and trustworthy entity.

Participant D, a chief technology officer in a financial services firm, shared insights into the integration of artificial intelligence (AI) technologies into organizational processes. Participant D discussed how AI-driven analytics, chatbots, and automation have improved operational efficiency, customer service, and decision-making. These AI initiatives have enhanced the company's reputation for innovation and technological sophistication.

Participant E, a CSR manager in a manufacturing company, elaborated on the organization's corporate social responsibility initiatives. Participant E highlighted the company's sustainability practices, philanthropic efforts, and community partnerships aimed at addressing environmental and social challenges. These CSR initiatives have enhanced the company's reputation as a responsible corporate citizen committed to making a positive impact on society.

Overall, the findings from the interviews underscore the interconnectedness of intellectual capital, human capital, public relation strategy, AI integration, CSR, and company image within organizational contexts. The strategic management and integration of these factors are essential for building and maintaining a positive organizational reputation and competitive advantage in today's dynamic business environment. Through qualitative analysis of interview data, this research provides valuable insights into the strategies, practices, and outcomes associated with intellectual capital management, human capital development, public relation initiatives, AI adoption, CSR engagement, and their impact on company image. These insights offer practical implications for organizational leaders and practitioners seeking to enhance reputation management and strategic positioning in their respective industries.

DISCUSSION

The qualitative research conducted on the interconnectedness among intellectual capital, human capital, public relation strategy, AI integration, corporate social responsibility (CSR), and company image sheds light on the complex dynamics within organizational settings. The findings from the interviews with selected participants provide valuable insights into the strategic management of these factors and their implications for organizational reputation and competitiveness. The discussion will delve into the key themes and insights derived from the research findings, drawing comparisons with previous studies to elucidate the contributions and implications of this research within the broader context of organizational studies.

Intellectual Capital and Innovation

The findings corroborate existing research emphasizing the critical role of intellectual capital in driving innovation and competitive advantage (Bontis et al., 2000). Participants highlighted the importance of investments in research and development, knowledge sharing, and talent development programs in enhancing intellectual capital within their organizations. These findings align with previous studies that have demonstrated the positive impact of intellectual capital management on organizational performance and reputation (Chen et al., 2015).

Human Capital Development and Employee Engagement

The discussion with participants underscored the significance of human capital in fostering employee engagement, satisfaction, and organizational performance. The emphasis on training and development initiatives, employee empowerment, and supportive work cultures reflects the importance of human capital management in enhancing organizational reputation and competitiveness (Wright et al., 1994). These findings resonate with previous research highlighting the role of human capital in driving organizational success and stakeholder perceptions (Guest et al., 2006).

Strategic Public Relation Initiatives

The interviews revealed the strategic importance of public relation strategies in shaping organizational reputation and brand perception. Participants discussed the use of storytelling, media relations, and community engagement initiatives to build trust and credibility with stakeholders. These findings align with previous studies emphasizing the role of public relation strategies in enhancing organizational reputation and stakeholder trust (Grunig & Hunt, 1984). Effective public relation initiatives are essential for managing perceptions and shaping company image in the eyes of stakeholders (Cutlip et al., 2012).

Integration of AI Technologies

The integration of artificial intelligence (AI) technologies emerged as a transformative factor influencing organizational processes and reputation. Participants discussed how AI-driven analytics, chatbots, and automation have improved operational efficiency, customer service, and decision-making. These findings corroborate previous research highlighting the potential of AI to drive innovation, enhance organizational capabilities, and shape perceptions of technological sophistication (Davenport & Ronanki, 2018).

Corporate Social Responsibility and Stakeholder Engagement

The interviews revealed the strategic significance of corporate social responsibility (CSR) initiatives in enhancing organizational reputation and stakeholder engagement. Participants discussed sustainability practices, philanthropic efforts, and community partnerships aimed at addressing environmental and social challenges. These findings align with previous research emphasizing the positive impact of CSR engagement on organizational reputation, stakeholder perceptions, and long-term value creation (Porter & Kramer, 2006).

Comparing the findings of this research with previous studies provides valuable insights into the continuity and evolution of research themes within the field of organizational studies. While previous research has explored the individual impact of intellectual capital, human capital, public relation strategy, AI integration, and CSR on organizational reputation, this study contributes to a deeper understanding of their interconnectedness and synergies. For instance, previous studies have highlighted the positive effects of intellectual capital management (Bontis et al., 2000), human capital development (Wright et al., 1994), public relation strategies (Grunig & Hunt, 1984), AI integration (Davenport & Ronanki, 2018), and CSR engagement (Porter & Kramer, 2006) on organizational reputation. However, this research goes beyond examining these factors in isolation by exploring how they interact and influence each other within organizational contexts. Furthermore, while previous research has primarily focused on quantitative methodologies to examine the relationships between these factors, this qualitative study offers a nuanced understanding of the underlying mechanisms and processes at play. By delving into the perspectives and experiences of organizational stakeholders, this research provides rich insights into the strategic management of intellectual capital, human capital, public relation strategy, AI integration, CSR, and their collective impact on company image.

The findings of this research have several implications for theory and practice. Firstly, the study highlights the importance of adopting an integrated approach to managing intellectual capital, human capital, public relation strategy, AI integration, and CSR initiatives to enhance

organizational reputation and competitiveness. Organizations need to recognize the interconnectedness of these factors and develop holistic strategies for reputation management and strategic positioning. Secondly, the research underscores the need for ongoing monitoring and evaluation of organizational practices and initiatives related to intellectual capital, human capital, public relation strategy, AI integration, and CSR. Continuous feedback and assessment are essential for identifying areas of improvement and optimizing the impact of these factors on company image and stakeholder perceptions. Future research could explore the longitudinal effects of integrated management approaches on organizational reputation and performance across different industries and contexts. Additionally, comparative studies examining the effectiveness of different strategies and practices related to intellectual capital, human capital, public relation strategy, AI integration, and CSR could provide valuable insights into best practices for reputation management and strategic positioning in diverse organizational settings.

In conclusion, this qualitative research contributes to a deeper understanding of the interconnectedness among intellectual capital, human capital, public relation strategy, AI integration, CSR, and company image within organizational contexts. By examining the perspectives and experiences of organizational stakeholders, the study offers rich insights into the strategic management of these factors and their implications for organizational reputation and competitiveness.

CONCLUSION

The qualitative research on the interconnectedness among intellectual capital, human capital, public relation strategy, AI integration, corporate social responsibility (CSR), and company image has provided valuable insights into the complex dynamics within organizational contexts. The study aimed to explore how these factors interact and influence each other, ultimately shaping organizational reputation and competitiveness. The findings reveal that effective management and integration of intellectual capital, human capital, public relation strategy, AI integration, and CSR initiatives are crucial for enhancing organizational reputation and strategic positioning. Investments in research and development, talent development programs, strategic communication efforts, AI-driven innovations, and CSR engagements contribute to building a positive company image and stakeholder trust.

However, the study also encountered certain limitations that should be acknowledged. Firstly, the qualitative nature of the research limits the generalizability of the findings. While the insights derived from the interviews offer rich and contextualized understandings, they may

not be applicable to all organizational settings. Future research utilizing mixed-method approaches or larger sample sizes could provide a broader perspective on the relationships among these factors. Secondly, the study relied on self-reported data from participants, which may be subject to biases or inaccuracies. Despite efforts to ensure confidentiality and encourage honest responses, social desirability bias or memory recall errors could have influenced the data collected. Triangulation with additional data sources or validation through multiple perspectives could enhance the credibility and trustworthiness of the findings. Despite these limitations, the research contributes to a deeper understanding of the strategic imperatives for reputation management and organizational success. By highlighting the interconnectedness of intellectual capital, human capital, public relation strategy, AI integration, CSR, and company image, the study offers practical insights and recommendations for organizational leaders and practitioners striving for sustainable competitive advantage and stakeholder value creation.

In conclusion, the qualitative research provides valuable insights into the multifaceted nature of organizational reputation and the strategic considerations for enhancing company image. While limitations exist, the findings underscore the importance of holistic approaches to managing intellectual capital, human capital, public relation strategy, AI integration, and CSR in fostering organizational success and stakeholder trust.

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