

Human Resources: The Value Of Intangible Assets

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Technology firms are highly dependent on their software engineers for innovation or/and the implementation of innovation. Therefore human resources is an important part of their business as most there employees are a valuable intangible asset. However a recent survey by *PayScale* [1] suggests that tech companies have the highest turnover rate compared to other industries. The turnover rate measures the average tenure of the employees. Even more surprisingly is that succesfull companies such as Amazon and Google rank respectively second and fourth among the list of highest turnovers. With all the employee benefits Google is offering such as free legal services, lunches, entertainment areas and learning possibilities you could wonder why are people leaving? In this chapter the value of human resources and good recruitment are discussed. In related work existing research into recruiting for technology firms are covered.

References

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