

Islamic Azad University

Rasht branch

TITLE:

Study of effects of the human resources management proceedings over
competitive advantages of the organization

(Ports and Maritime Organization of the Islamic republic of Iran)

A thesis submitted in fulfilment of the requirement for the degree of

Master of Arts in

BUSSINESS MANAGERMENTS , MARKETING

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Abstract

In competitive condition of the current world there is no way for the organizations to survive except gaining competitive advantages. The importance and the unique place of the human force in the competitive condition of the organizations, makes each organization to look at the human force in the competitive advantage category as the most precious resource therefore this research is done with the purpose of studying the human resources management proceedings over the competitive advantage of the organization and case study in the Ports and Maritime Organization of Gilan.

This study in terms of functional purpose and data gathering is “descriptive-field study”, therefore a sample consisting of 173 personnel of the organization has been chosen and using “Proglokey and Theotokos”(2010) questionnaire the necessary data is gathered and analyzed using multiple regression in the SPSS software. The result of the study shows that all six dimensions of the human resources managements proceedings in the model of “Proglokey and Theotokos”(2010) (consisting pivotal abilities, mind power, physical power, knowledge, skill and human resource motivation) in gaining competitive advantage in the Ports and Maritime Organization of Gilan has a meaningful role and in the “human resources knowledge” category with 44% regression factor has the most effect over the organization competitive advantage. The results also showed that other dimensions has enumerative regression factor (motivation 38% , skill 36% , mental ability 32% and stable pivotal abilities and physical ability both 28%) taking the second to the sixth place in the amount of affecting organization competitive advantage. Finally some propositions based on the result has been made to the managers and supervisors of the Ports and Maritime Organization of Gilan.

Keywords: competitive advantage, human resources, human resources managements