

## **HUMAN CAPITAL STRATEGIST TO OPTIMIZE ORGANIZATION EFFECTIVENESS IN ALLIANCE AND NETWORKING**

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### **Abstract**

Today, many firms were struggling with the combined impact of high interest rates, growing international competition and shrinking productivity, which led to the demand for greater accountability in all functions of the company. The new human resource function was not exempt from this trend, and while methods for assessing the costs and benefits of HR programs were available, they were not widely utilized. Strategic alliances between firms are now a ubiquitous phenomenon. Their proliferation has led to a growing stream of research by strategy and organizational scholars who have examined some of the causes and consequences of such partnerships, mostly at the dyadic level. It will develop a social network perspective on some of the key questions associated with strategic alliances, going beyond the dyadic level to the larger network in which alliances are embedded. Over the years, there has been tremendous emphasis placed on HR practitioners becoming strategic business partners and being a value-added source within organizations. Furthermore, the HR function is often viewed as an expense-generator and an administrative function and not as a value-added partner. Businesses have long understood the importance of networking and how it helps them grow their business through referrals. In recent years, there has been a shift from traditional local networking events arranged by chambers or associations to online networking, which is global in nature. According to all reality conditions above and the fundamental basic concept that HR always become an specific asset and have several roles in organization to reach goals, So, the specific question is how we prepare our HR to have strong capabilities as Human Capital (HC) to enable the organization network activities implementation will be more effective and efficient. This condition will impact organization value and its capability to have higher competitive advantage chance.

**Keywords:** HR Strategic, HR Values, Organization's Value, Networking