

Abstract :

The main challenge of the business strategy is to find a way to achieve sustainable competitive advantage at the expense of products and other competitors in the market.

Competitive advantage is an advantage over competitors by providing greater value to consumers, either by lowering prices or by providing greater benefits and services that justify higher prices.

Therefore, human resources management can contribute to the achievement of the organization's objectives, and maintain its competitiveness as well as obtaining competitive advantages to help it survive. Achieving a competitive advantage for the organization requires the availability of a set of competencies and resources necessary for it, and running it efficiently and efficiently, as this greatly ensures the success of the competitive strategy of the institution, and human resources are the most important resource that can rely on the institution to obtain this advantage, as a difficult resource Access is also changing and complex, especially at the present time characterized by changing working conditions and widespread awareness of workers.

The human resource is the main driver of the production process, therefore, the organization attached great importance to the management of human resources in order to enable them to attract qualified and qualified individuals to fill positions, and whatever skills are attracted and selected, they need support to ensure the development of their personal knowledge and thus the burden of financial functions on More effectively leading to increased productive capacity of the organization and enable it to enter the competition market.

With the technological and economic development and the expansion in the use of work systems, and change the concepts and methods of management and the introduction of electronic computers in production methods, and with the expansion of business and increased disciplines and multiple options and increased competition between organizations shows the great importance of human resources, as the latter, the most valuable assets of organizations,

human element It is the one that imparts dynamism through its interactions and relationships within the organization.

Algeria, like other countries, has drawn its attention to the industrial sector, especially after the development of industrialization and the intervention of science in the industry, in order to achieve high productivity efficiency, if the degree of success of the organization is still measured by the degree of efficiency in the completion of production work and financial indicators, in the future will be measured by its ability to Taking the necessary decisions, developing and adapting to the environment, innovation and creativity, and in light of the economic transformations experienced by the economy today, ie, entering the market economy, justifies the important role played by planning, bringing, testing and selecting the human element that has the qualifications to work. To achieve the best interests of the organization, which is mainly to achieve the highest possible profit at the lowest cost and to strengthen the institution's competitive position in the market, to maintain the position of the human element. In order to achieve this goal, it is necessary to emphasize the competence and qualification of the workers and employ them in the appropriate positions.