



# Talent Management as a Competitive Advantage

Tamara Tripská

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### Abstrakt

Cílem bakalářské práce je analyzovat využití metod rozvoje mezi velkými podniky a malými a středními podniky s využitím primárního výzkumu a sekundárního výzkumu. K dosažení výsledku musí být proveden výzkum na obou velikostních skupinách podniků. Tato práce se zabývá strategií lidských zdrojů, aby se zjistilo, zda podnik rozvíjí a vzdělává své zaměstnance, které společnost potřebuje, a efektivně se poté zapojují. Jedním z cílů je zajistit, aby si podnik vytvořil konkurenční výhodu vybudováním prostředí účinného lidského kapitálu a potvrdil řízení talentů jako cestu k dosažení cíle společnosti. Výsledkem bakalářské práce je doporučit malým a středním podnikům, které metody rozvoje jim vytvářejí konkurenční výhodu.

### Abstract

The aim of the bachelor thesis is to analyze the usage of development methods between large enterprises and small and medium-sized enterprises, with the use of field research and desk research. In order to achieve this recommendation, research must be accomplished on both size groups of enterprises. This thesis deals with human resource strategy, to establish that an enterprise develops and educates their employees, which the company needs and engage efficiently. One of the goal is to ensure that the enterprise develops a competitive advantage by building up an environment of efficient human capital and to confirm talent management as a path to obtain company's goal. The outcome of the bachelor thesis is, to recommend to small and medium-sized enterprises, which development methods create them a competitive advantage.

### Conclusion

This bachelor thesis begins with the theoretical part, which was an introduction to the researched topic. In this part the principles of management and its processes were explained. Subsequently, the methods of employee development and education were described in more detail. The theses are followed with the practical part, which was based on the theoretical one. It was designed to determine the aim of this theses, at the beginning of the work. To achieve this goal, there were used methods that are also described in the theoretical part.

The main goal of this these was to analyse the usage of development methods between large enterprises and small and medium-sized enterprises, with the use of field research and desk research.

This goal was achieved through the practical part in which both types of research were used. In the second part of the research, which was created using a questionnaire survey, the results of both researches were compared. Comparison of these results was followed by recommendations for SMEs, which is also the output of this work. Remind me of the full text output as stated in the introduction.

The outcome of the bachelor thesis is, to recommend to micro, small and medium-sized enterprises, which development methods create them a competitive advantage.

As a result of this work we can consider that large enterprises do not have a clear competitive advantage in the area of employee training towards small and medium-sized enterprises. This fact results from the principle of division of companies into micro, small, medium and large enterprises. If all aspects in companies were the same, this division would be unnecessary. However, companies can inspire each other from the areas of employee development and education and their impact on competitive advantage. Therefore, the recommendation for micro, small and medium-sized enterprises is to inspire large companies in terms of the sophistication of staff training and development.

### Methodology

Two research methods will be used in this work. Already mentioned field research and board research. Desk research focuses on large enterprises and their employee development methods. To achieve information about employee development in large enterprises, and content analysis technique is used, where information appears in the company records and on the websites of companies. The goal of the field research is to confirm or refute, whether micro, small and medium-sized enterprises use the same or different employee development methods. For the acquisition of this data will be carried out using the online questionnaire.

### References:

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