

INFLUENCE OF HUMAN CAPITAL ON THE FORMATION OF A COMPANY BRAND

In the current market conditions, if you want to make your company successful, you need to be able to apply a variety of techniques for research and maintaining success based on the consumers recognition, as well as it is necessary to provide highly competitive advantages of the managing business. In order to get this effect, company has to put a lot of effort. It is proved that the best way to achieve company's goals and get customers attention is to provide effective brand strategy.

A brand can be defined as a set of tangible and intangible attributes designed to create awareness and identity, and to build the reputation of product, service, person, place, or organization [1]. The main goal of branding strategy is to create brands that are differentiated from the competition, thereby reducing the number of substitutes in the marketplace.

There is no doubt, that the process of forming a competitive brand in the company involves all employees, from workers in production to top management. All of them are related to this process because they are carriers of information about the company. This is especially true for service workers, as they interact directly with customers.

First of all, employees react to what brand of the company represents and if the manager wants his branding strategy to be successful he/she should control and improve attitude and behavior of the workers in the process of delivering brand to the customer. The behavior of employees in delivering the brand idea of the organization influences and shapes brand experiences as the functional and emotional values of the brand are delivered by the employees [2].

The importance of human capital to play a major role in achieving competitive advantage has become greater than before because of its creation of important wealth and the success of the organization and create a competitive advantage [3]. To create a workforce capable of providing a competitive advantage, organizations create a regulatory environment that develops knowledge and creates motivation, making it difficult to imitate by competitors.

Human capital can be defined as the expertise, skillsets, and attributes possessed by an individual, which in turn creates economic value for the organization [4]. Over the last decade, most organizations have realized that human capital development is crucial to an organization's performance.

Companies that focus on staff and provide quality training, gain an advantage over others. After all, staff constantly evolving and flexible in the external environment can quickly react to consumer requests and easily convey to them the value of a product or service.

Company personnel services have emerged as the key to both, wealth creation and gaining sustainable competitive advantage. Their development plays an important role in an organization's growth, productivity, and efficiency. To reap the best benefits from it, every company needs to actively invest in human capital services. Despite the growth in artificial intelligence, human capital still remains very important to an organization because every organization requires human capital to reach their goals [4].

The main goal of any company is to form a stable position of the brand in consciousness of the customer and how it was proved before, the employees have great influence on it. Therefore, there is no denying the fact that first of all, management have to concentrate their attention on education and training of their personnel, because it will maximize their own professional skills. Hence, brand strategy will be realized in a better way, so the company will get excellent results.

References

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