# HUMAN RESOURCE MANAGEMENT IN INNOVATIVE ENTERPRISES – A DIALECTICAL SYSTEM APPROACH

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The paper, first of all, briefly presents the environment and challenges the company will encounter in the current decade. Further, the authors investigate challenges, which will impact the implementation of human resource management in companies. As there exists a two way link between the companies and the environment, this contribution also illustrates the link into the other direction, and shows how a company can gain its competitive advantage by effective human resource management. The point lies in its development from a working via a knowledge-based to a creativity based, and an innovative-business and sustainable company.