Transformation of Human Resource Management at the Jordanian Small and Medium Enterprises: Migrate Business Services as a Case Study.

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ABSTRACT

Throughout this study, the researcher attempts to stand on the transformational aspects and business activities that Migrate Business Services embody in order to set an example of Jordanian SMEs that has a set of local and global network of business activities. Moreover, the researcher sheds the light on Migrate as an SME that is in continuous interaction between the local and the global, especially in their HRM policies and practices. Another major dimension of this study is highlighting the role of Migrate in catalyzing the transformation of other JSMEs at the scope of their business practices, especially HRMS.

The researcher adopts the Qualitative research approach, Phenomenology as a philosophical and methodological framework, and Grounded Theory as a research method to capture the connotations of the research phenomena, where in-depth interviews were conducted with the founders and key directors at Migrate, and findings were extracted through using content analysis of those interviews and other documents reached by the researcher. The researcher also employs his personal experience as a member of Migrate to contribute in highlighting the main themes and dimensions of transformation and transformational business activities of Migrate.

The researcher found that Migrate is a model for transformative JSMEs with its local-global identity and its influence on transforming other JSMEs. It embodies most of the components of the Integral Enterprise and a pioneering model for transforming HRM into Conscious Evolution through integrating its global proficiency with its localized execution strategy.

Finally, the researcher developed a set of propositions and recommendations relating to the research phenomena at the scope of JSMEs, laying the grounds for new studies building on this study as well as actions to be taken from those recommendations.

Key Words: Qualitative Research, Transformation Management, Migrate Business Services, Jordanian Small & Medium-Sized Enterprises (JSMEs), Transformative Human Resource Management.