

Marion Festing / Susanne Royer (Eds.):

## **Current Issues in International Human Resource Management and Strategy Research**

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The editors' volume "Current Issues in International Human Resource Management and Strategy Research" is the first volume belonging to a new series of publications bearing the title "International Human Resource and Strategy Research" and was published by Rainer Hampp.

The new series is aimed at creating an open forum for discussion and exchange of contributions on human resource management and strategy research. One specific feature of the series is that it not only reports on the latest results of university or project-bound research but also, being interdisciplinary, contributes to bringing together current research reports from the fields of human resource management and strategy research. Junior researchers are encouraged to participate.

The present volume is divided into three parts. The first part deals with internationally oriented strategic management while the second part concentrates on international human resource management. The third and last part includes publications on the significance of different types of business culture in international enterprises and their influence on the employer-employee relationship.

The volume "Current Issues in International Resource Management and Strategy Research" could be of interest to both theoreticians and practitioners. Many of the papers develop concepts from existing research findings and empirical discoveries that can also be useful to practitioners. Among these are issues such as value net design, global performance management and expatriate career/psychological contracts. However, what makes these contributions so special is not just that they bring together central lines of argumentation to produce terms of reference which can be further developed into practical concepts or promising research designs but above all their convincing empirical approaches. These include in-depth interviews, the evaluation of 392 questionnaires of alumni members, the text analysis of 5,000 annual reports of multi-corporate enterprises, and a case study of a wine industry cluster. A matter for criticism is that the full methodological potential of some papers has not been realized and the evaluation of qualitative data has not been made transparent in places.

Further contributions to the new series are being planned. These will focus on the connection between strategic management and human resource management.

To arouse curiosity here are some details of the contents: Possibilities of differentiation in the automobile service sector are discussed as well as economic approaches to explaining the analytic capabilities of managers. There is an outline of how small and medium-sized enterprises are positioning themselves with sophisticated internationalization strategies and how numerous complex factors influencing international performance management can be condensed to central categories. One paper discusses how HRM can strike a balance in a target-oriented manner between global standards and local requirements on the basis of the "psychological contract". Other

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issues dealt with are whether the European HRM is losing its national flavour and what strategic benefits the individual enterprise can derive from an industrial cluster and the development and limits of a “transnational corporate culture”.

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