Global Journal of HUMAN-SOCIAL SCIENCE: E
Economics
Volume 25 Issue 1 Version 1.0 Year 2025
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-460X & Print ISSN: 0975-587X

Effect of Human Resources on the Competitiveness of African Companies

By Alpha Traore

Annotation- The interest of the study is to make companies more competitive, especially those in developing countries, on an international scale. The main objective is to study the link between the human resources of companies and their competitiveness in international markets. Using SPSS software for data processing, we arrive at the following results: African companies employ much more women (99.2%) than men (98.1%) in their subsidiaries in international markets, the results show that exports of goods and services of companies represent 98.1% of the Gross Domestic Product (GDP) of African countries, exports of goods and services and primary income represent only 98.5% of the GDP of African countries.

Keywords: effect, human resources, companies, competitive, international markets.

GJHSS-E Classification: LCC: HD57.7

EFFECTOFHUMANRESOURCESONTHECOMPETITIVENESSOFAFRICANCOMPANIES

Strictly as per the compliance and regulations of:

Effect of Human Resources on the Competitiveness of African Companies

Alpha Traore

Annotation- The interest of the study is to make companies more competitive, especially those in developing countries, on an international scale. The main objective is to study the link between the human resources of companies and their competitiveness in international markets. Using SPSS software for data processing, we arrive at the following results: African companies employ much more women (99.2%) than men (98.1%) in their subsidiaries in international markets, the results show that exports of goods and services of companies represent 98.1% of the Gross Domestic Product (GDP) of African countries, exports of goods and services and primary income represent only 98.5% of the GDP of African countries.

Keywords: effect, human resources, companies, competitive, international markets.

I. Introduction

The socio-professional integration of higher education graduates has been the subject of intense research in educational sciences. Most of the work notes that higher education graduates are increasingly confronted with the problem of unemployment. The contribution of neoclassicals in labor economics is focused on the microeconomic study of the labor market to adapt general representations of markets to this particular market of a service, a production factor, which is the "labor market". In labor economics, the perspectives developed share with the sociology of work an approach focused more on recruitment than on selection. They are made up of two approaches: the first is commercial and totally managerial which intends to get closer to Human Resources Management (HRM) by becoming prescriptive. While the second, is institutionalist, leans towards the sociology of work by focusing on the segmentation and quality of work, beyond its monetizable attributes. Today, young people are the social group immediately affected by the integration economy in the labor market. The integration or professional integration of young graduates is therefore a question of society, but also of research. Studied for more than thirty years in France, it is often described as a complex and multifaceted process whose measurement proves to be an arduous task and mobilizes an impressive battery of concepts and instruments, both theoretical and empirical. It is important to highlight the relationship between the unemployment rate and recruitment. A recent study by Grobon S, I. Ramajo and D. Roucher shows that companies have been facing increasing recruitment difficulties for about ten years [1, 2, 3].

Companies are faced with a number of constraints which are linked, among other things, to access to credit, corruption, the financial situation, insufficient human resources as well as the lack of qualified labor, the level of supervision and technical and financial support below expectations, difficulties in accessing energy (for certain developing countries) as well as information and communication technologies, constraints linked to legislation, etc.

Which leads us to ask the following research question: do companies' human resources influence their competitiveness?

Specifically:

- Does the gender of companies' employees influence their competitiveness?
- Are companies' exports of goods and services correlated with their competitiveness?
- Do exports of goods and services and primary income have a positive effect on the competitiveness of companies?

To answer these questions, we pose the following hypotheses:

The Main Hypothesis is: Companies are competitive in international markets.

H1: The gender of employees in companies positively influences their competitiveness, women have more opportunities than men in terms of employment in companies. Through marketing, they can offer the company a certain credibility in international markets.

H2: Exports of goods and services by companies are correlated with their competitiveness; the higher the production, the more it is possible to export the surplus to international markets.

H3: Exports of goods and services and primary income have a positive effect on the internationalization of companies; the higher these primary incomes, the more motivated the company is to access international markets.

The main objective of this study is to investigate the link between the human capital of companies and their access to international markets.

Author: *e-mail: traore1982.alpha@gmail.com*

Specific Objectives Include:

- Establishing a relationship between the gender of company employees and access to international markets.
- Analyze the link between companies' exports of goods and services and their competitiveness.
- To study the correlation between exports of goods and services and primary income of enterprises and their competitiveness.

The interest of this study is to make companies more competitive on an international scale and facilitate their access to foreign markets. Furthermore, this study is organized around: context of the study, literature review, methodology as well as the presentation and interpretation of the results.

Investment in human resources allows individuals to acquire the knowledge and skills needed to obtain present and future jobs. Employment is essential for the development of a country, the lack of quality employment is the real problem in developing countries, more precisely low-income countries with a population increase[1].

To make human resources more qualified, companies must develop a performance model based on know-how (work) where the worker (the human) would be the main variable. They must also take into account in the model other factors such as: the requested market, the size of the company, relations with other companies through competition, legislation, etc. As also highlighted, employee training is the most responsible practice due to multiple stakeholder expectations that it can reconcile [6].

The economic performance of all workers can be increased through formal education and on-the-job training. Within a company, diversity could on the one hand positively impact the company's performance through the differentiation of values, beliefs, attitudes of the group of workers or even creativity. On the other hand, some authors have based themselves on the direct influence of women within the company. They claim that a very large number of women could positively influence the reputation, the conquest of new markets, the profitability as well as the financial performance of the company. According to Cadet "despite the fact that the literature on human capital is abundant, the profusion is however inversely proportional to the clarification of the concept, which remains complex, whatever the disciplinary approach." [7, 8].

II. Research Methodology

The development of the conceptual framework is a decisive step in social science research. A conceptual framework is a construction, a representation, a diagram containing a series of propositions. The construction of a conceptual framework in this precise framework, allows to summarize and understand the mechanisms at the base of the human capital of Smoll and Medium Enterprises (SME) and access to international markets.

In this study, the dependent variable represents Foreign Direct Investment (FDI), i.e. the internationalization of companies. It is dichotomous. To distinguish between them, this variable has two modalities: Yes (1), if the company is competitive; No (2), if the company is competitive.

The gender variable, the name given to all or part of the genitals. It is about knowing the influence of men and women on the competitiveness of companies. The modalities of this variable are among others: Male (1); Female (2).

The variable export of goods and services, these are quantities of goods shipped abroad in order to access international markets. It is also dichotomous: Yes there are surpluses for export, No production is insufficient.

The variable exports of goods and services and primary income. It determines not only the productive capacity of the company but also its financial capacity. It also has two modalities: yes the company can invest abroad, no the company cannot invest abroad.

In our specific case we will use SPSS software for data analysis and processing. We will do a bivariate descriptive analysis. It consists of crossing the dependent variable (FDI) with each of the independent variables in order to assess the level of correlation that exists between them. To measure the association between two variables we use the Chi-square statistic to which a probability "p" is associated. In social science, a significance threshold is generally set. When the probability associated with the Chi-square is lower than the significance threshold retained, we conclude that the two variables are associated. Otherwise, they are said to be independent. In the context of our study, the threshold retained is 5%.

III. Presentation and Interpretation of Results

The relationship between gender and Foreign Direct Investment (FDI) is significant at the 5% level. We find that companies employ significantly more women (99.2%) than men (98.1%) in their subsidiaries in international markets. Therefore, hypothesis H1 is verified, women have more opportunities than men in terms of employment in terms of FDI. Which makes them more credible in international markets (Table 1).

[1] https://live.banquemondiale.org/fr/evenement/2023/assemblees-annuelles-2023-investing-in-le-capital-human-pour-booster-l-emploi

Table 1: Relationship between FDI and Gender. (7)

Summary of Observation Processing						
	Observations					
	Valid from		Missing		Total	
	N	Percentage	N	Percentage	N	Percentage
Human capital, F * FDI net outflow 2020	264	99.2%	2	0.8%	266	100.0%
Human capital, H*FDI net outflow 2020	261	98.1%	5	1.9%	266	100.0%

Source: Author

The relationship between FDI and exports of goods and services is significant at the 5% threshold. The results show us that exports of goods and services of companies represent 98.1% of the Gross Domestic Product (GDP). This is significant for the conquest of international markets. Therefore hypothesis H2 is verified, exports of goods and services are sufficient to encourage companies to conquer international markets (Table 2).

Table 2: Relationship between FDI and Exports of Goods and Services (7).

Summary of Observation Processing						
	Observations					
	Valid		Missing		Total	
	N	Percentage	N	Percentage	N	Percentage
X of B/S * IDE net outflow 2020	261	98.1%	5	1.9%	266	100.0%

Source: Author.

The link between FDI and Exports of goods and services and primary income is significant at the 5% level. According to the results, exports of goods and services and primary income represent only 98.5% of GDP. This rate is very significant to enable companies to invest in international markets. Also hypothesis H3 is verified because exports of goods and services and income allow companies to invest in international markets (Table 3).

Table 3: Relationship between FDI and Exports of Goods and Services and Income (7).

Summary of Observation Processing						
	Observations					
	Valid		Missing		Total	
	N	Percentage	N	Percentage	N	Percentage
X of B/S and RP * IDE net outflow 2020	262	98.5%	4	1.5%	266	100.0%

Source: Author

IV. Conclusion

In light of all the above, let us deduce that companies have the capacity to conquer international markets over all those based in Africa. This performance is due not only to the fact that men take precedence in terms of employment, which allows companies to have a certain credibility on international markets, but also to the increase in the quantity produced in order to export the surplus to other markets as well as the existence of financing for Foreign Direct Investments (FDI).

Companies must work more for the professional training of employees in a constant and regular manner. Give more opportunities to women than to men so that they are more competitive internationally. Also, they must increase their productive capacity more in order to export the surplus to international markets. In addition, to compete in international markets, they must seek financing to not only increase their productive capacity through employee training but also for Foreign Direct Investments.

I would like to thank my consultant for her availability and commitment to supporting me in the quest for success. Also my family for their support as well as all the goodwill that contributes directly or indirectly to the success of these scientific works.

Bibliography

1. Algan, Yann, Bruno Crépon, and Dylan Glover. "Are active labor market policies directed at firms effective? Evidence from a randomized evaluation with local employment agencies". *J-PAL working paper* 55, no.[1] (2020): 1-12. https://www.povertyactionlab.org/sites/default/files/research-paper/5484_Active-Labor-Markets-Evidence-from-Public-Service France_January2020.pdf
2. Cultrera, Loredana, Romina Giuliano, and Guillaume Vermeylen. "Human Capital, Diversity Practices, and Economic Performance: Does Corporate Bankruptcy Risk Interact?" *Finance Contrôle Stratégie*, No.[23-4] (December 24, 2020). http://journals.openedition.org/fcs/6487
3. Flamand, Jean, and Cécile Jolly. "The prospective of occupations, a compass for employment-training policies". *L'Économie politique* 95, n ° 3 (2022): 79-67. https://www.cairn.info/revue-l-economie-politique-2022-3-page-67.htm
4. Fontaine, François, and Roland Rathelot. "The French Labor Market Put to the Test of the Health Crisis." *Notes from the Economic Analysis Council* 71, No.[2] (2022): 1-12. https://www.cairn.info/revue-notes-du-conseil-d-analyse-economique-2022-2-page-1.htm
5. Kergoat, Prisca, and Philippe Lemistre. "Introduction." *Training and employment. French Journal of Social Sciences*, [No.] 159 (October 15, 2022): 7-22. https://doi.org/10.4000/formationemploi.10930
6. Sambou, Clément, Joseph Gniaka Kama, Souleymane Bousso, and Fulgence Mansal. "The sustainability of SMEs in Senegal: exploring the determinants according to the size of the company". *Congolese Management Review* Issue 35, No.[1] (2023): 45-112. https://www.cairn.info/revue-congolaise-de-gestion-2023-1-page112
7. World Bank data on exports of goods and services, on resources in enterprises as well as exports of goods and services and primary income (https://data.worldbank.org).