

SMEs HRM Attraction, Retention & Performance Enhancement Network

From Idea to Implementation

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Objectives

- Deepen students' understandings of **HRM issues** in SMEs
- Apply human resource management theoretical knowledge and competencies through a **real life project** and collaborations **with SMEs** from project regions
 - Apply theories to practice
- Produce **practical** people management **tools and frameworks** for SMEs
- **Migrate best practices** across regions where SMEs face similar human resource management issues

From Idea to Implementation



- The idea began.... Kajaani UAS & Zwickau UAS
- Kainuu & Saxony have very similar regional and HR issues for SMEs
 - Joint data collection in both universities

From Idea to Implementation



- **Idea refinement** based on data collected
- **Pilot test** through OPEN House Project with SME, Herman IT Kajaani
 - **Recruited 3rd partner**, SMK Lithuania

From Idea to Implementation



- Preparation for application began
- Recruited 4th partner, Technical University Liberec due to similar regional and SMEs issues
- Serious actions began - transnational meetings, intensive preparation, data collection, start to complete application on paper

From Idea to Implementation



- Decided country to submit application – Czech Republic
- 5th partner joined (Yorkshire UK) – advanced HRM knowledge, English competencies
 - Complete application electronically and submitted 31.3
 - Received grant 31.8.2016
- Actions began - Bi-weekly Skype telecon; kick-off meeting end Nov, 2016 in Liberec

Output 1: Learning Module

- Ten credit specialization course in the field of HRM focusing on SME environment
- Include one week Intensive Study Program in three partner countries

Output 2: eHandbook

- Practical tools, case studies for SMEs

Output 3: Collaborative research

- Primary data collection, publication of scientific articles in five partner region;
- Comparative analysis

Phase 1 (4.5 weeks)	Phase 2 (ISP) (5 days)	Phase 3 (8 weeks)
22 February - 24 March (weeks 8 to 12)	3 April - 7 April at University of Applied Sciences in Zwickau/Germany	10 April – 2 June (weeks 15 to 22)
HRM-Theory, start working on HR-projects	SMEs and international students work together on HR-projects	Completion of HR-projects, production the practical output

Challenges

- Huge amount of research needed to develop the case
- Finding comparative data across five partner regions to build the case - e.g. what statistics, what definitions to use
- Determine the final scope and output - agreeing on the common problems based on secondary instead of primary research data
- Understanding the requirements of the funding agency
- Preparing above regular job, no extra resources for application preparation – motivated, dedicated and committed partners made this possible

Benefits

- Constellating resources, knowledge, and competencies of HRM experts from five regions
- Migration of best practices across regions
- Sharing of knowledge and staff competencies
- Connect theories to practice
- Support growth strategy of the region, SME firms
- Highly motivated cross-functional participants from different degree programs
- Help students understand SMEs as prospective employers and vice versa



ANY QUESTIONS?

MORE INFO

- **Website:** <https://efis.tul.cz/sharpen/>
- **Facebook:** <https://www.facebook.com/sharpenproject/>
- **Video:** <https://www.youtube.com/watch?v=trF9C7hy-0k>

**THANK YOU FOR
YOUR ATTENTION!**