

Innovative Strategies for Human Capital and Entrepreneurship Management for Business Competition in the Digital Disruption Era (Part 1)

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Course Overview



Human Capital Planning



Strategic HRM



Entrepreneurship in Disruptive Economy



Post-COVID Talent Transformation



Innovation-driven HRD



Case-based and Experiential Learning

Learning Outcomes

By the end of this course, students will be able to:

- 1 Analyze internal and external business environments**
- 2 Design innovative HR strategies**
- 3 Integrate HRM, HRD, and entrepreneurship**
- 4 Apply digital tools for talent management**
- 5 Develop strategic human capital plans**

Teaching & Learning Approach

Learning Methods

-  **Experiential Learning**
-  **Case-Based Learning**
-  **Work-Based Reflection**
-  **Digital Collaboration**
-  **Entrepreneurial Mindset Development**

Digital Tools Used

Mentimeter

Live polling

Miro

Collaborative board

Google Forms

Survey

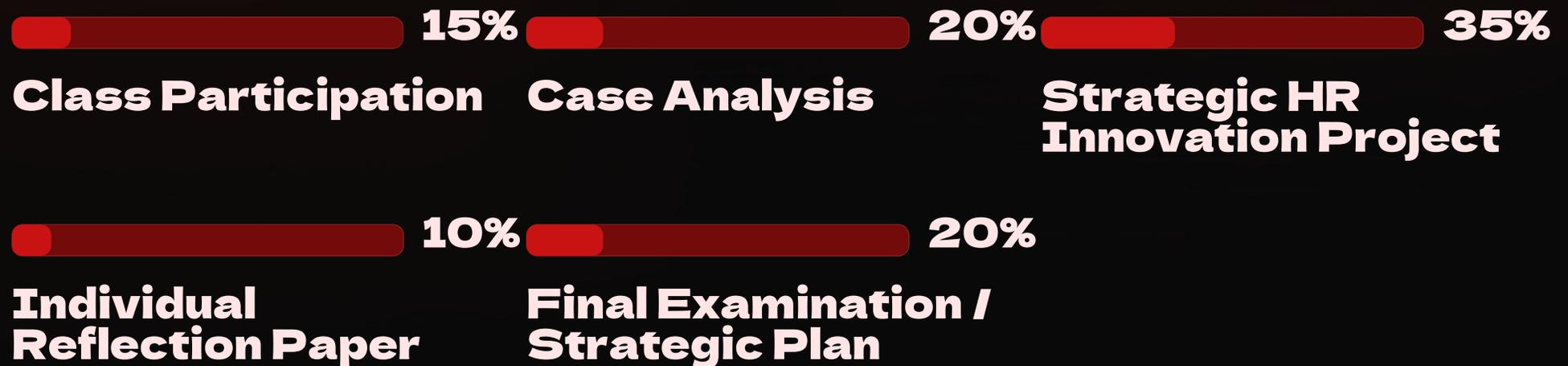
Padlet

Reflection wall

Kahoot

Knowledge check

Assessment Structure





Ice-breaking Activity

Activity: "Who Are You as Talent?"

Students answer via Mentimeter:

What is your strongest competency?

Are you more Entrepreneurial or Managerial?

What digital skills do you possess?

Reflection: *"How does my talent fit into the digital economy?"*

Overview of Human Resource Management (HRM)

Definition

HRM refers to policies, practices, and systems influencing employees' behavior, attitudes, and performance.



Core Functions



Workforce Planning



Recruitment & Selection



Performance Management



Compensation



Employee Relations

Evolution of HRM

1. Personnel Administration

1

2

2. HRM

3. Strategic HRM

3

4

4. Digital HR

5. Human Capital Analytics

5

Human Resource Development (HRD)

HRD focuses on:

Learning & Development

Organizational Development

Career Development

Lifelong Learning

▣ Key Concept: Continuous capability transformation



HRM vs HRD

Dimension	HRM	HRD
Nature	Administrative & Strategic	Developmental
Focus	Performance Focus	Growth Focus
Time Horizon	Short- to Mid-Term	Long-Term Capability

- Discussion: *Can organizations survive without HRD in disruption?*

What is Entrepreneurship?

Entrepreneurship = Opportunity recognition + Risk management + Innovation + Value creation

Corporate Entrepreneurship

Start-up Entrepreneurship

Social Entrepreneurship



Digital Disruption

AI replacing jobs

Remote workforce

Platform economy

Gig workforce

Automation

 Poll via Mentimeter: "Will AI replace HR managers?"

HRM + HRD + Entrepreneurship Integration

Modern organizations require:

Agile HR

Flexible, responsive human resource practices that adapt to rapid change.

Innovation Culture

An organizational environment that fosters creativity and new ideas.

Entrepreneurial Employees (Intrapreneurs)

Staff who think and act like entrepreneurs within the organization.

Digital Fluency

Proficiency in leveraging digital tools and technologies across all functions.

Post-COVID Human Capital Trends



Hybrid Work



Employee Well-being



Skills-based hiring



Reskilling & Upskilling



Digital HR transformation

Strategic HRM Framework

Based on:





Case Discussion

Case: "A Traditional Company Facing Digital Collapse"

Group Discussion:

1

What went wrong?

Identify the root causes of the company's digital collapse.

2

What HR strategy was missing?

Analyze the gaps in human resource management and development.

3

How should leadership respond?

Propose actionable steps for leadership to drive recovery and transformation.

Digital Talent Management



HR Analytics



AI Recruitment



Learning Management System



Talent Intelligence Platforms

Tools: These digital tools are transforming how organizations attract, develop, and retain talent in the modern era.

Activity – HR Innovation Design Sprint

The Challenge

Students in groups design:

"A 3-Year Human
Capital Strategy for a
Disrupted Industry"

How to Participate

- Form your groups
- Access the Miro Board
- Map out your 3-year strategy
- Present your findings to the class



Individual Reflection

Students write (500 words) addressing the following questions:

- 1 How has digital disruption affected my profession?**
- 2 What skills must I develop?**
- 3 How can I become an intrapreneur?**

  [Submit via Google Classroom](#)

References (Part 1)

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