

The contribution of the ethics of human talent to the competitive advantage of the economic Foundation

Case study of The sherchell Sweets Foundation

Aied malika ^{1,*}, Tatai kamel ²,

¹ Blida University 2 (algeria), Melikaayad88@gmail.com

² Blida University 2 (algeria), Tatai.kamel@hotmail.com

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Abstract: The study addressed the topic of ethics of human talent and competitive advantage, through the following problem, is there a statistically significant effect of the ethics of human talent in achieving competitive advantage at The sherchell Sweets Foundation?, where did you aim to know the contribution of the ethics and values of human talent in Achieving the competitive advantage of the economic Foundation, using the questionnaire tool and statistical methods, the study found a statistically significant effect of the ethics of human talent in achieving competitive advantage in the Foundation of Sweets sherchell, where it recommended the development of clear management systems for the practice of talent management Effective for sustainable competitive advantage

Keywords: Talent Management , Ethics of human talent, Competitive advantage, Economic Foundation

Jel Classification Codes : D83 ; H21 ;j24;j28 ;j31 ;j53 ;j54

* Corresponding author.

Introduction:

Talent Management has attracted a lot of researchers since its appearance in the late 1990s (Ansar, Baloch,2018,p15), in 1998 the term war on talent emerged, when Mc Kinsey published the largest U.S. law firm (McKinsey & Company, 2007,p2). Her famous report the best talent worth fighting for (Beechler , Woodward, 2009,p275) , since then the topic has gained great importance in both literary articles and business practices (Hartmann , al, 2010,p192) For its role in the success of the organization to develop its competitive and sustainable advantage (Iles , al, 2010,p165), And talent management is the foundation of a knowledge-based organization. (Preeti,2012;p45)

The term ethics of human talent goes back to the concept of business ethics, which is a contemporary concept in business management, and aims to do business with a moral aspect or a moral vision, where values and moral conscience are present at every step of the business, and this is what businesses have already adopted and Its competitive character is ethical, attracting as many customers as possible and within their loyalty, enabling it to achieve a competitive, sustainable and difficult advantage from competitors.

I- The First title:

I.1. Problematic:

Is there a statistically significant effect on the contribution of human talent ethics to achieving competitive advantage at sherchell Sweets Foundation?

The following sub-questions are derived from this problem:

- Is there a statistically significant effect at the level of significance ($\alpha \leq 0.05$) of the Ethical decision in achieving a competitive advantage in the sherchell Sweets Foundation ?
- Is there a statistically significant effect at the level of significance ($\alpha \leq 0.05$) of the Ethical purpose in achieving a competitive advantage in the sherchell Sweets Foundation ?

- Is there a statistically significant effect at the level of significance ($\alpha \leq 0.05$) of the Ethical Business Management in achieving a competitive advantage in the sherchell Sweets Foundation

I. 2. hypotheses:

There is a significant statistical effect to contribute the ethics of human talent to achieving the competitive advantage of the sherchell Sweets Foundation

The following sub hypotheses are derived from the main hypothesis:

- There is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) of the Ethical decision in achieving the competitive advantage of the sherchell Sweets Foundation

- There is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) of the Ethical purpose in achieving the competitive advantage of the sherchell Sweets Foundation

- There is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) of the Ethical Business Management in achieving the competitive advantage of the sherchell Sweets Foundation.

I. 3 The objectives of the study :

- To know the level of application of the ethics of human talent in the economic Foundation under study
- Determining the level of competitive advantage in the Foundation under study
- To know the contribution of human talent ethics to achieving competitive advantage in the Foundation under study

I. 4 Previous studies:

▪ Study of Researcher Jayachandan Nir Preeti's study entitled Is The Management of Talent highlighted by the maps of competence, the study addressed the contribution of talent management in the development of academic competencies to achieve competitiveness, in higher education in the state of Malaysia, and the sample size was 330 academics, the study found an impact Direct and positive values of talented people in achieving competitiveness and maintaining leadership

▪ Study researchers Ch Nawangsari Lenny , Hidayat Sutawidjaya Ahmad , entitled Talent Management in Mediation

Competencies and Motivation to Improve Employee Participation, The aim of this study is to analyze the impact of talent management in the development of the competencies of managers in SMEs, Indonesia, and the size of which Appointed by 101 managers, the study found a direct and positive impact on the development of talent management for the competencies of managers, in addition to having an important positive impact on the values of talented managers in achieving competitiveness in SMEs.

- Study researchers Annakis John, Esposto Alexis entitled Management of Talents and Competencies: A cross-country study of Malaysian and semi-private universities in Vietnam, the study aims to determine the impact of talent management on the development of academic competencies in the higher education sector, where the sample included 542 Academically working in four universities in Malaysia and Vietnam, the study directly showed a positive impact on the management of talent in the development of academic competencies, and also showed a positive impact on the values of academics in achieving leadership in Malaysian and Vietnamese universities.

What distinguishes the current study from previous studies :

- **The objective** of previous studies is to analyze the impact of talent management and the values of talented people to develop the competencies of individuals and achieve competitiveness in the current study aimed at analyzing the impact of talented ethics in achieving the competitive advantage of the economic institution

- **The sample in previous** studies included managers and academics, while the current study included individuals working in the economic foundation.

- **Previous studies in the management** of independent variable talent and competencies of individuals have been considered a intermediate variable and competitive is a dependent variable, while the current ethics of human talent are considered an independent variable and competitive advantage is a dependent variable.

- **Methods used:** Previous studies have adopted questionnaires and statistical methods amos statistical programs; spss while current adopted statistical program spss

▪ **Conclusions:** Most of the previous results found a positive impact on the values of the talented in the development of individual competencies and achieving competitiveness, while the current study found a direct positive impact of the ethics of the talented in achieving competitive advantage in the economic institution

I. 5. Literature Review :

I.5.1 Talent Management :

- « The process of classifying someone as talented as a result of the organization's talent identification process and then including it in the talent pool is complex and difficult » (Makela & al, 2010,p125)
- Frank & Taylor « Talent Management is to TM refers to classifying and develop Skills that needed by the organisation to maintain its competitive advantage » (kumar,2016,p263)
- M. Armstrong «Talent management is the processes of ensuring that talented people are attracted, retained, motivated and developed in line with the needs of the organization » (Armstrong,2009,p23)
- « is the application of the workplace by developing a better process to attract, develop, retain, and utilizing the people with the skills and abilities needed to meet the business needs of today and the future » (Ch Nawangsari,2019,p130)
- « alented with the high potential and high performance on which the organization can rely on to occupy the pivotal positions that contribute to creating a sustainable competitive advantage for the organization » (Collings & Mellahi, 2009,p290)

I. 5.2 the ethics of human talent:

The ethics of human talent are summarized in three important points that can be included as follows:

- **Ethical decision:** To evaluate the decision from an ethical point of view (Campbell, Hirsh 2013,p51), and to take it if it has ethical values, but if it is a decision from a business point of view only, it requires a review, where it is subject to evaluation.(Dimitrov, 2015,p6)
- **Ethical purpose:** The objectives of the business should have a moral dimension, and this is due to the moral values that saturate human talent.(yllner, Brunila 2013,p63)

▪ **Ethical Business Management:** By formulating ethical values in the foundation within the organizational culture to update the unproven moral value,(Benjamin , O'Reilly 2011,p23) with the effective use of rewards and performance auditing systems, affecting the ethics of the organization, (Annakis, Esposito ,2016,p41) in addition to rewarding ethical behavior, and punishing behaviors Opposite.(Talmaciu , Dugan 2015,p14)

I. 5.3 the competitive advantage:

Porter » It is the ability of the enterprise to achieve the needs of the consumer or the value he wishes to obtain from the product such as high quality, therefore it is an investment for the group of financial, human, technological assets with the aim of producing value for customers to meet their needs » (Porter,1986;p85)

Barney» Competitive advantage reflects the ability of an organization to achieve or maintain good results for a relatively long time. »

(Barney, delwing,2011,p24)

Willie pieterse» It means a greater gap between the value consumers pay for the product or the cost you incur for producing that product. »

(pieterse,2012;p24)

II– Methods and Materials:

The study included the individuals working at the sherchell Sweets Foundation, where a random sample of 70 individuals was selected, but after retrieval, examination and exclusion a sample of 60 individuals was adopted, as the researchers adopted the tool of the questionnaire to collect data divided into three axes, the first axis personal variables (six, age, job classification, professional experience). The second axis is the independent variable of human talent ethics by 15 Phrases, while the axis of competitive advantage, which reflects the dependent variable, included 14 Phrases, based on the Likert/Five ladder (Ankur, al, 2015, p397), was analyzed by the statistical program spss, where percentages, repetitions, Cronbach alpha, Arithmetic averages and standard deviation, and simple line hypotheses were used in the simple linear Regression.

III- Results and discussion :

Table(1): Cronbach alpha internal consistency factor

Stability factor (alpha)	Number of paragraphs	Axes
0.981	15	human talent ethics
0.727	5	the Ethical decision
0.742	5	the Ethical purpose
0.826	5	the Ethical Business Management
0.832	14	the competitive advantage
0.815	29	Total

Source: Spss Outputs

Table (1) shows that the cronbach alpha internal consistency coefficient, which is used to confirm the stability of the study tool (questionnaire), has a value ranging from 0.981 maximum value to 0.727 minimum value, and by Sekaran standard, 2003 it is considered acceptable if its value is greater than 0.60 (cronbach alpha ≥ 0.60), it can be The total stability factor of the study tool is good (0.815), enabling the researchers to continue the analysis process.

Table(2): Distribution of individuals by personal characteristics

Percentage	Iteration	Categories	Variables
23.33%	14	Female	Sex
76.67%	46	Males	
43.33%	26	Under 35 years	Age
28.33%	17	Under 45 .35	
16.67%	10	Under 55 .45	
11.67%	7	and above 55	Job classification
50%	30	control agent	
36.67%	22	enforcement officer	
13.33%	8	Framework	
43.33%	26	Less than 5 years	professional experience
28.33%	17	to under 10 years 5	
21.67	13	10to under 15	
6.67%	4	years and older 15	
100	60		Total

Source: Spss Outputs

Table (2), shows the distribution of individuals according to personal characteristics, shows us that males represent the majority, with 46 repetitions and 76.67% of the percentage, while females account for 14 repetitions by 23.33% of all individuals, but note that the age group under 35 is most commonly repeating 26 and Percentages 43.33% While the 55-year-old group came in less than 7 repetitions at a rate of 11.67%, while the job classification, individuals are classified as the most repeat control agent of 30, with a ratio of 50%, while the Framework is 8 lower. Frequency at 13.33% percent, while his professional experience is less. From 5 years are most commonly repeating 26 percent by 43.33%, while the least common is a class of 15 years and over with a frequency of 4 by 6.67%

Table (3): Arithmetic averages and standard deviation of human talent ethics axis

Class	Standard deviation	Average arithmetic	Axis
The degree of approval	0.73	3.43	the Ethical decision
The degree of approval	0.72	3.95	the Ethical purpose
The degree of approval	0.75	3.92	the Ethical Business Management
The degree of approval		3.76	Total

Source: Spss Outputs

Table (3) shows the arithmetic averages and the standard deviation of the talent management axis, which gets a total account average of 3.76, which means the degree of approval for the axis as a whole, where the Ethical purpose variable ranked first with an average arithmetic of 3.95 and a standard deviation of 0.72, in second place. The Ethical Business Management with an average of 3.92 and a standard deviation of 0.75, while in third place we find the Ethical decision with a average arithmetic of 3.43 and a standard deviation of 0.73.

Table(4): Arithmetic averages and standard deviation of competitive advantage axis

Class	Standard deviation	Average arithmetic	axis
The degree of approval	0.72	3.79	competitive advantage

Source: Spss Outputs

Table (4) shows the averages arithmetic and the standard deviation of the competitive advantage axis, where the arithmetic average was 3.79 and the standard deviation was estimated at 0.72, reflecting a homogeneity among the study members on the competitive advantage statements

III.1. Testing the hypotheses of the study

III.1 .1 The first sub hypothesis: There is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) of the ethical decision in achieving the competitive advantage of the sherchell Sweets Foundation

Table (5): Analysis of the simple regression of the impact of the ethical decision on competitive advantage

Statistical significanc (F) e	Value (F)	Selectio n coefficie (R ²) nt	Link (R)	(T) Statisti cal signific ance	Value (T)	Beta (β)	Independe nt variable
0.000	61.101	0.371	0.621	0.000	2.154	0.531	the ethical decision

.competitive advantage are dependent variable

Source: Spss Outputs

Table (5)and the existence of a statistically significant effect of the ethical decision in achieving the competitive advantage, where the Link coefficient (R) estimated (0.621) , Which means that ethical decision has a good impact on competitive advantage, (R²) that the ethical decision explains (37.1%) of the disparity competitive advantage, shows the existence of A positive trend, with a value of (T) (2.154) in statistical significance (0.000), as well as the value of the degree of effect (β) (0.531), confirms the value of the effect score (F) (61.101) and is a statistical function, so the results indicate the

acceptance of the primary sub hypothesis, this result is consistent with the study (jayachandran nair et preeti, 2012) the study found an impact Direct and positive values of talented people in achieving competitiveness and maintaining leadership

III.1 .2 Second sub hypothesis: There is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) of the ethical purpose in achieving the competitive advantage of the sherchell Sweets Foundation

Table (6): Analysis of the simple regression of the impact of on the ethical purpose competitive advantage

Statistica l significa (F) nce	Value (F)	Selection coefficie (R ²) nt	Link (R)	(T) Statisti cal signific ance	Value (T)	Beta (β)	Independe nt variable
0.000	45.071	0.427	0.562	0.108	3.421	0.384	the ethical purpose

competitive advantage are dependent variable

Source: Spss Outputs

Table (6) and the existence of a statistically significant effect the ethical purpose in achieving the competitive advantage, link coefficient (R) amounted to (0.562) ; the ethical purpose has an average impact in achieving the competitive advantage, indicates (R²) that the ethical purpose explains (42.7%) of the disparity in competitive advantage, shown to have a positive effect, as the value of (T) (3.421) in statistical significance (0.108), as the value of the degree of effect (β) (0.384), confirms the value of the effect score (F) (45.071) is a function statistically, thus the results indicate the acceptance of the second sub hypothesis, this result is consistent with the study (Annakis, Esposto,2016) the study directly showed a positive impact on the management of talent in the development of academic competencies, and also showed a positive impact on the values of academics in achieving leadership in Malaysian and Vietnamese universities

III.1.3 Third sub-hypothesis: There is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) of the Ethical Business Management in achieving the competitive advantage of the sherchell Sweets Foundation

Table (7): Analysis of the simple regression of the impact of the Ethical Business Management on competitive advantage

Statistical significance (F) e	Value (F)	Selecti on coeffici (R ²) ent	Link (R)	(T) Statistical significance	Value (T)	Beta B	Independe nt variable
0.000	41.084	0.405	0.691	0.000	4.231	0.547	the Ethical Business Management

competitive advantage are dependent variable

Source: Spss Outputs

Table (7) and the existence of a statistically significant effect to Ethical Business Management in achieving the competitive advantage, where link coefficient (R) estimated (0.691) the Ethical Business Management has an average impact in achieving the competitive advantage, indicates (R²) that the Ethical Business Management explains (40.5%) of the disparity in competitive advantage, shown to have a positive effect, as the value of (T) (4.231) in statistical significance (0.000), as the value of the degree of effect (β) (0.547), confirms the moral effect of this effect value (F) (41.084) is a function statistically, therefore the results indicate the acceptance of the third sub hypothesis, this result is consistent with the study(Ch Nawangsari , Hidayat Sutawidjaya ,2019) in addition to having an important positive impact on the values of talented managers in achieving competitiveness in SMEs.

Conclusion:

The study raised a number of results related to the nature of the effect between the variables of the study and the researchers tried to refer to them as follows :

- The general level of ethics of human talent in the sherchell Sweets Foundation came with the degree of approval or acceptance, where talent received moderate attention despite the adoption of talent management concepts through the adoption of attraction, development, motivation and retention of talented people.

- The general level of competitive advantage in the sherchell Sweets Foundation reached the degree of acceptance, where some believe that the Foundation in which they work meets most of its needs compared to competitors from other Foundations

- The results showed that there is a statistically significant impact of the ethics of human talent in achieving competitive advantage in the economic Foundation, where the independent variable interpreted the ethics of human talent (the Ethical decision, the Ethical purpose ; the Ethical Business Management) the Competitive advantage of dissonance in varying proportions but acceptable.

- The results showed that there is a statistically significant impact on the Ethical decision in achieving the Competitive advantage in the economic Foundation, where the independent variable (the Ethical decision) explain the percentage (37.1%) of the difference that occurs in the variable Competitive advantage

- The results showed that there is a statistically significant impact on the Ethical purpose in achieving the Competitive advantage in the economic Foundation, where the independent variable (the Ethical purpose) explained (42.7%) of the difference that occurs in the variable the Competitive advantage

- The results showed that there is a significant statistical impact in the Ethical Business Management in achieving the Competitive advantage in the economic Foundation, where the independent variable (the Ethical Business Management) (40.5%) was interpreted. that happens in changing the Competitive advantage

Based on the results of this study, the researchers made a set of recommendations that are at the heart of the topic in order to correct the shortcomings recorded in the field study, which we describe as follows:

- Creating an interest for talented people within the Foundations based on modern and diverse selection methods that evaluate talent from different aspects
- The criterion of talent and competence should be the basis for the selection of individuals or in their promotion to positions in economic Foundation
- The Foundations are keen to attract talented people at the local and national level to maximize their benefits ..
- Keeping up with contemporary management thinking in the field of talent management, where talent is the main resource for achieving the development of human resource competencies Achieving sustainable competitive advantage

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