

Human Resources Management in Magazines For Business Circle: A Study into The Magazines Published in Turkey

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Extensive Summary

Human Resource Management (HRM) became a separate body of academic discipline as of the late 1960s and early 1970s. Following the 1980s, along with the transition from the personnel management approach to human resource management approach, the role and the significance of HR departments become a major point of discussion. In the literature, there have been studies into the development of HRM in Turkey through academic journals, congresses and course books (Üsdiken, 2002; Sayılar, 2005; Coşkun, 2009; Bengligiray, 2009). As well as the academic works, an important factor in the formation and dissemination of the body of knowledge in HRM is the business and management magazines, in which the targets are practitioners in the field.

The objective of this study is to assess the popular subjects in the field of Human Resource by years and to assess the discourse on the place, role and importance of HR in businesses on the basis of the journals of HR along with the journals of business and management followed by business circle and HR professionals. To serve this purpose, essays published between 2003 and 2012 in Capital and HRdergi magazines and those that have subjects fall in HRM in their titles and content were analysed by content analyses technique.

Considering the objectives of the study, the major reference resources recognized in HRM literature were surveyed and the themes were set. In order to see the progress of the themes created under the titles of the nature of HRM (the role of HRM, strategic HRM, HRM circle); staffing, HR development, compensation and benefits, employee relations, behavioural processes, general HRM and the relations between new management approaches and HRM, was analysed by bibliometric technique. On the

other hand, in order to determine the discourses on the place, role and importance of HR departments in businesses, the issues of HRdergi between 2003 and 2012 were content-analysed.

The results of the study suggest that the essays in the HRdergi concentrate on the topics of behavioural processes, staffing and HR development, while in the Capital magazine the topics of HRM in general, behavioural processes and staffing stand out. In both magazines, wages, benefits and employee relations are among the least dealt with topics. The findings of the study are considerably consistent with those of other studies.

The discourses on the place, role and importance of HR departments in businesses are presented with the discourse of “child-adolescent-immature” in a way that feels compelled to win its spurs in order to be recognized among the world of grown-ups. Actions followed by the set discourse were found out to tell what is required to prove HR itself, to suggest and to lead.