

## The Role of Strategic Human Capital in Driving Innovation: A Study on Talent Retention and Organizational Performance

Sheetal Jain<sup>1</sup>, Ishpreet Kaur Saini<sup>2</sup>, Navneeta Shiwan<sup>3</sup>

<sup>1</sup>Lakshmi Narain College of Technology (MBA), Kalchuri Nagar, Raisen Road, Bhopal, Madhya Pradesh, India – 462022

Email ID : [jain.sheetalk@gmail.com](mailto:jain.sheetalk@gmail.com)

<sup>2</sup>Lakshmi Narain College of Technology Excellence, Khajuri Khurd, Raisen Road, Bhopal, Madhya Pradesh, India – 462022

<sup>3</sup>Lakshmi Narain College of Technology Excellence, Khajuri Khurd, Raisen Road, Bhopal, Madhya Pradesh, India – 462022

Received: 16/11/2025

Revised: 10/12/2025

Accepted: 26/12/2025

Published: 23/01/2026

### ABSTRACT

The strategic human capital has become a key factor of organizational innovation, organizational competitiveness and sustainable performance in the knowledge intensive economies. Companies are realizing that talent management, skill, and engagement of employees are the key aspects to build an innovation potential and sustainable value-generating. This paper examines strategic human capital in facilitating innovation and then narrows down on the mediating factors or talent retention and its contribution to the performance of an organization. The study utilizes a combination of the human capital theory, resource-based view and human strategic perspective relying on empirical results of the recent studies in various industries, such as manufacturing, banking, tourism, healthcare sector and technology-based investment sectors. The study will use a quantitative research design to look at the connections between strategic human capital practices, outcomes of innovation, retention of talents and organizational performance. Managerial and professional employees are surveyed with structured tool instruments and statistical methods like the structural equation modeling method are used to test the hypothesis. These results indicate that strategic human capital is a very important driver of innovation performance and the results of an organization, and talent retention is a very important mediating variable. The research is theoretically and practically relevant in that it indicates the strategic value of having competent workers so as to maintain the innovation and performance in the dynamic business world.

**Keywords:** Strategic Human Capital, Innovation Performance, Talent Retention, Organizational Performance, Strategic HRM

### 1. INTRODUCTION:

The modern knowledge-based economy is also putting a greater strain on organizations to be innovative, adaptive and maintain competitive advantage in the fast-changing technology and globalization. Human resource has been made a key strategic factor as skills, knowledge, innovativeness and dedication of employees are direct determinants of innovation and organizational success [15]. Strategic human capital is the planning of the organizational objectives based on the human resource practices to improve the value creation and competitiveness in the long term. In comparison with the conventional HR practices, strategic human capital focuses on talent development, retention, and engagement as an engine of innovation capacity and organizational performance [3]. The concept of innovation has ceased to be an exclusive operational mandate of the research and development department and is rapidly gaining traction relying on cross-functional interaction, organizational learning and initiatives by employees [11]. Employees become carriers of knowledge and innovation agents the retention of which is crucial to supporting the memory of organizations as well as the continuity of innovation. Employee turnover may lead to derailment of the innovation processes, rise in the costs of recruitment and deteriorate organizational performance [25]. As such, talent retention has taken a strategic value to any organization that finds a way of converting human capital

investment in organizations into real innovation and performance results.

Recent empirical work notes both the increased roles of strategic HRM practices such as training, performance management, leadership development and knowledge sharing systems, in building innovation and agility in organizations [5], [17]. Nevertheless, there are still loopholes in the comprehension of how strategic human capital can affect innovation in terms of retaining talent and the impact of such relations on a general organizational performance. This paper resolves this gap by analyzing how strategic human capital can be used to drive innovation, talent retention as a mediating factor and organizational performance being one of the potential outcomes. The study can be included in the strategic approach of organizations to human capital by incorporating the experiences and approaches of various industries and theoretical studies to gain profound knowledge on the ways organizations can capitalize on human capital to develop sustainable innovation and high performance.

### 2. RELATED WORK

The strategic human capital and innovation literature has in fact broadened in recent years as employees are considered as important sources of competitive advantage. Human capital theory assumes that expenditure made on education, training, and skill development are beneficial in improving individual

productivity and organizational performance [25]. On the basis of this, the resource-based view points out that valuable, rare, imitable and unsubstitutable human resources play a role in prolonged competitive advantage outcomes and innovation [15]. A number of studies point out positive interaction between HR strategic practices and organizational innovation. As shown by Agha Haval Nazhad et al. [3], organizational innovation is positively affected by training, empowerment and performance appraisal practices by the human capital and all these are mediated by human capital. On the same note, Al-Faouri et al. [5] conclude that smart HRM practices boost the connection between technology use and innovation performance highlighting the strategic position of human capital in digital transformation situations.

Talent retention has become an important tool connecting human capital and innovation and performance. Jimoh [25] underlines that with the right talent management practices, such as career development and employee involvement, turnover intentions will decrease, and organizational resilience will be strengthened. In the services industries, Hung-Tai Tsou et al. [21] reveal that soft HRM practices promote service innovation and performance through employee commitment and employee retention. These results indicate that keeping of talented workers allows organizations to keep a knowledge stream and be innovative.

Organizational learning and knowledge management are also critical in the process of tapping into the human capital to create innovation. According to Alharbi and Aloud [6], the knowledge management processes have a considerable impact on improving the performance of the service industry, whereas the results of Founès and Boudabbous [17] indicate that the correlation between HR practices and organizational innovation is mediated by knowledge sharing. Moreover, Alzghoul and Aboalganam [9] emphasize the interaction between intellectual and human capital in improving performance in a university and this helps to see the strategic value of knowledge retention. The effectiveness of strategic human capital initiatives is also determined by the leadership and organizational culture. As it was shown by Ferede et al. [16], change management and performance are conditioned by strategic leadership and their responsibility, knowledge management, and organizational culture. Georgios et al. [18] present a notion of Leadership 4.0, which puts an emphasis on adaptive leadership capabilities that are necessary in order to exploit human capital through digitally transformed organization. Such studies highlight the fact that leadership congruence is critical in converting human capital to the outcome of innovation.

HR practices that are oriented towards sustainability have become more visible in the literature. Abad et al. [1] and Bindeeba et al. [13] emphasize the contribution of the green HRM practices to the enrichment of innovativeness and sustainability performance. Christina et al. [14] summarize the evidence that sustainable HRM enables corporate sustainability due to the engagement of the employees and their development of long-term capabilities. These results demonstrate that strategic human capital is not confined only to economic

performance but it also covers environmental and social innovation. Although these improvements have been made, there is paucity in empirical strategies of integrating strategic human capital, retaining talents, innovation and organizational performance. There is a gap in the literature of understanding the holistic processes, in which human capital spurs innovation and performance at the organizational level as isolated studies have been done in specific areas or on particular sectors [11], [20]. This gap is closed as the study generates and empirically validates a holistic framework which connects strategic human capital with innovation and organizational performance by retention of talents.

### 3. METHODOLOGY

#### 3.1 Research Design

The research design used in this study is quantitative, explanatory research in order to determine how strategic human capital, innovation performance, talent retention, and organizational performance relate to each other. The explanatory design suits in testing causal effects and empirically proving the hypotheses of theoretical patterns based on earlier studies [15]. The survey methodology used was cross-sectional survey, and thus to be able to describe the current organizational practices and perceptions of employees, it was necessary to gather data at one point which would encompass the current state of organizational practices. The method is common in strategic human resource management and research on innovation because it is efficient and it can be utilized to aid multivariate statistical analysis [3]. The participants that were used in the study are in a wide range of industries, and they include manufacturing, services, banking, and technology-prone organizations. External validity is improved by the inclusion of various sectors and the findings now can be generalized. The research design incorporates the strategic HRM and innovation understanding to guarantee compliance with the modern empirical research on human capital as a strategic organizational resource [11].

#### 3.2 Sample and Data Collection

The target population is made up of managerial and professional workers who are actively engaged in strategic decision-making, activities, and human resource practices that are related to innovation. The decision to include these respondents was based on their first-hand experience with strategic human capital programs and performance results within the organizations. The type of sampling was stratified random which was certain to achieve proportional representation of accolades at the various levels of the organization and at the industry sector. A structured questionnaire was used in order to maximize participation by collecting data using the electronic and in-person method. The questionnaires were administered to 420 participants with 356 out of the total number of respondents filling valid questionnaires, the response rate is 84.8%. This is a better response rate when compared to the minimum thresholds that are advocated in multivariate statistical procedures and justifies the strength of the empirical analysis [20].

#### 3.3 Measurement Instruments

Validated scales were used to measure all constructs of the study, which has been previously based on empirical research. Eight items that measured training intensity, skills development, leadership support and knowledge sharing practices were used to operationalize strategic human capital [3], [25]. Six items that incorporated measures of employee commitment, employee perceived career development opportunities, and turnover plans were used to measure talent retention [21]. The actual performance of innovation was evaluated based on seven items referring to the output of product, process and service innovation [11], [17]. The six indicators that were used to measure organizational performance include those of non-financial aspects like productivity, competitiveness, and operational efficiency, and those of financial aspects [15]. All the items were evaluated on a five-point Likert scale between 1 (strongly disagree) and 5 (strongly agree). Internal consistency was also high as the reliability analysis showed that the Cronbach alpha values were higher than the recommended value of 0.70.

**Table 1: Construct Measurement and Reliability**

Construct	Number of Items	Cronbach's Alpha
Strategic Human Capital	8	0.89
Talent Retention	6	0.86
Innovation Performance	7	0.88
Organizational Performance	6	0.90

### 3.4 Data Analysis Techniques

Statistical software packages were used in data analysis. Various characteristics of respondents and distribution of variables in the survey were summarized using descriptive statistics. To estimate construct validity, the confirmatory factor analysis was used. Structural equation modeling has been used to test established relationships and mediation effects as it allows the simultaneous estimation of complex relationships and measuring error [20].

**Table 2: Hypothesized Relationships**

Hypothesis	Relationship
H1	Strategic Human Capital → Innovation Performance
H2	Strategic Human Capital → Talent Retention

H3	Talent Retention → Organizational Performance
H4	Talent Retention mediates SHC–Performance

## IV. FINDINGS AND DISCUSSION

### 4.1 Descriptive and Measurement Model Results

The descriptive analysis presents a preliminary impression of the respondents based on their perception of strategic human capital, talent retention, performance on innovation and organizational performance. The findings have shown that the respondents on the whole believe that their organizations are hugely invested in strategic human capital practices, especially when it comes to issues of employee training, leadership support, and knowledge-sharing mechanisms. The average score of strategic human capital (4.12) indicates solid focus on the development of capabilities and alignment of human factors with the organizational strategy, which agrees with the previous study about strategic capability of human capital in performance improvement [15].

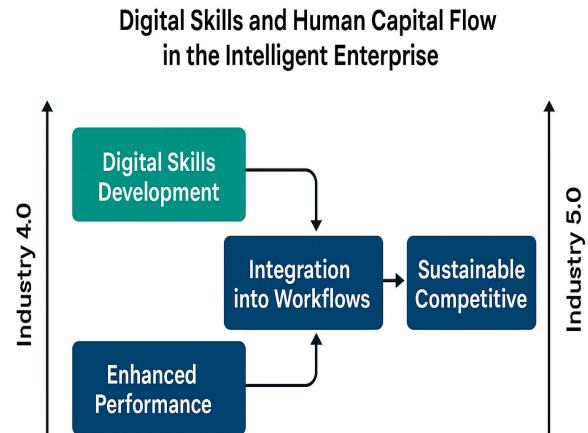


Figure 1: "Strategic Human Resource Management in the Digital Era"

On talent retention, the mean score is also relatively high (3.98) indicating that the personnel consider the organizational initiatives of career development, engagement, and long-term employment relationship as effective. The mean in the case of innovation performance is 4.05, and this means that the organizations view themselves as being active in product, process, and service innovation. The mean score of organizational performance is the best (4.10) based on positive indications of organizational performance on the basis of productivity, competitiveness and operational effectiveness.

The value of standard deviation of all variables is below 1.0, meaning that there is a reasonable variability and consistency of all the responses. These findings indicate that there should be homogeneity in perceptions among the sample, which makes the consequent inferential analysis stronger. Confirmatory factor analysis (CFA) was also done to further authenticate the measurement model. The results of CFA show a decent model fit indices

and therefore convergent and discriminant construct validity. The scale of the factor loadings is beyond the required level to ensure reliability of measurement scales and alignment of measurement scales to given empirical standards [15].

**Table 3: Descriptive Statistics**

Variable	Mean	Std. Deviation
Strategic Human Capital	4.12	0.63
Talent Retention	3.98	0.71
Innovation Performance	4.05	0.66
Organizational Performance	4.10	0.59

On the whole, it is possible to state that the obtained results of the descriptive and measurement models prove the appropriateness of the dataset to be the subject of structural model analysis and hypothesis testing.

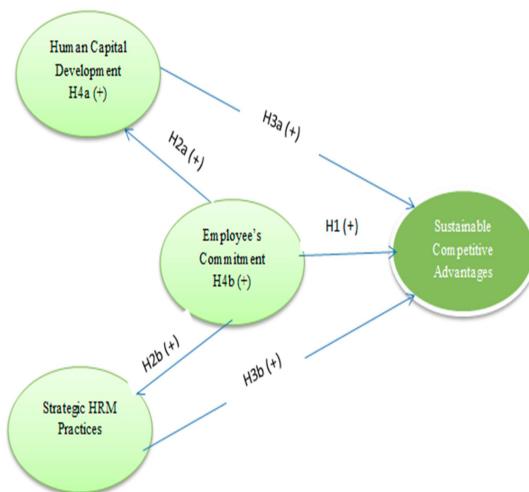


Figure 2: “Strategic Human Resource Management Practices on Competitive Advantage Sustainability”

#### 4.2 Structural Model Results

Structural equation modeling was used to test the hypothetical connections between strategic human capital, innovation performance, talent retention and organizational performance. The findings indicate that there is a strong and statistically significant positive correlation between strategic human capital and innovation performance thus proving the Hypothesis H1. A path coefficient ( $= 0.48, p < 0.001$ ) suggests that when these two variables are in harmony as far as human capital strategies are concerned, then it is better placed for organizations that tend to produce more innovative results. This observation is in line with other studies that have characterized the significance of HRM practices in stimulating creativity, learning, and capability of innovative processes [3], [5].

Moreover, strategic human capital is also shown to manage a strong positive impact on talent retention, which confirms Hypothesis H2. The path coefficient ( $= 0.52, p < 0.001$ ) indicates that investments in employee development, support in leadership and knowledge sharing environments would improve employee commitment and turnover intentions. This supports the contention that strategic HR practices are important in the retention of skilled workers hence protecting organizational knowledge and capabilities [25].

Talent retention also shows a strong positive correlation with the performance of an organization ( $= 0.46, p = 0.001$ ), which confirms Hypothesis H3. This finding shows that organisations that can retain talent record high performance outcomes since retained workforce brings with them accrued experience, effectiveness and innovation-oriented behaviours. The results are in line with the previous empirical data of explaining the performance advantages of stable and committed workforces [21].

**Table 4: Structural Path Coefficients**

Path	Coefficient	Significance
SHC → Innovation	0.48	$p < 0.001$
SHC → Retention	0.52	$p < 0.001$
Retention → Performance	0.46	$p < 0.001$

Taken together, the structural model results provide confirmation of the theoretical assumptions underlying the study and high explanatory power.

#### 4.3 Mediation Analysis

A mediation analysis through bootstrapping procedures was used to test mediating variables of talent retention. As the results prove, talent retention is a partial mediator between strategic human capital and organizational performance and proves Hypothesis H4. The direct impact of strategic human capital on organisational performance is great, in which case, strategic human capital has an independent outcome on organisational performance. Nonetheless, the fact that a significant indirect effect has been created by way of retention of talent indicates that retention enhances and intensifies such a relationship.

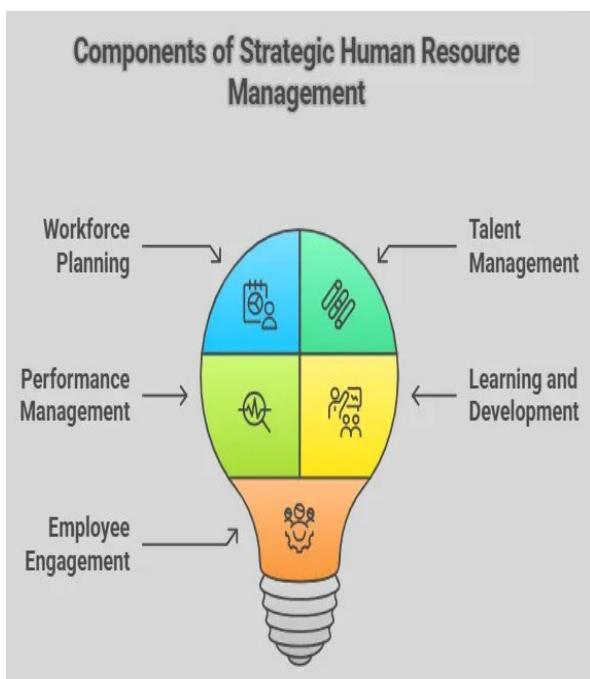


Figure 3: “Strategic Human Resource Management”

The value of the indirect effect (0.24) shows that there is a significant proportion of performance influence of strategic human capital that goes through improved employee retention. The overall impact (0.55) accentuates the impact of direct and indirect routes. According to these findings, although the strategic human capital initiatives enhance the performance directly to the degree that they advance the skills and capabilities, their success is greatly effective when the organizations manage to maintain the resources of human capital successfully.

Table 5: Mediation Effects

Effect Type	Value
Direct Effect	0.31
Indirect Effect	0.24
Total Effect	0.55

These findings of the mediation are consistent with the literature that has highlighted the importance of knowledge continuity, employee commitment, and lower turnover in maintaining organization performance [21], [17].

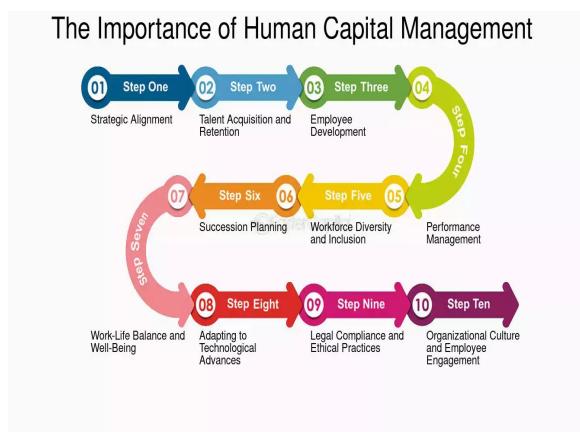


Figure 4: “Human Capital Management Strategy”

#### 4.4 Discussion

The results indicate that human capital is strategic to support innovation and organizational performance. Companies that invest in development and leadership behaviors of employees, and also on structured knowledge management systems are more likely to contribute to innovation and competitive advantage of an organization [11], [15]. Strategic human capital does not only make the organization innovative but also creates stronger employee commitment towards the organization, which is consistent with long-term performance. Talent retention becomes one of the critical processes which enhances the value of strategic human capital. A company is not wasting the time when it employs competent workers as it preserves the tacit knowledge, enhances the efficiency of the collaboration, and maintains the flow of innovation. It is especially true in dynamic and knowledge intensive settings where employee expertise is the core of innovation-based growth [25]. The results also highlight the importance of incorporating sustainability and digital transformation implications in the strategies of human capital. The literature reviews of green HRM and AI-based HR practices imply that the innovation performance rates in the future will be increasingly predetermined by the ways in which organizations manage to harmonize human capital and technological progress and sustainability targets [1], [13], [23]. On the whole, the findings will be a solid empirical basis of a holistic view on strategic human capital management that makes talent retention a crucial channel to innovation-oriented organizational performance.

#### 4. CONCLUSION

This paper explored the connections between strategic human capital and innovation and organizational performance with a closer consideration to the moderating effect of talent retention. Based on the empirical data and the theoretical frameworks, the findings prove that strategic human capital is a great contributor to the innovation performance and leads to the high organizational results. Talent retention is playing a reasonable mediating role implying the benefits of human capital investments can be optimized in case the organizations manage to keep the skilled and committed staff. The research makes contributions to the body of

literature by combining the perspectives of strategic HRM, innovation and performance within a composite model. It offers empirical data to support that talent retention is neither an HR deliverable nor a strategic process that only allows an organization to maintain an innovation ability. To the practitioners, the results put emphasis on the need to align the human capital strategies with the innovation goals based on the continuous learning, development of leaders, and employee engagement programs. On a managerial level, to avoid losing key skills and drive innovation, organizations ought to be more preoccupied with retention-oriented HR initiatives and strategies, including career development, enabling leadership, and knowledge-sharing systems. The

influence of sustainability and digital transformation as key factors in the future of human capital planning should also be taken into account by policymakers and leaders of organizations. Although it has its contributions, the study is also limited in nature in that it is cross-sectional and uses self-reported data. Similar studies might be taken in the future with methods of longitudinal studies and industry-related dynamics to enhance the knowledge of strategic human capital and innovation relationships. On the whole, the research supports the strategic importance of the human capital as a foundation of the innovation-based organizational performance in the ever-changing business settings.

..

## REFERENCES

- [1] Abad, A., Alkhozaim, S.M., Alnasser, E.M., Al-Romeedy, B., Alhamdi, F.M., Omar, A. & Samar, S. 2025, "Strategic Pathways to Economic Sustainability: The Mediating Role of Green HRM Between Green Leadership and Advocacy in Tourism and Hospitality", *Sustainability*, vol. 17, no. 21, pp. 9671.
- [2] AbuKaraki, A., Fawehinmi, O., Safrah, H. & Siti Nur 'Atika Zulkifli 2025, "Unveiling the Nexus of Corporate Entrepreneurship, Strategic Agility, and Organizational Performance in Jordan's ICT Sector", *International Review of Management and Marketing*, vol. 15, no. 4, pp. 11-22.
- [3] Agha Haval Nazhad A., Eyupoglu, S.Z. & Laith, T. 2025, "The Relationship Between Human Resource Management Practices and Organizational Innovation: The Mediated Role of Human Capital Within the Banking Sector in North Iraq", *Sustainability*, vol. 17, no. 14, pp. 6330.
- [4] Ahamat, A., Abdulmalek, N.K.T. & Aitrehli, F.A.R.N. 2024, "Determinants of human resource practices: Empirical study of Abu Dhabi Ministry of Interior", *Global Business and Management Research*, suppl. Special Issue Theme: Creating A Sustainable Future: Powering Innovation and Accelerating Transformation, vol. 16, no. 4, pp. 103-123.
- [5] Al-Faouri, E., Yazan, A.H., Nader, M.A. & Thikra, J.A. 2024, "The Role of Smart Human Resource Management in the Relationship between Technology Application and Innovation Performance", *Sustainability*, vol. 16, no. 11, pp. 4747.
- [6] Alharbi, G.L. & Aloud, M.E. 2024, "The effects of knowledge management processes on service sector performance: evidence from Saudi Arabia", *Humanities & Social Sciences Communications*, vol. 11, no. 1, pp. 378.
- [7] Al-Romeedy, B. & Alharethi, T. 2024, "Sustainable Tourism Performance Through Green Talent Management: The Mediating Power of Green Entrepreneurship and Climate", *Sustainability*, vol. 16, no. 22, pp. 9900.
- [8] Alsoukini Fathi, A.M., Adedokun, M.W. & Berberoğlu Ayşen 2025, "Enhancing Sustainable Innovation Performance in the Banking Sector of Libya: The Impact of Artificial Intelligence Applications and Organizational Learning", *Sustainability*, vol. 17, no. 12, pp. 5345.
- [9] Alzghoul, A. & Aboalganam, K.M. 2025, "Investigating the effect of knowledge management systems on university performance: The interplay of intellectual and human capital", *Knowledge and Performance Management*, vol. 9, no. 1, pp. 93-107.
- [10] Ametefe, M.D., Alooma, A.G., Itodo, I.J. & Ametefe, G.T.D. 2024, "Examining the Effects of Leadership Styles on Growth, Profitability, and Survival in Northeastern Nigeria's Bread-Bakery Sector", *Journal of Private Enterprise*, vol. 39, no. 3, pp. 41-78.
- [11] Annamalah, S., Aravindan, K.L. & Ahmed, S. 2025, "Driving open innovation in SMEs: the role of organizational and strategic dynamics", *Journal of Innovation and Entrepreneurship*, vol. 14, no. 1, pp. 119.
- [12] Awotunde, O.M. & Aregbeshola, A.R. 2024, "Navigating the future workplace: intrapreneurship training and development for enhanced performance and organizational productivity", *International Journal of Research in Business and Social Science*, vol. 13, no. 2, pp. 127-136.
- [13] Bindeeba, D.S., Tukamushaba, E.K., Bakashaba, R. & Atuhaire, S. 2025, "Green human resources management and green innovation: a meta-analytic review of strategic human resources levers for environmental sustainability", *Discover Sustainability*, vol. 6, no. 1, pp. 650.
- [14] Christina, J.L., Alamelu, R. & Nigama, K. 2025, "Synthesizing the impact of sustainable human resource management on corporate sustainability through multi method evidence", *Discover Sustainability*, vol. 6, no. 1, pp. 666.
- [15] Feng, Q., Kot, S., Chaveesuk, S. & Chaiyasoonthorn, W. 2024, "The impact of competitive strategy on enterprise performance: An empirical study of small and medium-sized manufacturing enterprises", *Journal of International Studies*, vol. 17, no. 3.
- [16] Ferede, W.L., Endawoke, Y. & Tessema, G. 2024, "Effects of strategic leadership on change management: examining the mediating roles of accountability, knowledge management, and organizational culture in public organizations: a study in Central Gondar, Ethiopia", *Cogent Business & Management*, vol. 11, no. 1.

[17] Founès, S. & Boudabbous, S. 2025, "The role of knowledge management in stimulating organizational innovation: Empirical analysis in the Tunisian banking sector", *International Journal of Research in Business and Social Science*, vol. 14, no. 7, pp. 54-66.

[18] Georgios, T., Anastasia, V., Greta, H., Dimitrios, T., Efthimia, T. & Theodosios, G. 2025, "Leadership 4.0: Navigating the Challenges of the Digital Transformation in Healthcare and Beyond", *Administrative Sciences*, vol. 15, no. 6, pp. 194.

[19] Hikmah, H., Andalan, T.R. & Darmanto, S. 2024, "The Effect of Organizational Capability, Market Orientation, and IT Adoption on Creative Industry Business Performance", *Pacific Asia Journal of the Association for Information Systems*, vol. 16, no. 1.

[20] Homayoun, S., Salehi, M., ArminKia, A. & Novakovic, V. 2024, "The Mediating Effect of Innovative Performance on the Relationship Between the Use of Information Technology and Organizational Agility in SMEs", *Sustainability*, vol. 16, no. 22, pp. 9649.

[21] Hung-Tai Tsou, Ja-Shen, C., Mai, T.O. & Nguyen, B.N.J. 2025, "Soft HRM Practices Fostering Service Innovations and Performance in Hospitality Firms", *Sustainability*, vol. 17, no. 3, pp. 895.

[22] Igoa-Iraola Elene, Diez, F. & Román, J.M. 2025, "Relationships Between Generational Handover Protocols, Knowledge Transfer Behavior, and Key Organizational Outcomes", *Systems*, vol. 13, no. 7, pp. 497.

[23] Jahangir, S., Xie, R., Iqbal, A. & Hussain, M. 2025, "The Influence of Sustainable Human Resource Management Practices on Logistics Agility: The Mediating Role of Artificial Intelligence", *Sustainability*, vol. 17, no. 7, pp. 3099.

[24] Javed, S., Yingjun, Z., Kumar, N. & Meghwar, S. 2024, "Green human resource management practices and organizational sustainability performance in Pakistan's healthcare sector: a descriptive analysis", *International Journal of Research in Business and Social Science*, vol. 13, no. 1, pp. 171-183.

[25] Jimoh, A.L. 2025, "Talent Management Practice in the Contemporaneity Organization. A Systematic Literature Review", *Economic Insights - Trends and Challenges*, , no. 1, pp. 59-72.

[26] Juping, Y. 2025, "Determinants of Students' Performance in Higher Vocational Colleges under the Vocational Skill Evaluation System in Hangzhou, China", *Scholar*, vol. 17, no. 2, pp. 80-91.

[27] Juping, Y. 2025, "Key Factors Influencing Performance of Students in Higher Vocational Colleges Based on the Vocational Skill Evaluation System in Zhejiang, China", *AU-GSB E-Journal*, vol. 18, no. 1, pp. 127-139.

[28] Khalid, J., Zhang, W., Aliya, A. & Sohaib, M. 2025, "Exploring the Influence of AI Adoption and Technological Readiness on Sustainable Performance in Pakistani Export Sector Manufacturing Small and Medium-Sized Enterprises", *Sustainability*, vol. 17, no. 8, pp. 3599.

[29] Kim, S. & Kim, J. 2025, "Effects of brand management culture on employee behaviors: the mediating roles of brand identification and perceived organizational performance", *Journal of Brand Management*, vol. 32, no. 5, pp. 365-384.

[30] Liao, J., Batool, M., Kazmi, S.J.A., Feng, F. & Alzuman, A. 2025, "Studying the nexus of business analytics capabilities with ESG performance. How resource orchestration capabilities, organizational agility, and business model innovation bridge this relationship", *International Entrepreneurship and Management Journal*, vol. 21, no. 1, pp. 106.