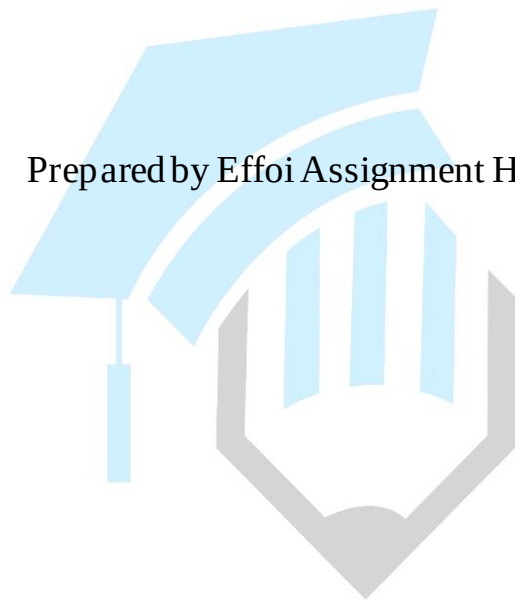


SAMPLE PROBLEM STATEMENT

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Statement of the Research Problem

The notion of human capital has been shown to concentrate on the performance of individuals and organizations. Researchers have shown a substantial correlation between an organization's human capital and its performance, resulting in a long-term competitive advantage. These scholars include Bai et al. (2015), who discovered a substantial correlation between employee and customer happiness and organizational effectiveness when it comes to the development of human capital. Organizational performance is positively associated with human capital indicators such as human capital development, according to Seleim, Ashour, and Bontis (2007), who concluded that human capital development leads to teamwork practices which result in superstar performance, which can be translated into greater productivity for the organization.

He concluded that organizations that invest in human capital development and development programs have high employee productivity, which ultimately contributes to high organizational performance. Iqbal (2013) suggested there is an association between investment in human capital development and the benefit of an organization.

To a large degree, Mling et al (2012) determined that human capital investment initiatives had a favorable impact on organizational performance. According to a 2014 research by Saka on Dubai's free zone, human capital development is determined by the company type, its financial performance as well as the extent of clustering in the free economic zone and the level of technical know-how spillover.

Ethiopia's GDP per capita, education human capital, health human capital, labor force, gross capital formation, government expenditure, and official development assistance all have a long-term relationship with the development of human capital, according to Gebrehiwot (2013). Transaction costs imply that a business has a competitive advantage when it owns firm-specific resources that cannot be replicated by its competitors. Because of this, firms have incentives to invest in their management to decrease risk and maximize productive potentials. This means that in order to be successful in the workplace, employees must improve their competence.

Employee underperformance persists despite the efforts of companies to improve employee performance through human capital investment in human capital development. This can be due to a variety of factors, such as a lack of staff available to complete the required task in a timely manner and a failure to put to good use the knowledge gained during human capital development. As a result, the research used Heineken Ethiopia as a case study to examine the effect of investing in human capital on employee performance in Ethiopia.



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