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PERSONNEL MANAGEMENT TO HUMAN RESOURCE MANAGEMENT:Records and Administration, Competitive Advantage Human Resource Management Business Human Resource ManagementDr. Jabbar Al-Obaidi is Professor of Media Studies and Communication Technologies. Currently, Professor Al-Obaidi serves as the Academic Director of Global Programs in the Dr. Minnock Institute for Global Engagement at Bridgewater State University (BSU).[Link to department's website](#). A growing number of companies transact a significant portion of their business accounting through international channels.In the field of management, strategic management involves the formulation and implementation of the major goals and initiatives taken by an organization's top management on behalf of owners, based on consideration of resources and an assessment of the internal and external environments in which the organization operates.