

## Human capital and competitive advantage in business organization in the region of Kosovo

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### Abstract

Successful adjustment to all that is taking place and to the changes of the environment in which people, enterprises and economies live and act is reflected in the evaluation of the human factor as a significant economic resource. The learning society that the current society is striving for, enterprises and economies base the competitive advantage on the knowledge which is found in people in using potential chances and knowledge is necessary in order to realize it. That is why development aims of the most developed countries in the world are established, in fact, investment in human capital is increased and various innovation activities through constant learning and education of the people employed in organizations. After research we come to the conclusion that the human resources are not the most significant in the business of organizations in the region of Kosovo, that a lot more attention is given to the material resources, reasons are given about that kind of condition as well as consequences that directly affect the quality of accomplishing the aim and competitiveness that Kosovo accomplishes in relation to all the countries in the region.

**Keywords:** present organizations, intellectual capital, knowledge, human capital, learning, competitive advantage, innovations.

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