This study aimed at measuring the factors affecting the new role of human resources management from the executive managers' point of view of the Jordanian industrial Companies.

The study population consisted from all the executive managers at Jordanian industrial companies, which counts (92) industrial company, thus the number of executive managers at these companies counted (458) manager, and because the population of the study is too small, the researcher decided to include all the population as a study sample, thus the study sample counted (458) manager.

To achieve the study objective, a questionnaire was designed to collect the data from the study sample.

The study reached the following results:

1. There is an effect of internal factors (the strategy of the company, the culture of the company, organizational structure, financial resources and leadership style) on the point of view of executive managers at Jordanian industrial companies towards the new role of the human resources management.

2. There is an effect of internal factors (work teams and motivation) on the point of view of executive managers at Jordanian industrial companies towards the new role of the human resources management.

3. There is an effect of external factors (Community Culture and Information Technology) on the point of view of executive managers at Jordanian industrial companies towards the new role of the human resources management.

4. There is no effect of economic changes on the point of view of executive managers at Jordanian industrial companies towards the new role of the human resources management.