Abstract
Measurement Criteria for Efficiency and Effectiveness of Human Resource Management Strategies in The Jordan's Press Foundations and Their Relationship on Corporate Performance " in the viewpoint of the managers "

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The present study aims at identifying the efficiency and effectiveness of human resources management in Jordan’s press organizations as represented in strategies adopted by these institutions in the fields of human resources planning, selection and placement, evaluation of personnel's performance, training of employees and the relationship between these strategies and institutional performance.

The study population included 21 press organizations in Jordan, of which four institutions that employ no less than 50 workers and issue more than one publication were selected.

The results of study:
1. There is a positive relationship between the efficiency and effectiveness of human resources planning strategies in Jordan’s press organizations and their institutional performance.
2. There is a positive relationship between the efficiency and effectiveness of the testing and appointment strategies in Jordan’s press organizations and their institutional performance.
3. There is a positive relationship between the efficiency and effectiveness of the strategies of personnel performance evaluation in Jordan’s press organizations and their institutional performance.
4. There is a positive relationship between the efficiency and effectiveness of personnel training strategies in Jordan’s press organizations and their institutional performance.