

ABSTRACT

There are several factors that brings profitability into a new service paradigm, such as investment to people (IIP), technology that supports the performance of the employees, practices of recruitment, training and compensation that are connected to the employees' performances at every level. Hence, several studies about Human Resource Management (HRM) practices in companies were conducted for these purposes.

However, HRM is often considered inappropriate to be implemented in a small firm. Hence, in the early 1990s, only a few research studies of HRM practices in small firms were conducted. Most of these studies indicate an implementation of informal and various HRM practices within small firms and mostly only focus on certain functions of the HRM.

This research took place in a growing small firm in Semarang that has less 20 (twenty) employees and it is a qualitative study. The purpose of this study is to determine the formality of HRM practices in EduHouse as growing small firm. The result of this research shows that EduHouse is using an ad hoc approach (implementing HRM function when it is required) and most likely to be informal HRM practices. There is also no evidence found if owner's gender affecting the HRM practices.

Key words: human resource management practices, small firm, Semarang, interview, gender