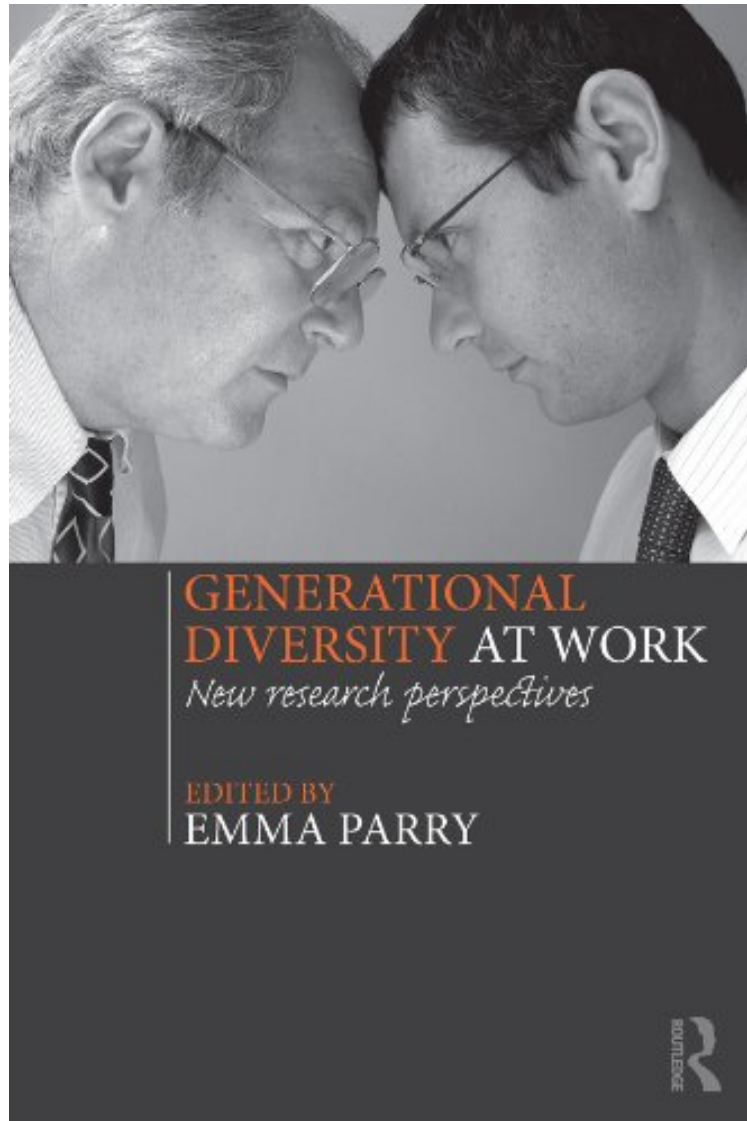


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Generational Diversity at Work: New Research Perspectives

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From Routledge : Generational Diversity at Work: New Research Perspectives before purchasing it in order to gauge whether or not it would be worth my time, and all praised Generational Diversity at Work: New Research Perspectives:

Over the past decade much attention has been paid to the apparent differences in consumption preferences or workplace attitudes and behaviours across generations. Within Western economies such as the USA, UK and

Australia, it is commonly assumed that there are now four generations in the workplace, namely Veterans (born 1925-1942), Baby Boomers (1943-1960), Generation X (1961-1981) and Generation Y (1982- 2000) The concept of generational differences at work is one that has recently been adopted by practitioners as a basis on which to design human resource management and career management practices. However, there has been some concern in academic circles about the validity of the notion of generations and the evidence base that supports it. There is therefore a need for new perspectives and methodological approaches to investigating generational differences at work in order to establish the validity and value of generations as an axis of diversity. *Generational Diversity at Work: New Research Perspectives* will address this need by presenting and discussing research into generational diversity that adopts a range of new theoretical perspectives or methodological approaches. This book is designed as a first step in addressing the need to critically examine the theoretical and empirical basis for generational differences and to provide some new empirical data in this area.

"This book provides an intellectually stimulating and novel approach to understanding generations and generational differences at work. It brings together an impressive array of international experts to challenge the ways we conceptualize and research generations across different cultural contexts. It will be of immense interest to academics, students and HR practitioners as the world of work becomes increasingly generationally-diverse." - Wendy Loretto, Professor of Organisational Behaviour, University of Edinburgh Business School, UK "This edited volume from Emma Parry takes a valuable and critical look at whether, and how, generational differences contribute to understanding the effects of age differences at work. This text benefits from a broad range of perspectives on generation, as well as international dimensions. This is a must for readers on age diversity in the workplace." - Dr John Neugebauer FCIPD, Client Director, Bristol Business School, University of the West of England, UK "It is commonly assumed that there are now four generations in the workplace: veterans (born 1925ndash;1942), baby boomers (1943ndash;1960), Generation X (1961ndash;1981), and Generation Y (1982ndash;2000). It is also assumed that working in multigenerational environments presents a host of challenges and opportunities for organizational managers. Parry (Cranfield Univ., UK) has edited a collection that adopts a range of new theoretical perspectives and methodological approaches to generational diversity. The book provides 13 research articleswith full references in eachorganized by four topics: the conceptualization of age and generations, methodological approaches for diversity, new evidence for generational identification, and generations beyond Western cultural contexts. The chapters present a variety of dimensions for exploring diversity but are not industry/field, economic, or gender specific. The authors, all well-published researchers from varied national and cultural backgrounds, employ a variety of research methodologies (qualitative and quantitative) and analyze the challenges of combating stereotypes based on employee age and assumptions about employee attitudes and preferences. The book provides a novel approach to the study of age diversity in the workplace. Summing Up: Recommended. Graduate students, researchers, practitioners." - N. J. Johnson, Metropolitan State University, CHOICE December 2014 About the Author Emma Parry is a Reader in Human Resource Management at Cranfield School of Management. Her research focuses on the impact of context on managing people. In particular, she is interested in the influence of national context, changing demographics and technological advances.