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Sustaining Workplace Culture: The Era of Multigenerational Cohorts

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Call for Chapters

Sustaining Workplace Culture: The Era of Multigenerational Cohorts

Aims and Scope:

Culture is the foundation of an organization which reflects through the perseverance of people working in its environment. Today's workplace is more culture driven as people wish to align by the organization that resembles part of their personality as well. Recent times have been an era of multigeneration cohorts wherein we see dominance of especially collaborative millennials and future forward Gen Z. However, the sustainability of organizational culture is not just on the two of them but it is a co-created value of all the cohorts namely Baby Boomers, Gen X-ers, Millennials and Gen Z-ers. In the awakening era of sustainability, organizations are bringing a holistic look for people management in all dimensions of strategic management, engagement, learning and development, internal branding and employee relations. Though the approach differs of generational levels at the artifacts, values and assumptions (Schein, 1995) however ultimate aims of all cohorts is to mutually develop their career path alongside organizational success. The antecedents of workplace culture formulate to the four feats of Clan, Adhocracy, Market and Hierarchy as identified by Cameron and Quinn.

List of Topics:

- Employee Engagement
- Talent Attraction and Retention
- Innovation & Creativity
- Performance Management
- Adaptability
- Internal Branding
- Employee Well-being
- Reputation Management
- Leadership
- Hybrid, Flexible & Gig-based Workplaces
- DEI & Community Engagements
- Mindfulness & Well-being
- HR Progressions
- Gamification & AI-driven Culture
- Purpose-Driven & Collaborative Cultures
- Emotional Intelligence & High-Performance Work Systems
- People Analytics
- Global Virtual Teams & Trust

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