

GENERAL TRACK

HRM IN THE DIGITAL AGE

The far reaching societal, cultural and economical changes based on the ongoing usage of digital media and tools meanwhile are used to characterize the current period as the “digital age”. This affects HRM in several ways. First, the new workforce (“digital natives”) is depicted as having differing values, attitudes, qualifications, behaviors, or expectations among others. It is unclear which concrete changes actually exist and how HRM should react to such changes. Second, digital media and tools are changing work. This includes the enduring automation of operative work, to changes in the organization of work, with aspects such as (international) virtual teams or ubiquitous work based on mobile digital media and tools, and to new forms of work contracting such as “e-lancing”. Third, digital media and tools have changed the way of performing human resource management. The plurality and scope of actually emerging digital HR media and tools and the occurring changes and challenges in the respective functional areas of HRM are not well investigated and understood at present.

The track welcomes papers which deal with these multiple aspects above and their impact on HRM as well as other aspects related to HRM and the digital age. This track will aim to discuss and integrate all three of the issues discussed above in order to establish the state of the art in this field.

This track will be co-Chaired by Dr Emma Parry (Cranfield School of Management) and Prof. Stefan Strohmeier (Saarland University). For further information, please contact: Dr Emma Parry on emma.parry@cranfield.ac.uk.