

The Empowerment Approach

The empowerment framework has been the subject of scholarly debate for several decades, creating confusion between academics and practitioners. The lack of a clear definition for this concept and unresearched implementation techniques have led to unsuccessful strategies utilized in the organizational environment (Hughes et al., 2021). Nevertheless, employee empowerment has been thoroughly clarified and studied in the current age. As such, empowerment is divided into delegation and development, two crucial aspects of empowering the workforce to make informed and professional decisions (Hughes et al., 2021). However, the two psychological factors of empowerment must also be assessed to grasp the nature of this concept fully.

Delegation and Development

Transferring responsibility from the superior officer to the subordinate is vital for creating an atmosphere that promotes empowerment. As such, each worker must possess the capability to make a relevant decision in a specific environment (Monje Amor et al., 2021). Given that many subordinate workers are more closely involved in the organizational processes and are thus more likely to be well-informed about the ongoing issues, their capability to resolve a particular problem should not be undermined (Monje Amor et al., 2021). Thus, each superior officer should properly delegate both leadership and responsibility roles, ensuring that their subordinates can solve an emerging problem if needed.

The second component of empowerment, development, is also imperative for facilitating effective decision-making. To ensure that the employees are empowered to complete their assignments and propose solutions, the executives must provide them with the relevant resources that can help the workers enhance their skills (Panda et al., 2022). The lack of professional competencies often leads to poor decision-making and loss of engagement, which, in turn, negatively affects the workers' empowerment levels.

Psychological Components

In addition, two psychological components to empowerment have been identified. The macro-level component is divided into motivation, learning, and stress, which can tremendously enhance the employees' performance if correctly implemented (Hughes et al., 2021). On the other hand, the micro-factors are self-determination, meaning, competence, and influence, which allow establishing whether the necessary empowerment levels have been achieved (Hughes et al., 2021). Overall, each of the discussed psychological aspects plays a crucial role in employee empowerment.

Research Paper On Employee Empowerment

Allam Hamdan

Research Paper On Employee Empowerment:

Impact of Leadership Styles on Employee Empowerment Krishna Murari, 2015-02-17 The book is based on exploratory research carried out by the author in Indian Business Organizations It gives insights to Employee Empowerment and five important leadership styles namely Transformational Leadership Transactional Leadership Servant Leadership Abusive Leadership and Ethical leadership and their characteristics based on the researches carried out by the scholars and gurus in these fields Transformational leadership servant leadership and ethical leadership style enhance the employee empowerment while transactional leadership has no role in employee empowerment. The book highlight that abusive leadership style is used by many leaders and has negative impact on employee empowerment Employee empowerment results in Quality of Work Life Commitment and Job Involvement in employees which enhance competitiveness of the organization It also emphasizes the important of personal characteristics of employees required to make them empowered Some employees like to be empowered while some others do not This book provides guidance to new researchers in the field of leadership and employee empowerment to carry out further researches in these fields in various countries and cultures The book will guide the managers to identify and enhance the required characteristics to be a successful leader This book will be a new milestone in the above fields of research and beacon to the practicing managers to navigate them to higher success **Empowerment of Employees. What are Its Effects for the Companies?** Jamal Alkhayer, 2019-01-10 Master's Thesis from the year 2017 in the subject Business economics Personnel and Organisation grade 2 30 University of Bahrain language English abstract This study research is based on two companies which are the Dell Company and its authorized dealer in Bahrain Computer World WLL and the HP Company and its authorized dealer in Bahrain Zayani Computer Systems which majorly deal with electronic appliances like computers laptops and televisions. The reports research on the methods used by the two institutions in the implementation of the employee's empowerment in the Dell and the HP Companies as well as the reasons why the two companies give the process of employees empowerment more time and consideration during the evaluation of the company's resources allocation As a result of the need of employees empowerment by various companies all over the world it is considered necessary to study the nature of human resources in different institutions meant for the purpose of employees empowerment or meant for motivating the employees in the international companies or businesses The need of empowering the employees is considered a very significant factor in the improvement of the companies labor force output as well as ensuring work diversity in the organization bringing in a lot of new skill and invention in the business operations Since employees empowerment attracts many skilled workers from different backgrounds or the various ethnic groups Employees Empowerment Workers strengthening in the organization involves giving the representatives of the workers a specific level of self rule and obligation regarding central leadership on their particular hierarchical errands in the organization Therefore through empowerment of the employees the company output as well as the company visions are likely

to be satisfied by promoting the growth of the enterprise The report explores the relationship between the employees working procedures and the perf The Psychology of Employee Empowerment Rozana Ahmad Hug, 2016-03-03 The complexities of employee empowerment have been largely underestimated and it is clear that organisations struggle with putting the concept into practice Rozana Ahmad Hug recognises that effective utilisation of human resources is a strategic issue for organisations Hierarchical organisations struggle to survive The growing trend for downsizing and merging of organisations means that they can no longer maintain the command and control approach and employees are given more responsibility and expected to take decisions However simply burdening employees with extra responsibility without empowering them does not deliver results Drawing on her own research in organisations Dr Hug investigates the concept of empowerment in a new way that combines themes from the disciplines of management and social work the latter being a domain where empowerment is an important construct This helps to bridge the gaps in knowledge in the management domain and draws attention to the positive and negative psychological implications for employees of the practice of empowerment that are often ignored by leaders and managers Ultimately the author offers a practice model to help people in management and non management understand the new roles and behaviours that they need to adopt if empowerment is to become a reality This book is a resource for any business or other organisation genuinely interested in employee empowerment and for those with a responsibility for teaching about it Innovative Recruitment and Retention for Employee Empowerment Walters, Annette G., 2024-12-23 In order to remain competitive organizations must adapt their recruitment and retention strategies as the business landscape evolves This may require reevaluating traditional methods and embracing new approaches that align with the changing needs and expectations of candidates and employees By embracing change and adopting a proactive mindset organizations can create a more effective and efficient recruitment and retention process Organizations need to employ innovative methods to attract talent and to retain them This may involve utilizing artificial intelligence and data analytics to streamline the recruitment process implementing personalized employee development programs to enhance retention or leveraging employer branding to create a compelling value proposition for potential candidates Businesses and organizations must continue to stay up to date on the latest trends and technologies in talent acquisition as well as continuously evaluate and improve existing processes Innovative Recruitment and Retention for Employee Empowerment explores strategies for effective employee recruitment and retention It offers solutions to address the challenges of organizational employee engagement This book covers topics such as employee engagement talent management and workplace culture and is a useful resource for business owners managers data scientists engineers academicians and researchers **Employee Empowerment** Rozana Hug, 2010-09-01 Employee empowerment is thought to be both a solution to the problems associated with outdated command and control workplaces and a way to stimulate creativity and innovation in organizations Valuing people's dignity is at the heart of Dr Hug's work and this led to her interest in conducting in depth research into both the academic understanding of employee empowerment and what happens in practice Divided into clearly defined sections are a clear navigation of the management literature and explanation of the controversies surrounding employee empowerment the key concepts that must be addressed and where the problems in interpretation arise two live case studies one large organisation with over 2000 employees and one small with 54 employees an outline of the research methodology and sample questions direct feedback from boardroom members to frontline operatives about their experiences of empowerment revealing the pitfalls that may be common to many organisations an overview of the findings with suggestions on what needs to be considered before implementing an employee empowerment programme extensive bibliography providing an excellent reference resource Referring also to the philosophy of Total Quality Management TQM and guidelines given by European Foundation for Quality Management EFQM this neat little book is a valuable resource not only to researchers and academics but also to practitioners in large and small organisations who are considering an empowerment programme or who want to understand and improve their current policies Employee empowerment is thought to be both a solution to the problems associated with outdated command and control workplaces and a way to stimulate creativity and innovation in organizations Valuing people's dignity is at the heart of Dr Hug's work and this led to her interest in conducting in depth research into both the academic understanding of employee empowerment and what happens in practice Divided into clearly defined sections are a clear navigation of the management literature and explanation of the controversies surrounding employee empowerment the key concepts that must be addressed and where the problems in interpretation arise two live case studies one large organisation with over 2000 employees and one small with 54 employees an outline of the research methodology and sample questions direct feedback from boardroom members to frontline operatives about their experiences of empowerment revealing the pitfalls that may be common to many organisations an overview of the findings with suggestions on what needs to be considered before implementing an employee empowerment programme extensive bibliography providing an excellent reference resource Referring also to the philosophy of Total Quality Management TQM and guidelines given by European Foundation for Quality Management EFQM this neat little book is a valuable resource not only to researchers and academics but also to practitioners in large and small organisations who are considering an empowerment programme or who want to understand and improve their current policies Employee empowerment is thought to be both a solution to the problems associated with outdated command and control workplaces and a way to stimulate creativity and innovation in organizations Valuing people's dignity is at the heart of Dr Hug s work and this led to her interest in conducting in depth research into both the academic understanding of employee empowerment and what happens in practice Divided into clearly defined sections are a clear navigation of the management literature and explanation of the controversies surrounding employee empowerment the key concepts that must be addressed and where the 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employees and one small with 54 employees an outline of the research methodology and sample questions direct feedback from boardroom members to frontline operatives about their experiences of empowerment revealing the pitfalls that may be common to many organisations an overview of the findings with suggestions on what needs to be considered before implementing an employee empowerment programme extensive bibliography providing an excellent reference resource Referring also to the philosophy of Total Quality Management TQM and guidelines given by European Foundation for Quality Management EFQM this neat little book is a valuable resource not only to researchers and academics but also to practitioners in large and small organisations who are considering an empowerment programme or who want to understand and improve their current policies The Business of Employee Empowerment Thomas Potterfield, 1999-03-30 The popular and influential concept of employee empowerment may have the emancipatory potential its supporters claim but it also is subject to constraints and inhibitions Potterfield calls for actions to cut through the ideological inhibitors at the corporate level and also for ways to alter the prevailing socioeconomic structure ways to enhance the relative strength of employees an various types of organizations His book provides a synthesis of major empowerment theories and viewpoints a discussion of its historical and intellectual roots in inquiry into empowerment practices at a Fortune 100 company and a discussion of both the emancipatory potential and ideological constraints in empowerment theories and practices With specific recommendations for corporate and societal action Dr Potterfield's book will be important for professionals teachers and students in management organizational studies human resources and organizational change Potterfield begins by situating empowerment in the larger historical context of long standing effort to provide more participatory work environments He reviews the social and intellectual roots of the empowerment concept including basic contoures of modernity such as the rise of capitalism and examines the development of the concept within the realm of social action movements during the 1950s 1960s and 1970s He provides a detailed explication of the essential dimensions and core elements of empowerment as it is espoused by leading organizational theorists and management experts then looks at the actual practice of empowerment in a Fortune 100 company that has a major ongoing commitment to the empowered workplace With this as a foundation he discusses ways in which these theories and practices either advance the cause of democracy and freedom in the workplace or reinforce corporate organizational power and worker dominations He concludes with concrete suggestions for overcoming ideological influences and facilitating the emancipatory potential of empowerment

Empowerment in the Workplace. A Strategic Tool for Enhancing Employee Motivation ,2023-07-04 Seminar paper from the year 2023 in the subject Leadership and Human Resources Employee Motivation grade 1 3 AKAD University of Applied Sciences Stuttgart language English abstract This paper focuses on the concept of empowerment and its significance for employee motivation The aim of the paper is to examine how empowerment can serve as a strategic tool for enhancing employee motivation Key areas of investigation include the definition of empowerment the conditions under which

empowerment can increase employee motivation and the ways in which managers and organizations can successfully implement empowerment Despite potential challenges and risks in its implementation the paper argues that empowerment can have positive effects on job satisfaction organizational commitment performance and innovation The paper concludes with practical recommendations for managers and organizations on how to effectively utilize empowerment to boost employee motivation The Effect of Information Technology on Business and Marketing Intelligence Systems Muhammad Alshurideh, Barween Hikmat Al Kurdi, Ra'ed Masa'deh, Haitham M. Alzoubi, Said Salloum, 2023-03-12 Business shapes have been changed these days Change is the main dominant fact that change the way of business operations running Topics such as innovation entrepreneurship leadership blockchain mobile business social media e learning machine learning and artificial intelligence become essential to be considered by each institution within the technology era This book tries to give additional views on how technologies influence business and marketing operations for insuring successful institutions survival The world needs to develop management and intelligent business scenario plans that suite a variety of crisis appears these days Also business and marketing intelligence should meet government priorities in individual countries and minimise the risk of business disruptions Business intelligence the strategies and technology companies that use it to collect interpret and benefit from data play a key role in informing company strategies functions and efficiency However being essential to the success many companies are not taking advantage of tools that can improve their business intelligence efforts Information technology become a core stone in business For example the combination of machine learning and business intelligence can have a far reaching impact on the insights the company gets from its available data to improve productivity quality customer service and more This book is important because it introduces a large number of chapters that discussed the implications of different Information technology applications in business This book contains a set of volumes which are 1 Social Marketing and Social Media Applications 2 Social Marketing and Social Media Applications 3 Business and Data Analytics 4 Corporate governance and performance 5 Innovation Entrepreneurship and leadership 6 Knowledge management 7 Machine learning IOT BIG DATA Block Chain and AI 8 Marketing Mix Services and Branding COVID-19: Tackling Global Pandemics through Scientific and Social Tools S. Chatterjee, 2021-11-09 Coronavirus disease 2019 COVID 19 is an infectious disease caused by SARS CoV 2 It was first identified in December 2019 in Wuhan Hubei China and has resulted in an ongoing pandemic As of July 2020 more than 13 8 million cases have been reported across 188 countries and territories resulting in more than 590 000 deaths COVID 19 Tackling Global Pandemics through Scientific and Social Tools is an amalgamation of scientific and social perspective The book provides a selection of handpicked themes and topics relevant to COVID 19 pandemic across various disciplines delivered by experts in the domain The Opinion section is a unique component of this book discussing important issues concerning the COVID 19 COVID 19 Tackling Global Pandemics through Scientific and Social Tools serves as single source of information ranging from clinical research to social science and even biotechnology to engineering in a

single platform But there is scarcity of a quality document that summarizes various aspects of a single event Therefore the purpose of this book is to provide scientific and social information on COVID 19 to all sectors of readers i e from students to researchers and even policy makers Divided into 13 chapters the book begins with an in depth introduction to the highly infectious disease COVID19 Followed by chapters on interventions vaccine development prevention and control COVID 19 Tackling Global Pandemics through Scientific and Social Tools also provides insights to current global situation mathematical models and social factors like distancing and hand washing The book closes with a review on the use of artificial intelligence and engineered intervention All are presented in a practical short format making this volume a valuable resource for very broad academic audience Includes updates and guidelines of WHO Serves as a single platform of information and contributions on COVID 19 from the epidemiological aspects to the biotechnology Provides directions and constructive criticism in the form of opinion by experts in the field **Global Cases on Hospitality Industry** Timothy L. G. Lockyer, 2013-05-13 Get a comprehensive research based look at real life hospitality industry issues from leaders in the field Global Cases on Hospitality Industry is a comprehensive examination into hospitality issues around the world This detailed look at the industry's dynamics uses an international perspective that provides reader understanding by spanning several strategic and functional areas in management practices Leading academics trainers and consultants from around the globe offer research based perspectives on real life issues in this competitive industry. This important text extensively explores various aspects of the industry from both Asian and Western countries providing important insights into policymaking research consulting and teaching Global Cases on Hospitality Industry presents extensively researched illustrative case studies and accounts of revealing management practices from experts around the world This book explains both the positive and negative impact of certain real life policy and management decisions in various aspects of the industry This text discusses topics such as marketing human resources strategy entrepreneurship the use of technology and ethics using inside looks into different hospitality and travel and tourism companies The book includes numerous figures and tables to clearly illustrate research data Topics in Global Cases on Hospitality Industry include consumer marketing research price promotions consumer behaviors bed and breakfast expectation analysis assessment of service quality company organizational structure labor productivity human resource issues franchise restaurants impact around the world tour operator strategies similarity of problems between the hospitality and tourism industries heritage tourism societal effects of tourism development ethical challenges and much more Global Cases on Hospitality Industry is essential reading for hospitality management educators students trainers and researchers in services management Remote Work, Internal Marketing and Human Resource Management Teena Mishra, 2024-12-02 Remote working is a developing idea that many organizations are embracing especially in light of COVID 19 and the rise in demand for remote and hybrid roles As there is no standard model to use for implementation a number of problems and difficulties develop as popularity increases and hybrid working

environments become normalized This book presents the views opinions and reality of remote work and creating an appropriate internal marketing culture in a remote environment The key topics explored are the significance of remote work remote work practice reshaping the work environment designing remote work models of remote work challenges of remote work facing business organizations remote work management innovations and technology the role of motivation and satisfaction in organizational development employee empowerment in a remote setting transparency and commitment for sustainable development and the future of remote work This research volume will be of value to researchers academicians practitioners and students in the fields of human resource management organizational studies and innovation management

Employee Empowerment Daniel Bloom, 2020-06-09 One of the major discussions in the business world is How do we get our human capital assets more engaged in the organization Current Gallup Polls state that 85% of our employees are not engaged within their organizations Employee Empowerment fully analyzes this workplace condition which is a major concern for most CEOs The solution proposed by this book is the introduction of the TLS Theory of Constraints Lean Six Sigma Continuum Empowerment model which comprises three levels of empowerment Management Cross Functional Team and Individual The first is the empowerment that comes from upper management to the organization as a whole The second level is the empowerment that comes from the various cross functional teams and the final level is from the individuals themselves through their ability to take ownership in the processes in which they are involved The end solution in the book is that if we can get the human capital assets to take ownership of the processes that is empower the front line employees it will increase the level of engagement If they become more engaged they will empower the organization at all levels to introduce sustainable change management to resolve problems within the organization One of the tools of individual empowerment is the use of the Six Sigma toolbox This book makes the case that when human capital assets take ownership of the processes then we have greater engagement and thus a more empowered organization The Digital Edge: Transforming **Business Systems for Strategic Success** Bahaaeddin Alareeni,2025-09-26 This book aims to provide a comprehensive examination analysis and reflection on digitalization strategies technologies and management practices that drive successful digital transformation in addition to the challenges encountered Digital transformation is fundamentally transforming the landscape of business systems driving innovation and efficiency within businesses This book aims to provide a comprehensive examination analysis and reflection on digitalization strategies technologies and management practices that drive successful digital transformation in addition to the challenges encountered Topics included are cloud computing Bbig Ddata analytics Internet of Things IoT robotic process automation RPA and digital twin technology This book will also addresses the leadership strategies organizational culture and change management process necessary to facilitate digital transformation Case studies across industries will highlight successful digital transformation efforts and common pitfalls This book is designed for business leaders managers and researchers interested in leveraging digital transformation for sustained

Human Resource Management, 2e Khanka S.S., The second edition continues to familiarize the competitive advantage students with the basic principles and techniques of human resource management Comprehensively this textbook highlights the importance of effective management of human resources which results not only in organisational effectiveness but also sustainable competitive advantage With the coverage of contemporary topics such as HR Scorecard Gen Y Employees and Work life Balance it keeps the students abreast with the current human resource practices of the real world This textbook caters to the requirements of management students and is also a useful resource for HR professionals Motivation through the Application of Public Feedback Processes Marek Worsch, 2004-12-02 Inhaltsangabe Abstract The Diploma Thesis at hand considers the interdependence of employee motivation on the one and feedback and job appraisal processes in organisations on the other hand Basically today s job appraisal procedures have one major disadvantage They rarely comprise more than a subjective assessment of employee performance This assessment is normally carried out by an employee's superior In this thesis it will be argued that through the dynamics of bias and politics in organisations the validity of job appraisal information is significantly distorted Hereby the effectiveness of job appraisals is affected negatively since they cannot serve as a reliable basis for personnel decisions But more important the distorted information is likely to result in overseeing or ignoring an individual s achievements in the workplace Lack of appreciation of one s effort and additionally the feeling of being treated inequitably compared to co workers may erode an employee s motivation However in a world of accelerating globalisation and thus increasing competition a motivated workforce is the key to an organisation s success The thesis will propose a potential solution for this dilemma public feedback. This means that the information gained through job appraisals will not be discussed one on one involving only superior and subordinate Rather the discussion is extended to the latter's peers. The prerequisites for and the proceeding of this approach to employee evaluation will be provided. Also the thesis covers the analysis of a survey This was accomplished to test the acceptance of a public feedback process among a sample of white collar workers The results show a general acceptance and appreciation of the idea of feedback in public Inhaltsverzeichnis Table of Contents List of Charts and TablesIII List of ChartsIII List of TablesIII AbbreviationsIV 1 Introduction 1 1 1 Choice of the Topic 1 1 2 Problem and Objectives 2 1 3 Methodology 3 2 Employee Motivation 5 2 1 Definition 5 2 1 10rigin of the Term5 2 1 2Motivation in the Field of Business Administration5 2 2The Need for Employee Motivation7 2 3Theories on the Content of Motivation 10 2 3 1 Motivation as a Hierarchy of Needs 11 2 3 2 Motivation as a Twofold Phenomenon13 2 3 3Money as a Motivator15 2 3 4Conclusions16 3 Feedback18 3 1Definition of Feedback18 3 1 1Origin of the Term18 3 1 2Feedback in the Field of Business Administration18 3 1 3Job Achieving Sustainable Business Through AI, Technology Education and Computer Science Allam Hamdan, 2024-12-18 This book focuses on the symbiotic relationship between sustainable practices and cutting edge AI technologies offering insights into how businesses can thrive in a rapidly evolving landscape This book discovers how AI is revolutionizing sustainability efforts driving

efficiency and fostering a greener tomorrow From smart energy management to ethical supply chain practices this book is a guide for organizations looking to harness the power of AI for a sustainable future Engaging informative and forward thinking this book is essential reading for leaders shaping the future of business Handbook of Research on Designing Sustainable Strategies to Develop Entrepreneurial Intention Yanamandra, Ramakrishna, Indiran, Logaiswari, 2023-08-07 The Handbook of Research on Designing Sustainable Strategies to Develop Entrepreneurial Intention is a comprehensive book that addresses the issue of entrepreneurial intention and its development. The book highlights the significant role of entrepreneurship in the growth and development of economies and presents a global understanding of entrepreneurial intention It discusses how the seeds of entrepreneurial intention are sown and how a supportive entrepreneurial ecosystem can develop successful entrepreneurs. The book provides insights into the challenges and apprehensions faced by aspiring entrepreneurs This book develops models and frameworks to identify strategies best practices case studies and successful examples from multiple regions to develop entrepreneurial intention among students of higher education It bridges the gap between policies related to the entrepreneurial ecosystem and its implementation to nurture entrepreneurial intention among aspiring entrepreneurs This book is an essential resource for researchers industry practitioners academicians higher education institutions students policy makers corporate executives banks venture capitalists angel investors and entrepreneurs trying to re enter It is also highly useful for undergraduate graduate and research level students pursuing entrepreneurship education and aspiring to become entrepreneurs Overall the book provides an in depth understanding of entrepreneurial intention and how it can be nurtured to create successful entrepreneurs making it an important reference for anyone interested in entrepreneurship and economic growth **Beyond** the Pill Strategies for Marketing Success for Pharma & FMCG Sector Dr. Bijal Zaveri, Marketing is a dynamic and ever evolving field that requires constant adaptation and innovation to keep up with the changing times In today s world marketing strategies are more important than ever as businesses strive to stay ahead of the competition and meet the changing needs and preferences of consumers This book brings together a diverse range of topics related to marketing including consumer preferences AI and machine learning online gaming market segmentation and more Each chapter offers valuable insights and practical tips that can help businesses develop effective marketing strategies and reach their target audience Whether you are a marketing professional business owner or a student looking to learn about marketing this book has something for everyone With real life case studies and examples readers will learn from successful marketing campaigns and gain a deeper understanding of the factors that influence consumer behaviour The chapters in this book cover a wide range of topics from the impact of AI and machine learning in marketing strategy to the influence of product packaging on consumer behaviour Each chapter offers unique perspectives and insights into the world of marketing providing readers with a comprehensive overview of this fascinating field The book will be an invaluable resource for our understanding of

marketing concepts theories and practices The chapters have provided us with insightful and thought provoking discussions on various topics such as consumer behavior marketing strategies and emerging trends in the industry We hope this book will inspire you to think creatively and strategically about your marketing efforts and help you achieve your business goals We encourage you to read each chapter thoroughly take notes and apply the principles and techniques discussed to your marketing endeavors With the insights and knowledge gained from this book you will be better equipped to navigate the complex world of marketing and develop effective strategies that resonate with your target audience Attitudes and Behaviors in the Tourism and Hospitality Industry Salih Kusluvan, 2003 The tourism industry of which the hospitality industry is the core element is one of the largest and the fastest growing industries world wide According to World Tourism Organisation forecasts the industry will continue to grow and employ more people in the twenty first century In parallel with the growth of the tourism and hospitality industry world wide consumer expectations and demands for quality are rising while consumer tastes are varying on the one hand and competition among the firms both nationally and internationally is intensifying on the other In this business environment of heightened consumer expectations distinct market segments that demand unique products and services and stiff competition tourism and hospitality organisations are looking for ways to excel in service quality customer satisfaction competition and performance This book takes the view that employees are one of the most if not the most important resources or assets for tourism and hospitality organisations in their endeavour to provide excellent service meet and exceed consumer expectations achieve competitive advantage and exceptional organisational performance The purpose of this book is to emphasise the critical role of employees for tourism and hospitality organisations and to examine the ways and means of managing their attitudes and behaviours for the mutual benefit of both parties tourism and hospitality organisations and their employees **Handbook of Organization Development** Thomas G. Cummings, 2008 The contributors reflect the field of organizational development s rapid growth and success since its inception 50 years ago into a far more complex study than it was just a few decades ago They show how organizational development has expanded from dealing with internal problems to the need to address more strategic issues

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