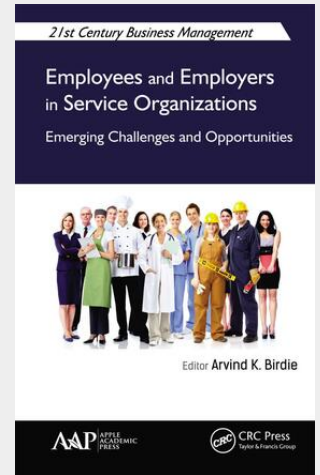


Birdie

Employees and Employers in Service Organizations

Emerging Challenges and Opportunities

With the increasing globalization and fast-paced technological advances in business today, service organizations must respond to the changing business dynamic between employers and employees. The service industry has metamorphosed into a revolution not only in United States but in developed and developing countries also. Highly industrialized countries have become 'service economies', at least when measured in terms of share of the workforce employed in service industries. This new book, *Employees and Employers in Service Organizations: Emerging Challenges and Opportunities*, the first volume in the 21st Century Business Management book series, provides an in-depth exploration of recent concepts and trends in business management in the service industries. It looks at the changing expectations and loyalties of young workers and others and the challenges and opportunities presented for service employers. The book considers theory and research findings, providing a plethora of practical implications and applications for these new workplace behavior dynamics. Exploring the different perspectives and concepts from the book's researchers and authors, *Employees and Employers in Service Organizations: Emerging Challenges and Opportunities* cover themes such as • work-life balance • spirituality in the workplace • emerging positive psychology concepts, such as psychological capital, knowledge management, and mindfulness • expectations, motivation, and behavior of different generations, such as Generation Y This informative volume will be valuable for faculty teaching courses in management and self-improvement for leaders and executives as well as for those in service industries.



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