

The Feminization of Management Styles. An Alternative to Bureaucratized and Standardized Approaches?



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GRIN Verlag Nov 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2014 in the subject Business economics - Personnel and Organisation, grade: 1,0, Stockholm University, course: Human Resource Management, language: English, abstract: This assignment focuses on the ongoing changes in the working environment and discusses the role of feminization of management as a desirable alternative to the standardized approaches of managing people while using exemplary scenes out of the movie 'Potiche' in order to illustrate and support one's findings. According to a study released in the US in 2012, nearly two-third of the American workforce is not happy at work and disengaged by the organization they are working for. Hereby the right way of managing and controlling your workforce plays definitely a major role in affecting this problem. The working environment has shifted since our society has gone through the process of industrialization and so did the ways of collaboration, communication and monitoring at work. For being a successful human resource manager you have to understand the needs of your workers and continuously react and adapt to changing circumstances as well as improve your managing styles over time. Human resource management (HRM) handles with living creatures having their own personalities and goals and which are massively influenced by the culture and society they live in. As soon as values in society and the role of a human being regarding work are changing, traditional management styles that have worked for a long time may have become outdated. Instead new appropriate ways of managing your workforce may be needed in order to get people much more productive and engaged in what they do at work. 20 pp. Englisch.

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