# SIG 14 - Conference General Track

We invite you to submit your research to explore the theme of

**Reshaping capitalism for a sustainable world** for the EURAM 21th Conference.

We look forward to receiving your submissions.

## T14_01 - Glocal HRM as a possible path to sustainalism

### Proponents:
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### Short description:
One of the drivers towards a more sustainable organisation is digital transformation. HRM can integrate both principles - sustainability and digitalization - promoting the engagement of employees in these realigned priorities. Glocal HRM integrates and is influenced by global trends but has to adjust them to each specific organisational setting when implementing actions in practice. This track invites theoretical and empirical papers, either qualitative or quantitative, on the challenges and opportunities that glocal HRM offers as a response to sustainalism (sustainable capitalism).

### Long description:
Human Resource Management (HRM) must adopt and simultaneously take into consideration the universal (global) and particular (organisation-based) trends of the contemporary world, as challenges occur at both levels which imply a glocal reflection and solutions. Sustainability offers a real world of opportunities and an even bigger world of challenges. One of the drivers towards a more sustainable organisation is digital transformation (e.g., Seele & Lock, 2017). Digitalisation will certainly bring technological disruption and produce new forms of organisation and transform production, management and governance systems, which will lead to changing where and how people work, as well as their idea of work itself (Matzler et al., 2018). HRM can play a pivotal role, as its practices can integrate both these principles (sustainability and digitalisation) and accordingly promote the engagement of employees in these realigned priorities. The core areas of HRM have already adopted digital formats which facilitate automation, remote access, collaborating and sharing information, continuous feedback, and innovative learning tools/platforms, and the field became to be known as "digital HRM" or "electronic HRM" (e.g., Bondarouk et al., 2017). At the same time, HRM has also incorporated concerns for sustainability, in line with the current global interest in Sustainable Development Goals (SDGs). This is reflected in the objectives, policies, and practices of a "sustainable HRM" (e.g., Ehnert et al., 2016). Glocal HRM integrates and is influenced by global trends but has to adjust them to each specific organisational setting which must reflect the organisation's idiosyncrasies when implementing actions in practice aimed to achieve a major objective - which thus will reshape capitalism for a sustainable world.
This track intents to provide a meeting point for discussion, reflection, and the re-alignment of the

challenges, opportunities, and long-term outcomes of sustainability in relation to HRM. Theoretical and empirical papers, either qualitative or quantitative, are therefore welcome, as long as they provide a strong contribution to the ongoing debate towards the future of sustainalism (sustainable capitalism). This track hopes to provide an insightful debate regarding a new generation of research which inspires academia to concentrate on the real challenges and opportunities that glocal HRM offers as a response to sustainalism.

**Keywords:**
Sustainable HRM
Digital HRM
Challenges
Innovation
Sustainalism
Glocal

**UN Sustainable Development Goals (SDG):**
Goal 5: Gender equality,Goal 8: Decent work and economic growth,Goal 9: Industry, Innovation, and Infrastructure,Goal 12: Responsible consumption and production,Goal 13: Climate action.

**Publication Outlet:**

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