

1. Record Nr.	UNINA9910298470103321
Autore	Georgiades Stavros
Titolo	Employee Engagement in Media Management : Creativeness and Organizational Development // by Stavros Georgiades
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2015
ISBN	3-319-16217-9
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (127 p.)
Collana	Media Business and Innovation, , 2523-319X
Disciplina	302.23068
Soggetti	Industrial management Personnel management Organization Planning Media Management Human Resource Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	1 Introduction -- 2 Employee Engagement and Organizational Change -- 3 Communication Process to Achieve Employee Engagement -- 4 Organizational Arrangements for Participation Leading Towards Employee Engagement -- 5 Employee Engagement Implementation Leading Towards Employee Creativity -- 6 Assessing Employee Creativity -- 7 Conclusion.
Sommario/riassunto	This book explores a major media management topic on the basis of case study research conducted in European, US and Brazilian media companies. More specifically, it examines the dynamics of employee engagement, aiming at organizational development through change. The book contemplates the discipline of Media Management through a management lens, and focuses on the construct of employee engagement and its value with regard to successfully introducing change and achieving organizational development. It concentrates on providing the necessary information and organizational arrangements from the points of view of media managers and employees, and highlights how this engagement can encourage employees to create

and innovate. The book is directed towards researchers and students, as well as practitioners/professionals involved with media organizations.
