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Nota di contenuto	1. Introduction -- 2. The Impact of Cross Cultural Training on Employee Performance in the UAE Hospitality Industry -- 3. Low Employee Engagement in the UAE: Causes and Solutions to overcome the Issue -- 4. The Impacts of High Employee Turnover in the UAE Hospitality Industry -- 5. The Effects of Employee Engagement on Employee Turnover – A Case Study from the UAE -- 6. Long Working Hours and its impact on Employee Productivity in the UAE service sector -- 7. How Does a Total Reward System Influence Employee Motivation among Executive Management? An Analysis of the UAE Real Estate Industry -- 8. Consequences of Merger and Acquisitions and its Effect on Employees: A Case study from the Banking Industry in the UAE -- 9. Key Elements of Nation Branding: Importance of Development Of Local Human Capital in the UAE -- E-Commerce Acceptance & Implementation amongst Consumers in the UAE: An Opportunity to

Build Human Capital for Future Jobs in Technology and Marketing --
10. E-Commerce Acceptance & Implementation amongst Consumers in
the UAE: An Opportunity to Build Human Capital for Future Jobs in
Technology and Marketing -- 11. The Role of Human Capital in the
Implementation of Healthcare Innovation in the UAE. .

Sommario/riassunto

Providing evidence of the role of human capital on innovation in the Middle East, this edited collection closely examines the unique nature of the workforce in this region. It highlights the challenges that the United Arab Emirates faces in becoming more globally competitive, with emphasis on its unique socio-cultural context and a rapidly changing institutional set up. Filling a growing need for research – particularly in the context of the UAE's ambition to become one of the world's most innovative countries – the authors address six main themes: happiness; employee incentives; the restructuring and integration of employees; inclusion and diversity; employer and nation branding; and human capital and innovation. This book examines the global best practices firms in the UAE need to adopt in order to overcome weaknesses, setting an agenda for future research in the context of human capital and human resource management for the UAE.
