

CALL FOR BOOK CHAPTERS

Book Title: *HUMAN CENTERED ORGANIZATIONAL CULTURE*

Publisher: Routledge

This book will be part of a Book Trilogy in [Routledge's *Human Centered Management \(HCM\)*](#) Series to be published in 2020. The two complementary books are *Constructive Sensible Leadership* and *SOFT SKILLS: The missing link to quality human performance and enhanced organizational sustainability*.

Since its inception in 2016 the HCM Book Series has pioneered a paradigm change in management to advance from static resource-based organizations of the industrial past to agile human centered organizations aligned with fast changing demands in the Knowledge Society and Economy. In this context *Human Centered Organizational Culture (HC OC)* becomes a major subject of study as organizational driver of management, leadership, human behavior and organizational sustainability. HC OC is embedded in the accumulation of values, knowledge, practices, ethics, and philosophical principles organizations *adopt* and *adapt* to reach goals, attain quality standards and continuous improvement of the wellbeing of people leading to energize work engagement, performance, productivity and competitiveness in the global VUCA (*volatile, uncertain, complex, ambiguous*) environment.

Increasing number of disruptions are pressing organizations to seek visionary cultures to anticipate challenges and respond effectively to changing demands of customers/users and the external environment (Schein, 1999). Organizations in all sectors, industries and nations worldwide are searching new OC formulas to empower workers at all levels (leaders, employees, outsourcing personnel) to optimize benefits and minimize costs of the transformation from the humans-as-resource approach to the human centered management paradigm of the 21st century (Lepeley, 2017, Bardy, 2016, Ochoa et al, 2018, Lepeley et al, 2019). Growing evidence shows that static cultures pull organizations to deterioration and entropy in developed and developing countries alike.

OC is not a new field, but rapid change intensifies scrutiny and attention on new models. Harvard Business Review brings titles like “*The wrong ways to strengthen culture*” (2019) and “*What we are thinking about organizational culture is all wrong*” (Traphagan, 2017). Since Hofstede's pioneering books on culture two decades ago concern for OC has grown exponentially and criticism and dissent have intensified. Feldman (2002) emphasizes that OC studies are central to solve problems in management, leadership and existing limitations in research. Ethical issues have received limited attention in spite of evidence that lack of trust and transparency may lead to increasing levels of distortion and corruption at the time when shared social values (SSV) (Porter et al, 2012) and corporate social responsibility (CSR) are paramount to organizational sustainability (Wickert and de Bakke, 2019). Solutions are vague and organizations to seek the

best fit to buffer effects of change in structures and strategies challenging OC in alliances, mergers, acquisitions and joint ventures, among others.

In contrast with articles in research journals emphasizing theoretical constructs, literature reviews and references, these editors seek chapters using multidisciplinary approaches, multisector contributions, and scholars and practitioners interested to share relevant personal experiences. We encourage use of diverse methodologies and innovative solutions that are practical and appealing to a global audience of academics, practitioners, students, including general public affiliated with organizations tackling complex OC challenges across sector and industries in developed and developing countries

Chapters in the HCM Book Series have unequivocal focus on the wellbeing of people as common denominator to attain quality, high work engagement, improved performance, productivity and sustainability in management and organizations worldwide. (Edmonds, 2014, Friedman, 2014, Lee, 2015, Lepeley, 2016, Bardy, 2016, Ochoa et al, 2018, Lepeley et al, 2019).

The following is a preliminary list of topics. The ultimate purpose is to lead innovation in Human Centered Organizational Culture.

- Why is important placing people's wellbeing at the center of OC in the 21st Century
- Designing a new model of HC OC for sustainability
- How to manage OC in the VUCA environment
- Cultural change: benefits and perils
- Ethical issues in cultural and organizational change
- National and organizational culture: elements of complement and discord
- Diversity and inclusion in HC OC
- Role of women in HC OC
- Leadership in HC OC
- Effects of Soft Skills in HC OC
- Effects of technology, AI and robotics in HC OC
- How global migrations impact HC OCs
- HC OC in the multi-generational workplace
- HC OC and environment care
- Is there a global HC OC fit for alliances, mergers, acquisitions and joint venture?
- HC OC and corporate social responsibility CSR
- HC OC in developed and developing countries: differences and similarities

Editors:

Oswaldo Morales. ESAN Graduate School of Business. Peru
Maria-Teresa Lepeley, Global Institute for Quality Education GIQE. US
Peter Essens, University of Groningen. The Netherlands
Nicholas Beutell, Iona College. US
Nicolas Majluf*, Universidad Catolica, Chile
Nureya Abarca*, Universidad Catolica, Chile
(* authors of the Leadership book)

Deadlines:

Chapter abstract (250 words max):

January 6, 2020

Chapter acceptance:

January 30, 2020

Full chapter submission (5.000 words max):

May 1, 2020

Chapters are reviewed by all book editors to secure relevance and coherence.

Submission Guidelines:

Manuscript length should not exceed 5,000 words (excluding references). Font: Times Roman 12'. Double-spaced with 1-inch margins on each side.

Submit chapter abstracts and chapters to both: Oswaldo Morales omorales@esan.edu.pe and HCM Series and book editor Maria-Teresa Lepeley mtlepeley@globalqualityeducation.org

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