



NEWSLETTER

Issue 7 / April 2019

Reinnovate are delighted to announce the recent publication by our German partner, Ileana Hamburg, on the implementation of digital workplace strategy to drive behaviour change and improve competencies.

Ileana Hamburg (April 8th 2019). Implementation of a Digital Workplace Strategy to Drive Behavior Change and Improve Competencies [Online First], IntechOpen, DOI: 10.5772/intechopen.85135.

Digital technologies are integrated in many aspects of life and work and present benefits and challenge for organizations, employers, and employees. In order to have advantages from digital transformation, organizations should be creative for new working environments and their culture around digital developments in the workplace in order not to lose clients, productivity, and employees. Some keys of success of digital workplaces are an effective implementation of a digital workplace strategy with a changed learning and culture as an incentive for staff behavior. This should suit to technological solutions and support its adoption and use it for work, communication, and cooperation. Entrepreneurship education should be also adapted to digital transformation in order to prepare employees and employers for digital workplaces.

The publication can be accessed here: <https://www.intechopen.com/books/strategy-and-behaviors-in-the-digital-economy/implementation-of-a-digital-workplace-strategy-to-drive-behavior-change-and-improve-competencies>

Open access peer-reviewed chapter

Implementation of a Digital Workplace Strategy to Drive Behavior Change and Improve Competencies

By Ileana Hamburg

Submitted: November 28th 2018 Reviewed: February 12th 2019 Published: April 8th 2019

DOI: 10.5772/intechopen.85135

Contact us



<http://www.reinnovate2017.eu/>



https://twitter.com/Reinnovate_2017



reinnovate@ul.ie



<https://www.linkedin.com/in/reinnovate>

Co-funded by the
Erasmus+ Programme
of the European Union

