

STRATEGIES FOR MANAGING GOLD COLLAR WORKERS: A GLOBAL HR CHALLENGE

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Abstract

Attraction and retention of information technology (IT) workers are critical in today's changing and global environment. Their psychological contract represents a transformation in the employer-employee relationship. This signifies a major challenge to human resource management in the need to change work practices and organisational structures. The integration of Maslow's hierarchy of needs may provide a mechanism for tailoring psychological contracts more specifically to the needs of the organisation and workers.

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