

Table of contents

9	INTRODUCTION <i>Maria Menshikova, Isabella Bonacci and Alena Fedorova</i>
15	PART I. SUSTAINABLE AND HUMAN-CENTRED APPROACH TO HRM: EVIDENCE FROM DIFFERENT COUNTRIES
17	1. SUSTAINABLE BUSINESS MANAGEMENT PRACTICES: FROM CONSUMER RELATIONS TO CORPORATE CULTURE AND EMPLOYEE WELLBEING <i>Elena Rozhdestvenskaia, Tanvir Ahmed Sarker, Huawei Yang, Valeria Vashenko, Weiheng Liu</i>
41	2. THE REMOTE WORK ECOSYSTEM: A COMPREHENSIVE EXAMINATION OF TALENT RETENTION IN THE MODERN WORKPLACE TO PROMOTE ECONOMIC GROWTH <i>Kehinde Oluvafunmilayo Adebisi, Elena Lysenko</i>
69	3. CROSS-CULTURAL HUMAN RESOURCE MANAGEMENT: A CASE STUDY OF RUSSIAN-CHINESE RELATIONS AT WORK <i>Alena Fedorova, Hao Cheng, Maria Menshikova</i>
95	4. ACTIVATING THE PARTICIPATION OF YOUNG ELDERLY IN THE LABOUR MARKET <i>Irina Roshchina, Olga Nedospasova, Xiaoxia Zhang</i>

115	5. TREND ANALYSIS TO ESTABLISH THE FUTURE OF SOCIAL WORK: WORK FLEXIBILITY AND CUSTOMER-CENTRIC CARE WITH A FOCUS ON INNOVATION <i>Yunellis Del Carmen Burgos Pereira, Olga Esther Haydar Martínez</i>
133	PART II. DISCOVERING THE ROLE OF EMERGING TECHNOLOGIES IN THE WORKFORCE AND HRM PRACTICES
135	6. MOVING FROM AUTOMATION TO AUGMENTATION: REDEFINING HUMAN RESOURCE MANAGEMENT WITH COBOTS, ARTIFICIAL INTELLIGENCE, AND HUMAN-CENTRIC DESIGN IN THE AGE OF INDUSTRY 5.0 <i>Khaled Ghazy, Alena Fedorova</i>
163	7. INSTITUTIONAL FRAMEWORK OF HR-SERVICES FOR A CONCEPT OF REAL-TIME-ENTERPRISES <i>Irina Adova, Olga Milekhina, Elena Kirichenko</i>
189	8. THE IMPACT OF DIGITAL TRANSFORMATION ON HUMAN RESOURCE MANAGEMENT PRACTICES FOR ENHANCED ORGANIZATIONAL PERFORMANCE <i>Redar Hameed Ali, Alena Fedorova</i>
215	9. LIFELONG LEARNING IN THE DIGITAL AGE: MOLDOVAN YOUTH'S PREFERENCES FOR ONLINE AND OFFLINE EDUCATION <i>Adriana Buzdugan</i>
255	CONCLUSION
257	<i>Acknowledgements</i>
259	<i>List of authors</i>
261	<i>punto org book series</i>