



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY

Department: Governance  
and Management Sciences



# Public Lecture

with **Professor Martin Klaffke**

## Perspectives on Social Sustainability: Management of the Multigenerational Workforce from a German Perspective on Generation Z

In addition to demographic change, organisations are witnessing a diversification of desires, skills, and new behaviours within their workforce. Associated with (age) diversity are numerous opportunities, such as enhanced creativity and a deeper understanding of customers. However, potential conflicts may arise when differing perspectives clash. This lecture outlines approaches to managing multigenerational workforces.

### About the Speaker

**Prof Martin Klaffke** teaches Human Resource Management and Organisational Behaviour at Hochschule für Technik und Wirtschaft, University of Applied Sciences Berlin, and heads the HICM Hamburg Institute of Change Management. He is also a guest lecturer and researcher at leading international business schools, including Tongji University in Shanghai, the University of California-Berkeley, and the University of Technology Sydney. Prof Klaffke's research focuses on designing future-oriented work environments, as well as diversity and sustainability in the context of demographic change. He is the editor of several specialist books, including those on generational management.



Thursday, 14 November 2024



18:00



Classroom G, Harold Pupketiwez  
Graduate School of Business, 3<sup>rd</sup> Floor,  
Science and Technology Building

Please scan the QR Code to register online.



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