

Ph.D. Thesis Proposal¹

General Information		
Ph.D. Thesis Title	<i>Managing and leading Generation Y and Z motivation: Challenges facing contemporary organizations cohabitation into the Lebanese banking sector</i>	
USEK Doctoral Program	<i>Business Administration</i>	
Research Center	NA	
Research Group	NA	
Research Axis	Management	
Ph.D. Supervisor	Name & Title: Mario Sassine, Ph.D. Email: mariosassine@usek.edu.lb	University Address: Holy Spirit University of Kaslik- USEK
Ph.D. Co-supervisor (if applicable)	Name & Title: Email:	University Address:
Location (s)	Location 1: USEK	Work shift calendar /per year (%)
	Location 2: (if applicable)	Work shift calendar /per year (%)
Potential funding and scholarship		

Applicant Profile and/or Special Requirements		
Comps Exam Language (to be check-marked by the Ph.D. Supervisor)	<input checked="" type="checkbox"/> Oral Assessment <input type="checkbox"/> Written Assessment <input type="checkbox"/> Arabic <input type="checkbox"/> French <input checked="" type="checkbox"/> English	

Subject's national or worldwide Context, Objectives & Research lines
<p>Word count limit: Nowadays contemporary organizations must deal with the cohabitation issue of multiple generations of employees', known as the baby-boomers, generation X, Y and Z. Knowing that each generation is distinguished by its own characteristics, beliefs, and attitudes; such intergenerational differences can create frictions, tensions, and conflictual situations within companies. Such distortions may impact negatively organizational performance and prevent companies from reaching their objectives. Since contemporary firms are aware of such issues, that are inherent to their system development, they must implement practices that enhance cohesiveness among young generations and lead for their motivation and commitment. The literature review should focus on intergenerational gaps to apprehend differences related to characteristics and perceptions of each generation. Accordingly, the theoretical framework must provide practices that enhance a better synchronization among generations. Such practices are apprehended through a theoretical framework that enhances relational, motivational and psychological theories.</p>

¹ The Ph.D. Thesis Proposal should not exceed three pages.

Holy Spirit University of Kaslik

Doctoral College



Outcomes (OCs): What do we wish to achieve?	
OC1:	Managements' practices to be implemented for managing Generation Z motivations and engagement.
OC2:	Estimate the determinants that generation Y and Zs rely on to improve their motivation and commitment.
OC (n) :	

References (R) (5 most recent peer-reviewed publications in the field)	
R1:	
R2:	
R (n) :	