Review of: "The Impact of Leadership and Talent Management: The Case of Generation Z in The Lebanese Retail Sector"

Tatjana Mamula Nikolić

The contribution of this paper is significant. In future research, some additional values should be added, such as the role of employer branding.

In the context of economic competitiveness and digitalization, one of the main challenges for companies is to attract and retain top talents. In the long run, talent management is a strategic component of the business model that generates product innovations, service innovations, marketing communications innovations, in order to create value for consumers and financial results for companies. Talent management is strategic, future-oriented, and focused on overall organizational goals, making it a key element of any organization for gaining a competitive advantage and achieving sustainability. The digital shift of human resource management implies the transition from a traditional paradigm to a new digital paradigm of understanding the workplace in accordance with the engagement, learning, and development of employees and the search for talent. The ability to attract, develop, and retain the best talents makes a company successful in the long run. Employer branding is increasingly coming to the fore.

The literature is relevant and extensive. It assisted in defining hypotheses. Enormous and intensive work was dedicated. There are also citations from papers published recently that give additional value. Despite the fact that Generation Z is still emerging as a workforce in the workplace, and it is difficult to find other relevant resources, those that elaborate on the behaviour of digital natives/younger members of Generation Y (born 1990+) could be added.

Some of the behavior analyses, values, and characteristics are not elaborated upon, which could assist in a better understanding of Generation Z: Out of the box (creative on the one hand, logical on the other); Flexibility (dynamic, result-driven); Co-creation (joint work, participation); Visual display (ease and speed of interpretation); Contribution (involvement in solution creation and implementation); Meaningful work (purpose, sense of usefulness); Goal orientation (motivation by constant feedback, rewards, and flexible working hours); Globally connected (technological knowledge, digital application, and online connectivity); Contemporary learning (gamification, e-learning, video content, podcast, lifelong learning); Learning by mistakes.

What I recommend being structured and explained in the Abstract: Purpose, Design, Methodology, Approach, Findings, Originality, Value

The research is well designed. The set of questions is not attached. The questionnaire is not added.

Conclusions are adequately tied together to the other elements of the paper.

The content is understandable and clearly expressed. It is not burdened with technical language and abbreviations.