

# INAUGURAL PROFESSORIAL ADDRESS

PUBLIC LECTURE SERIES 2017

# AUT



**PROFESSOR  
JARROD  
HAAR**

## Most of your workforce is not engaged. And other engagement myths.

Engagement is engagement, right?! Engagement is a key term used to provide organisations with a key determinant of important factors, with links to job performance, organisational performance and employee retention.

Despite these important linkages, academics and practitioners typically take quite different approaches to exploring engagement. This might be called 'two competing approaches'. This lecture will briefly explore the history of engagement and then both avenues of the engagement phenomenon. It is hoped that by providing understanding of the two approaches that employers and employees might have a better insight into what engagement is, can be, and might not be! Data will be referred to (briefly) which covers many tens of thousands of New Zealand employees to provide

empirical evidence around these two approaches.

Professor Jarrod Haar is of Ngati Maniapoto and Ngati Mahuta descent and is a Professor of Human Resource Management at Auckland University of Technology. He is also the Deputy Director of the New Zealand Work Research Institute (<https://workresearch.aut.ac.nz/>). Professor Haar has a broad research focus, exploring many employee topics including engagement, work-life balance, leadership styles, the interaction between work and family interface, Maori cultural factors, the influence of leaders on followers, robots taking jobs, teams, living wage, positive psychology, and organisational resilience. Professor Haar is a Chartered Fellow of the Human Resource Institute of New Zealand (HRINZ), a Research Mentor of the Australia and New Zealand Academy of Management and was the 2016 Winner of the HRINZ HR Researcher of the Year.

**TUESDAY  
20 JUNE**

**4.30–5.30pm**

WA Conference Centre  
AUT City Campus  
Level 2, WA Building  
55 Wellesley Street East  
Auckland 1010

To register for this event,  
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Refreshments will be served  
after the address.

