

HR CONFERENCE

From Pushback to Paws: Innovative Approaches to Employee Wellness

9:00 A.M. - 12:00 P.M. | FRIDAY, NOVEMBER 8, 2024
PURDUE'S CONVERGENCE CENTER FOR INNOVATION AND COLLABORATION

The Mitch Daniels School of Business invites you to the [Purdue HR Case Competition and Conference](#) to learn more about how to maximize the effectiveness of workforces and gain a sustainable advantage in an increasingly competitive world. Purdue's HR Conference, in partnership with the Purdue Center for Working Well (CWW), invites you to the inaugural CWW Research Awards. The 2024 award winners will present research centered on the challenges employees face in crafting healthier relationships with work, work-life balance and finding time outside of work to craft meaningful relationships.



Dr. Kate Zipay

Assistant Professor of Management

Session 1: Employee Pushback: Against "Always-on" Work Cultures

The rise of accessible technology has fueled an "always-on" work culture, contributing to burnout and poor work-life balance. Zipay examines how proactive pushbacks, like ignoring after-hours emails, can inspire admiration for boundary-setting but also provoke resentment if viewed as shirking. HR leaders can support these pushbacks to promote well-being, but managing the social dynamics is crucial for a healthy workplace.



Phoenix Chen

PhD Candidate, OBHR

Session 2: Love in the Digital Age: Impact of Dating Apps on Employee Well-being and Performance

Explore how the use of dating apps affects employees' work experiences. Desirable relationships can reduce emotional exhaustion, while undesirable ones may harm task performance. Organizations should consider employees' personal lives, especially how to support employees who may feel lonely or isolated in and out of work to improve workplace well-being.



Dr. Leanne Nieforth

Assistant Professor of Veterinary Medicine

Session 3: Pawsitive Impact: Boosting Employee Well-being with Pets

Pets in the workplace can enhance employees' physical and mental well-being. Research suggests employers may sustain productivity and retention through pet-work integration, whether incorporating pets in work-from-home routines or bring-your-dog-to-work programs.

Join us for an informative panel discussion with:

AJ Brow
Chief Human Resources Officer
White Lodging

Sarah Ponsler
Director, Talent & Organizational Effectiveness
Wabash

Pramukh Jeyathilak
Co-founder and CEO
TalentLign



Learn More & Register
Cost \$99, Students Attend Free
purdue.university/HR2024



Mitch Daniels School of Business