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CORPORATE DUAL DILEMMA: AGE DISCRIMINATION AND AGE-INCLUSIVE WORKPLACES DURING PANDEMIC TIMES

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Age discrimination is rampant during this pandemic, as the corporate world chooses ‘surgical older worker layoffs’ to become leaner. In the process, its competitive advantage: an Age diverse workforce is lost. Producing Age discrimination, then fighting to prevent the same through building Age inclusive workplaces, is a corporate creation of a dual dilemma. In addition, the critical void in literary knowledge and corporate expertise on the subject is of grave concern. As such, this paper addresses the corporate factors of Age discrimination and the twofold corporate obligation of preventing Age discrimination and building Age inclusive workplaces. As an exploratory, qualitative study of in-depth interviews and focus groups of 32 managers and thematic data analysis, the study yields several insights.

Keywords: *Age diversity, Age discrimination, Age inclusion*