

**7TH INTERNATIONAL CONFERENCE ON “MANAGING ORGANIZATIONS OF
TOMORROW BY CAPITALIZING GENERATION NEXT”**

FROM 16TH -17TH JANUARY, 2015 AT BVIMR, NEW DELHI

“Education is not a preparation for life; education is life itself”. With this aim in the backdrop, BVIMR organized its 7th International Conference on “Managing Organizations of tomorrow by capitalizing Generation Next” from 16th -17th January, 2015 to nurture this aspect and build consensus regarding various issues pertaining to Generation Next.

Generation Next is the age cohort of young people born during the “baby boomlet of roughly 1980 to 1994”. Generation Next is thriving in an altogether different environment – the dynamicity of the existential economic, social and political environment. The theme rightly emphasized on aspects like social media marketing, permission marketing, digital marketing, marketing technologies for Generation Next, Innovative Financial Products, Investment Opportunities for Generation Next, Challenges of Money Flow in Inter-banking System, Employment Engagement Strategies, Work & Ethics of Generation Next, Handling Change Management, Team Work & Individualism, M-Commerce & E-commerce, Virtual Organizations, Information Technology & Business Process Engineering. Thus, the conference touched upon every aspect of Generation Next having an impact on the business scenario.

The Conference Research Papers have taken the shape of two volumes where over 100 papers have been presented by academicians, practitioners, research scholars and corporate.

The event was graced by eminent personalities like Hon’ble Sh. Narender Singh Tomar - Minister for Coal and Mines, Govt. of India , Dr. (Mrs) Pankaj Mittal – Jt Secretary UGC, Mr. Ajay Sahai - Director General and CEO, FIEO. Our heartfelt thanks to Prof Nageshwar Rao - Pro Vice Chancellor –IGNOU, Mr. David Wittenberg from The Innovative Work Group, Prof Ram Singh - Associate Prof IIFT, M.Ashraf Haidari - Deputy Chief of Mission (Minister Counselor) Embassy of Afghanistan, Dr. Sachin S Verneker - Dean - Faculty of Management Studies and Director IMED, Pune, Prof. Olivier Arifon, from Belgium. Mr. Sati Ram - CEO Bittoo Tikki Wala, Mr. K.L. Ganju - Director FICAC , Mr. Hari Das Nair - Vice President JBM Group Corporate, Gurgaon, Prof James Angus Whitton – Dean Academics, Noida International University, Prof C.S. Sharma - Director, Maharaja Agarsen College, Prof M.P. Singh - International Consultant , Eric Pichon, Mr. Arjun Kumar Pant Education And Cultural Officer Nepal Embassy, Prof Inderpreet Singh - Director Oriel India Ltd, Ms. Latika Chaudhary - Director Admissions Noida International University, Mr. Neel Shah, Soccer Player & Director Football Company.

The consensus built around how to fill in the gaps between the organizational expectations and skill attainment, Tele Computing, Emergent Needs of Employees, the Secrets of success (Value, Benefits and Price), Webinars as a medium to disseminate education and information to adults, Emerging Landscape of Evaluation – E-Assessment, Training Teachers through Heutogy, Moodle- Self Evaluation

Software, Management Paradigms in the 21st Century enhanced the boundaries of education. Deliberations such as Role of Behavioural Finance, Micro-Finance and Self-Help Groups, Branding to the I-Generation – Consumer Engagement Perspective, Make in India, Impulse Buying Behaviour of Generation Next, Managing Inter-Generational Workforce, Talent Management through Technology, Role of Social Support and Job Autonomy in Emotional Labour, Innovation : The Winning Tool for Entrepreneurial Survival, Work Life-Balance among Working Women, Impression Management, Sustainable Marketing of Clean Green Fuels, Public Private Partnership, Industry Academia Interface, Empowering Rural Women and Consumption, Investment Opportunities for Generation X and Y.

The crux of the conference can be summarized in the table below:

PERSONAL AND LIFESTYLE CHARACTERISTICS BY GENERATION				
	Veterans (1922–1945)	Baby Boomers (1946–1964)	Generation X (1965–1980)	Generation Y (1981–2000)
Core Values	Respect for authority Conformers Discipline	Optimism Involvement	Skepticism Fun Informality	Realism Confidence Extreme fun Social
Family	Traditional Nuclear	Disintegrating	Latch-key kids	Merged families
Education	A dream	A birthright	A way to get there	An incredible expense
Communication Media	Rotary phones One-on-one Write a memo	Touch-tone phones Call me anytime	Cell phones Call me only at work	Internet Picture phones E-mail
Dealing with Money	Put it away Pay cash	Buy now, pay later	Cautious Conservative Save, save, save	Earn to spend

WORKPLACE CHARACTERISTICS

	Veterans (1922–1945)	Baby Boomers (1946–1964)	Generation X (1965–1980)	Generation Y (1981–2000)
Work Ethic and Values	Hard work Respect authority Sacrifice Duty before fun Adhere to rules	Workaholics Work efficiently Crusading causes Personal fulfillment Desire quality Question authority	Eliminate the task Self-reliance Want structure and direction Skeptical	What's next Multitasking Tenacity Entrepreneurial Tolerant Goal oriented
Work Is ...	An obligation	An exciting adventure	A difficult challenge A contract	A means to an end Fulfillment
Leadership Style	Directive Command-and-control	Consensual Collegial	Everyone is the same Challenge others Ask why	*TBD
Interactive Style	Individual	Team player Loves to have meetings	Entrepreneur	Participative
Communications	Formal Memo	In person	Direct Immediate	E-mail Voice mail
Feedback and Rewards	No news is good news Satisfaction in a job well done	Don't appreciate it Money Title recognition	Sorry to interrupt, but how am I doing? Freedom is the best reward	Whenever I want it, at the push of a button Meaningful work
Messages That Motivate	Your experience is respected	You are valued You are needed	Do it your way Forget the rules	You will work with other bright, creative people
Work and Family Life	Ne'er the twain shall meet	No balance Work to live	Balance	Balance

*As this group has not spent much time in the workforce, this characteristic has yet to be determined.

The idea is to manage the organizations of tomorrow by capitalizing on the inter-generational differences. The aim is to help bridge the gap between education and business - a challenge that INDIA needs to overcome to achieve its goal of developing an innovative economy. The idea is to inspire young people re-think the future, the way we make things, the way we manage materials, In a rapidly changing world the most important skills available to us are creativity and imagination of the younger generation. Working together we can encourage young people like those to re-think, re-design and build a positive future. It is our hope that the younger generation will try to use their knowledge and skills, to find ingenious ways to combine inputs to create new and better products and services and, perhaps one day, their own companies.”

The event was sponsored by ICSSR (Indian Council for Social Science Research) & AIMS (Association of Indian Management Schools) – Principal Sponsors, Co-Sponsors – Indian Oil Corporation, Oriel India Group of Companies, Knowledge Partners –FIEO, NIESBUD.

GLIMPSES OF THE EVENT







