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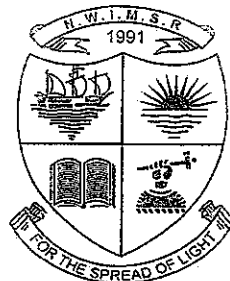
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- I General Management
- I Human Resource Management
- I Marketing Management
- I Financial Management
- I Information Technology
- I Operation Management



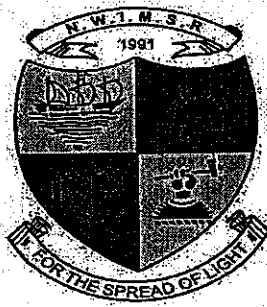
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- ☐ **General Management**
- ☐ **Human Resource Management**
- ☐ **Marketing Management**
- ☐ **Financial Management**
- ☐ **IT Management**
- ☐ **Operations Management**

SECRETARY'S MESSAGE

Education is essential for everyone. It is the level of education that helps people earn respect and recognition. In my opinion, it is an indispensable part of life both personally and socially. Education plays such a rudimentary role in our society that we cannot even imagine a life without it.

The international conference organized on (Knowledge, culture and Change in organizations) provides the premier interdisciplinary and multidisciplinary forum for researchers, practitioners and educators to present and discuss the most recent innovations, trends, concerns, practical challenges encountered and the solutions that can be adopted in organizations.

It is truly fulfilling to make these attempts, to make a difference to business in particular and to society in general. Our efforts stem out of our Philosophy of Social consciousness – the essence of the Wadia Legacy.

- Prin. V.R. Rao

Secretary

Modern Education Society, Pune

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The chronicle of the Neville wadia Institute of management studies and research is an annual peer – reviewed journal which aims to initiate new thinking among academia and industry professionals on the global challenges faced by business organisation. Its objective is to promote and disseminate new ideas pertaining to management studies.

The journal publishes research papers, case studies, book reviews and articles relating to management disciplines such as General management, Human Resource Management, Marketing Management, Financial & Information Technology And other related areas.

All contributions to the journal are initially screened by the editorial board for their relevance and authenticity. The selected papers are peer reviewed. The editorial board reserves the right to accept or reject papers on the basis of the referees' assessment.

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A Qualitative Case Study on the Traits and Working Habits of The Generation Y Employees In Bangkok Firms Perceived By Their Employers.

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Introduction

The commonly-used current generation has been defined by a unique mix of factors. The Pew Research Center has designated the generation as the Baby Boom (1946-1964), Generation X (1965-1979), Generation Y or the Millennial (1980-1999). Specifically stated, the generation Y is largely made up of the children of the Baby Boom generation. Based on the ages cohorts collected from the firms interview, the employees in Bangkok firms comprise three different generations. More interestingly, the Generation Y employees have already surpassed Baby boomers in most of the firms. So it seems likely that the Generation Y or the Millennial would be majority group of employees who will contribute to the sustainable growth and prosperity of the organizations in the near future. Also, the Millennial are likely the most studied generation to date. As an HR instructor, the researcher is interested in conducting a Qualitative Case Study on the Traits and Working Habits of the Generation Y Employees in Bangkok Firms Perceived by Their Employers.

Objectives

This qualitative case study aimed to investigate the traits and working habits of the Generation Y employees and to provide suggestions to encourage the Generation Y employees to contribute to their full potentials.

Methodology

Twenty employers from ten small to medium sized business firms in Bangkok were interviewed using structured interview regarding the traits and working habits of their subordinates. The content analysis was used to conclude the findings. The focus group was conducted by having five human resource managers to discuss about the feasible suggestions to deal with the challenges

Findings

The findings, based on the interview, are as follows:

1. All the firms interviewed reported that the employees consisted of three generations; namely, Baby Boomer, Generation X and Generation Y.
2. The perspectives towards work were, to some extent, viewed differently. The generation gaps have been existent.
3. It was essential that the firms understand and be capable of managing them since they will be the main polar contributable to the firms in the future.
4. The perception of the employers regarding the traits and working habits could be listed as :
 - 4.1 The Generation Y employees loved self- learning on their own and learn from experiences.
 - 4.2 They are self-centered, did not like to conform to the framework designated by others. Additionally, they did not care for the criticism.
 - 4.2 They were able to handle many things simultaneously.
 - 4.3 They showed their loyalty to the principles not persons.
 - 4.4 They placed the utmost importance on the jobs they liked more than anything else.
 - 4.5 They could not tolerate the repetitive jobs even though those jobs were important.
 - 4.6 They loved to have a balanced work life not to devote to work only.
 - 4.7 They have been technically savvy, almost as if they have a digital sixth sense.
 - 4.8 They were innovative have free will in thinking.
 - 4.9 They could not stand the bosses who perform poorly.

Suggestions

Based on the focus group meeting, the remarks and recommendations were as follows :

1. It was a consensus that the understanding of Generation Y employees has been a must to help them have proper adjustments and establish mutual understandings and maintain good relationships among the colleagues.
2. Each firm should establish the career path of each profession in the firms
3. Each firm should have a systematic remuneration plan.
4. Each firm should establish good working atmosphere to build mutual understanding across and among the colleagues in all generations.

5. Each firm should build strong corporate culture especially having a good teamwork.
6. Each firm should establish a good internal communication network.
7. More new and modern information technology should be installed to facilitate the work performance.
8. Each firm should emphasize more on work-life balance scheme.

In conclusion, this qualitative case study primarily could be served as food for thoughts enhancing HR persons to study in-depth on how to motivate the Generation Y colleagues to be fruitful and productive employees and maintain in the organization for a lifelong employment. Hopefully, the findings and suggestions can provide an impetus for more research in HR related fields.

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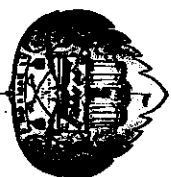
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A Qualitative Case Study on the Traits and Working Habits of the Generation Y Employees in Bangkok Firms Perceived by their Employers

.....at the 5th INTERNATIONAL Conference on "NEW AGE BUSINESS DRIVERS

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Prof. Vikas Dole

(Conference Chief Coordinator)

Academic

Prof. Karuna Jadhav

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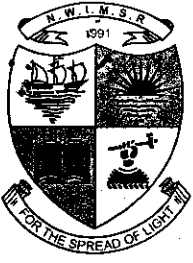
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Certificate of Appreciation

We are very glad that **Dr. Sunanta Laohanan**, Bansomdejchapraya Rajabhat University, Bangkok, Thailand has contributed and presented a paper titled – “ **A Quantitative Case Study on the traits and Working habits of the Generation Y Employees in Bangkok Firms perceived by their Employers**” at the International Conference organised by **Neville Wadia Institute of Management Studies & Research, Pune, Maharashtra, India** has been published in Journal - “**The Chronicle of the Neville Wadia Institute of Management Studies & Research**” – approved by Savitribai Phule Pune University and having impact factor 2.358 . She was also Guest of Honor for the inaugural Function on 5th Feb. 2016. Her address was informative and gave students deep insight about management. Her words of wisdom will continue to inspire students for a long time. We express our gratitude.

Mr. Vikas Dole

Conference Coordinator

Dr. A. B. Dadas

Director