



**Cordially invites you to the**  
**HR SUMMIT**  
**ON**  
**“HARNESSING MULTIGENERATIONAL**  
**WORKFORCE”**

**Saturday, 19th September, 2015**  
**9.30 am – 5.00 pm**

***Venue: Gulmohar Hall, India Habitat Centre, Lodhi Road, New Delhi***

# Introduction

## Harnessing Multigenerational Workforce

Thanks to globalization, several new career options have come up during last three decades in industries such as IT-ITES, Modern Retail, Telecommunication, E-Commerce, Aviation, Media & Entertainment, Hospitality and Banking. As a result different job roles and profiles have been created requiring diverse skills, competencies and use of technology. The conventional 9-5 job has been replaced by multiple shifts, flexi working or work from home; Office set up is being substituted by un-conventional work stations; Formal dress code is taken over by the casual attire and cabins are being changed by cubicles; Addressing superiors by their first name instead of Sir / Madam is becoming a norm in most of the MNCs; While Laptops, iPad, tabs are replacing the landline phones and desktop computers, employees largely communicate or update themselves through mobile apps, internet, WhatsApp, LinkedIn, Facebook, Twitter, etc.

The organizations, their CEOs and HR managers are now facing the most challenging task of engaging the workforce that comprise of both from pre-liberalization as well as post liberalization era. The employees who joined three decades back and are still serving the organization are those born in late fifties or later i.e. those belonging to baby boomers (born 1946-64) or Gen. X (born 1964 - 1980). Later more workforce has been added belonging to Gen. Y (Born 1981 -1994) followed by the new entrants now from the Gen. Z (Born 1995 –till date). Besides, proportion of female workforce has also increased considerably, especially in the service industry over last two decades. These Gen Y and Gen Z shall be steering the organizations in future and much of the economic growth would depend upon how these millennial workforce, which is highly volatile, is groomed and trained to take on the global challenges and leadership positions. This workforce is tech-savvy, connected through social media, highly ambitious, has entrepreneurial spirit and does not appreciate strict controls. Many of this might like to work individually rather than in team. For it, both monetary as well as non-monetary compensation are equally important. Therefore, in the present scenario, it is not that employee has to fit into the organization, rather organizations have to adapt themselves according to changing needs and aspirations of the new entrants. Today, the most important issues faced by top management as well as HR, across nearly all industry sectors in manufacturing as well as services, are;

- What are the key challenges in managing the diverse workforce and whether the organizations today are really prepared to engage these three generations working simultaneously and at times on the same project?
- Is HR competent enough to perceive the changing micro and macro environments and review strategies accordingly?
- How best can HR make use of the latest technologies to attract and motivate the millennials?
- How can HR harness the potential of present generation in order to make them leaders of tomorrow?

The problems of HR managers get further compounded in organizations, where they have to deal with workforce from diverse cultures and nationalities.

***The present HR Summit would delve on the above or related issues and strive to find out the best possible strategies for the managers to deal with them. Speakers shall include the top management and HR professionals from the leading organizations. Participants would be executives at the middle & lower management levels from across various industries, as well as the management faculty.***

## Session Topics

- Empowering HR for Business Growth : Inaugural
- Role of HR in dynamic business environment : Session - I
- Talent Acquisition in the digital age : Session - II

### ***Inaugural Session: Empowering HR for Business Growth***

HR nowadays are emerging as strategic business partners and have a key role to play in the business growth of any organization. In today's globalized environment they have to attract the right talent for the right job and later develop as well as retain those talents to take up leadership positions. Key issues before the organizations however are;

- Whether HR is empowered enough to take decisions independent of line managers?
- Whether HR is involved in the key decision making processes related to future plans, strategies and long term goals of the organization?
- Whether HR are themselves competent and skilled enough to carry forward the vision of top management further to the employees?

### ***Session –I: Role of HR in dynamic business environment***

With rapidly changing global economies, organizations are re-building themselves to adapt according to changing environment. Role of HR is critical as they have to be the change agent in the process of percolating the implications down to the lowest levels. They must be pro-active in strategizing, counselling and supporting the workforce during the change, be it mergers & acquisitions, expansions or contractions, etc. Despite diversity of workforce in the organizations, HR has to bring them all together and align them towards common organisational Culture, Goals & Vision.

### ***Session –II: Talent Acquisition in the digital age***

In view of vast talent pool available from across three generations with varied experiences, enthusiasm levels and aspirations, what are the best or latest acquisitions strategies? Are recruitment and selection methods separate for different profiles and positions? Is HR still relying on conventional hiring methods or has adopted technology and social media also, in its acquisition process? Is HR hiring purely on talent and performance or is also considering the long term association and emotional stability of the new entrants?

***In the broad perspective of main theme of the summit, speakers are expected to deliberate on the above or related issues during the respective sessions. The individual presentation / lecture would be followed by a brief panel discussion. Session I and II shall have Q&A at the end.***

## Programme Schedule:

- 9.30 - 10.00 am : Registration
- 10.00 - 11.30 am : Inaugural Session
- 11.30 - 12.00 noon : Networking Tea
- 12.00 - 1.30 pm : Session I
- 1.30 - 2.30 pm : Lunch
- 2.30 - 4.00 pm : Session II
- 4.00 - 4.15 pm : Closing Remarks
- 4.15 - 5.00 pm : Networking Tea



## About JIMS

Jagan Institute of Management Studies (JIMS, Rohini) was started in the year 1993 under the aegis of Jagan Nath Gupta Memorial Educational Society and is one of the leading management institutes of Delhi-NCR. We impart professional education both at post graduate and undergraduate levels in the fields of management and information technology. Our PGDM program is approved by the AICTE and is accredited from NBA for excellence in quality education. It has also been granted equivalence to MBA degree by the AIU. We offer two sector specific two-year, full time programmes namely PGDM (International Business) and PGDM (Retail Management). Both these programmes are approved by AICTE. JIMS, Rohini, also offers technical programs viz BBA, BCA & MCA affiliated to GGSIPU. Established in 1993, JIMS completed its 20 years of Excellence in 2013. We offer excellent academic structure, industry interaction and job opportunities. JIMS has a distinction of being preferred by the top recruiters for their campus placements regularly. Our alumni have excelled in their professions both as entrepreneurs as well as corporate leaders in different industries.

### **Patron**

Mr. Manish Gupta, Chairman, JIMS, Rohini

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