

GENERATIONAL DIVERSITY – A KEY EMPLOYEE ENGAGEMENT CHALLENGE TO HR PROFESSIONALS

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ABSTRACT

The term Diversity no longer is restricted to gender at the workforce. The need for the hour is to understand that age differentiates groups of people across generations. People of the same generation share a common work culture, work needs, work priorities, demands and expectations. If HR Managers and organizations need to engage them for maximum work output specialized HR employee engagement programs are the need for the hour. The article below brings to light pioneering research in relation to the reality seen in the knowledge centric IT industry where the workforce is primarily” the Millennial Generation”.

KEYWORDS: Diversity, Employee Engagement, Challenges of HR Professionals