

ABSTRACT

Of all the resources in the organisation, the human resource is the most valuable resource as this resource alone makes all the assets of the organisation work for productivity. With the entry of Generation Y (Gen Y) to the workplace, different generations are working together. However, we are clueless on how to manage Gen Y due to lack of research in this direction especially in Indian milieu. This thesis titled "Managing Generation Y: A Study of Various Dimensions for Sustainability of Organisations in Indian Context" seeks to explore Gen Y's characteristics and various dimensions of organisational sustainability to propose appropriate management strategies to manage Gen Ys for organisational sustainability. The study contributes a Hierarchical Sustainable Enterprise Model (Hi-SEM) model, which serves as yardstick to gauge sustainability and explains specific activities requisite at each stage of sustainability. Statistically appropriate samples (Gen Y respondents) from private and PSUs manufacturing/non-manufacturing business organisations on stratified random sampling basis were considered to administer data collection instrument. For data analysis appropriate statistical tests were applied on the basis of scales of measurement and biographical attributes of respondents. Data analysis result reveals that Gen Ys' characteristics differ as per their biographical attributes viz. gender, early/late born Gen Y category, education, birthplace, level of management, and particularly on the basis of the sector and industry they belong to.

To identify the challenges and opportunities presented by Gen Y, a Strength Weakness, Opportunity and Threat (SWOT) analysis of their empirically examined characteristics has been carried out. SWOT analysis enables recommendations to augment their positive characteristics and mitigate negative ones. Hi-SEM model fulfils the need to identify Gen Y's suitable characteristics to execute activities relevant at that specific stage of organisational sustainability, and suggests the way to achieve apex stage of organisational sustainability i.e. Persistence.

Keywords: Gen Y, Organisational Sustainability.