

CULTURE AND ITS COMPONENTS OF PERFORMANCE TO ENGAGE THE MILLENNIAL WORKFORCE AT THE WORK ENVIRONMENT

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ABSTRACT

Indian work force mostly comprises of the Gen X where it's a big deal for Organization to attract and retain them with the impact of technology on the capabilities and the aspiring attitudes of commitment. As the competition stiffens the talent aspects plays a dynamic role and where by impacts on the relationships and career management. The millennial workforce is more zealous and fantasized about listed jobs and career objective wherein they lack in ethics and relations of social norms.

This paper tries to evaluate the dynamic aspects which are needed to be addressed by the management to provide a harmonious environment in engaging them to their work environment by focusing more on the strategic aspects of Organizational Culture as a vital tool for efficient performance and increased productivity. In this study we are examining the concepts aligned for the millennial workforce at work with special emphasis on performance with respect to the organizational values to foster for sustenance with reduced attrition.

KEYWORDS: GenX, Aspiring, Millennial Workforce, listere, ethics, Social Norms, Harmonious, Engagement, Foster, Attrition.