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GENERATION Y AND HOW TO MANAGE THEM

Abstract. In this article we will talk about the features of managing the generation of "next" or, as they are also called, "Millennials."

Generation Y (people born in 1981-2000, or millennials) is rapidly changing the landscape of corporate culture. According to experts, by 2025 approximately 3/4 of the total workforce will belong to this generation. And now, the leaders of commercial organizations should have an action plan that would simplify work with millennials.

Key words: Generation Y, millenials, management, labour, economics, labour market, employment.

Millennials, also known as Generation Y (or simply Gen Y), are the demographic cohort following Generation X and preceding Generation Z. Researchers and popular media typically use the early 1980s as starting birth years and the mid-1990s as ending birth years, with 1981 to 1996 a widely accepted defining range for the generation.

Millennials are sometimes referred to as "echo boomers" due to a major surge in birth rates in the 1980s and 1990s, and because millennials are often the children of the baby boomers. This generation is generally marked by their coming of age in the Information Age, and they are comfortable in their usage of digital technologies and social media. Millennials are often the parents of Generation Alpha.

The revolution was shaped by the millennials or generation Y. Also known as digital natives, millennials are those born between 1982 and 1994 and technology is part of their everyday lives: all their activities are mediated by a screen. The concept of on and off is completely integrated into their lives. However, they were not born into it; they migrated to the digital world from the analogue one in which they were living.

Unlike previous generations, because of the economic crisis, the world requires them to be better trained to get a job, as competition is increasing. Unlike their parents, Generation X, digital natives are not satisfied with the world around them and are ambitious and want to achieve their goals. However, the millennial generation is labelled as being lazy, narcissistic and spoilt. In fact, in 2014, Time magazine labelled them as the me-me-me generation.

Starting from early life, Generation Y are more likely to stay on in full-time or further education than those who went before; the number of graduates more than doubled between 1984 and 2013.Older generations were more likely to leave school at an earlier age, sometimes with no qualifications - something which is now very rare. Jobs market: After education, Generation Y are heading into an unpredictable jobs market. The employment rate is good, but many are in part-time work or self-employed, and they have faced the largest falls in real average earning in the wake of the 2008 recession. According to the most recent set of labour market statistics, just over 71% of 16 to 34-year-olds are in employment, 5.7% are unemployed and 24.7% are economically inactive - many of them students or carers.

For those aged 35 to 64, the same figures are just over 77% employed, 2.9% unemployed, and 20.6% inactive.

Even though Millennials appreciate good advertising, and are more willing to actively seek it out before making purchase decisions as opposed to generation X, who perceive advertising as disruptive and actively tune it out either with the help of ad-blockers, skipping the pre-rolls online or changing channels while watching TV.

Moreover, Millennials are trusting big brands more than other generations, as long as these companies are displaying honesty and integrity. Additionally, they show a great interest in the climate change and they are more likely to buy from companies who engage in fair-trade sourcing, organic growing and other measures that help combat the threat of global warming.

A great Abstract of the whole series that draws conclusions from the different articles and insights. This enables a sound understanding of the most important outcomes from the research of Generation X, Y and Z.

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Y буыны және оларды басқару

Аңдатпа. Бұл мақалада біз «келесі» ұрпақты немесе олар «Миллионалар» деп аталатындарды басқарудың ерекшеліктері туралы мәселені қарастырамыз.

Y буыны (1981-2000 ж.т. немесе мыңжылдықта туған адамдар) корпоративті мәдениеттің ландшафтын тез өзгертеді. Сарапшылардың пікірінше, 2025 жылға қарай жалпы жұмыс күшінің шамамен 3/4 бөлігі осы ұрпаққа тиесілі болады. Енді коммерциялық ұйымдардың жетекшілерінде мыңжылдықтармен жұмысты жеңілдететін іс-шаралар жоспары болуы керек.

Кілт сөздер: Y буыны, миллениалдар, басқару, еңбек, экономика, еңбек нарығы, жұмыспен қамту.

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Поколение Y и как управлять им

Аннотация: В этой статье мы расскажем об особенностях управления поколением «некст» или как из еще называют «Миллениалами».

Поколение Y (люди, родившиеся в 1981-2000 годах, или миллениалы) стремительно меняет ландшафт корпоративной культуры. По прогнозам экспертов, к 2025 году примерно 3/4 всей рабочей силы будет принадлежать к этому поколению. И уже сейчас у руководителей коммерческих организаций должен быть план действий, который бы упрощал работу с миллениалами.

Ключевые слова: поколение Y, миллениалы, менеджмент, труд, экономика, рынок труда, занятость.

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TECHNOLOGICAL & MARKETING TRENDS

Abstract: The article discusses technological as well marketing trends that allow to predict the development in the world. The aim of the work is to analyze progress in IT, how important are Social Media, to analyze the impact of GENERATION Z for employment. The logical chain of global trends that are popular in the world, the leadership positions of millenials is investigated. The conclusion is made about the importance of post-millenials - The younger generation will soon become your main target audience. The use of trends and targeting should start now.
Keywords: technological trends, marketing trends, generation Z, millenials, IT, marketing.

A trend is a general direction into which something is changing, developing, or veering toward. The verb 'to trend' means to develop or change in a general direction

1. Facial coding - a technology for recognizing user emotions when viewing content.

It will help make the content more personalized. A study is conducted in which, when watching a video, peaks of the viewer's attention are read out and a positive or negative reaction is analyzed.

The data is used in targeting to understand which audience the content is visiting.

2. Lifecycle marketing

An approach in which a digital marketing strategy is built in terms of customer-company interaction. As most companies represent the client's way now: advertising - click on the site - purchase. Lifecycle marketing studies the client's path in more detail with all doubts and their reasons, stop factors and motives to return to the site.

What is the main difference from the usual interaction strategy?

The main difference is that Lifecycle marketing in Central Asia does not see an abstract sociodemographic group, but each real person individually with his own interests and client experience. Based on this, communication is built. All messages that a person receives are interconnected and logically complement each other, correspond to the stage of interaction with the company.

A customer who has already made a purchase will not receive a message with a welcoming acquaintance or an offer that he has already studied.

3. Gamification and Interactive

Brands are already creating their games, tests and interactive creativity, useful (educational) advertising content, and hold festivals. In 2019 Instagram blew up AR masks. Brands actively used this.

AR-fitting rooms. This has already been created by Lamoda together with Wannabe (startup from Google & Yandex developers). In Wanna Kicks (the so-called application), you can try on sneakers before buying.