CHAPTER 8

FUTURE SCOPE OF RESEARCH
This chapter details future research initiatives related to this very interesting and unpredictable generational cohort. The future research scope has been categorized for different stakeholders to give an understanding of how it can be beneficial to understand Work values of Generation Y employees in the Indian context and its impact on various psychological constructs.

The chapter has only one section.

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I. Researchers/Academicians:

1. Primarily a comprehensive study needs to be conducted across the country to create a generational cohort categorization in the Indian context. Some seminal work has been initiated in the country by reputed academicians but more efforts in this direction would be welcome.

2. The second most comprehensive efforts needs to be in amalgamating the thought process of both the urban and rural Gen Y populace of India; as the country progresses so does the ‘aspirational’ levels of this young populace; hence a comprehensive study covering a large sample frame of this combined populace would posit interesting facts and analysis. A continuation of this research effort would be development of India centric psychological instruments in regional medium that effectively capture the thought process of the sampled population than be inhibited by translation loss in the medium of communication. Validation of standardized psychological construct instruments in the Indian context would also be a major step in progress of research focus.

3. Future research also needs to focus on a comparative analysis across generational cohorts in the cultural context, to understand if there exists a major difference in the thinking and attitude of generations across countries/regions which maybe attributable to differentiating economic, political and social environments and events.

II. Trainers/Consultants:

1. Research initiatives need to focus on using Indian context based psychological constructs for specifically understanding the Indian Gen Y cohort employees and aligning various HR strategies and policies that deal with effective management of this generational cohort. Ex: Using psychological construct of Commitment for Indian Gen Y employees to develop HR strategies that align with their need for appreciation, pride and involvement in the organization.

2. Specific Performance Management Framework can be developed in the Indian context focusing on Indian Gen Y employees, specifically for organizations that have a high populace of this cohort and are dependent on them for growth and productivity. Performance measurement standards that align with characteristics of Indian Gen Y
employees and benchmark parameters that can enhance their productivity through effective compensation and reward management strategies can also be taken up as crucial research focus.

3. Training programmes that are structured according to expectations and characteristics of Indian Gen Y employees will enhance the effectiveness of the programmes. Focus on looking at parameters of ‘Expression’ and ‘Acceptance’ which are very important for this young cohort employees; ca be effective in aligning and designing the programmes that allow these young employees to voice their opinions, be creative during the training process and feel engaged/involved in the learning process. More research on what are their expectations, how the training programmes should be structured, which learning instruments will be more effective (ex: online/offline), what mode of training is preferable (ex; classroom/self paced) etc. can go a long way in enhancing the effectiveness of organizational training and learning initiatives both in terms of ‘Value for money’ and ‘Return on Investment’.

This chapter summarizes an understanding of future scope for research on Generation Y that has not been covered in the current research work. It outlines how future researchers can put more concentrated efforts in creating a better understanding of this demanding and happening cohort including an India based generational cohort classification.