

UNDERSTANDING THE TRIO AMONG MILLENNIALS, THE USE OF TECHNOLOGY, AND THE CONTEMPORARY HR ENGAGEMENT PRACTICES

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ABSTRACT

Background: The use of technology in HR engagement practices has been one of the major shifts amid generations where baby boomers have been inclined towards using technology, whereas millennial are inclined towards making its best use and harnessing their full potential in the working environment.

Aim: The main aim of the study is to analyse the trio among millennial, the use of technology and the contemporary HR engagement practices.

Methodology: The research has adopted quantitative method where data has been collected by using survey questionnaire. The sample size of 250 respondents has been used for collecting information through survey. SPSS tool has been used where correlation, regression and descriptive analyses have been conducted for analysis.

Results: Coefficients of motivation, values, use of technology were also found to be highly associated HR engagement practices, with coefficients of 9.9380, 0.8260, and 9895 respectively. All the four variables have been found to have a p-value of <0.05 , indicative that working behaviour, motivation, values, and use of technology has a high significant relationship with HR engagement practices with negligible probability of such an association occurring at random. It was found that use of technology is highly impactful with all the independent variables except for working behaviour.

Conclusion: Through statistical analysis, it was found that all the three variables have significant impact on HR practices; hence the entire formed hypotheses were found to be correct. It has been recommended that the use of technology should be the main focus of the organisations today due to the nature of millennial of being tech-savvy. Hence, they should be further motivated to put their efforts into proposing more advanced HR engagement practices in the firm.

Keywords: *Millennial, HR Engagement Practice, Technology Use, Working Behaviour, Motivation, Values*

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