

**Managing a Dynamic Coexistence: An Integrated Theoretical
Framework of Millennials in the Context of Contemporary
Intergenerational Relations**

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MPM 722 HUMAN RESOURCE MANAGEMENT

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this self-sufficiency, saying that Google doesn't provide the map to success for young workers. The resolution to this trap required millennials to recognize and maximize their worth to establishments by constantly seeking out new opportunities to learn and grow by themselves, innovate and fine tune pre-existing practices and increase the overall value of the company they choose to work for. In other words, take the initiative. This is the way self-sufficiency will serve mutual benefits for the employee-employer relationship. The other aspect of capitalizing the engagement of millennials involves the capability to command an audience. The rampant use of Twitter, Instagram and Facebook to mention the most popular platforms, puts the millennials in a limelight they want to be under (Jackson, 2011; Krumrie, 2015). Publishing what they eat, whom they are dating and where they are in real-time, creates a base of viewership and following that in effect, builds reputation. This is the same reputation that employers could potentially attach themselves to if it makes business sense to them. One of the best new age practices of human resources have been to progressively use this consumer base to their advantage, "More HR professionals are turning to social media outlets and search engine optimization for additional exposure for their open positions" said a leading provider of talent acquisition software solutions for growing businesses (Krumrie, 2011). Additionally, upgrading of systems is essential for organizations to keep up with this cohort, as real-time interactive response is a key feature of the millennial way of life. Furthermore, contrary to ethnic or gender diversity, establishments hardly formulate organizational initiatives to proliferate age diversity. The orthodox age dispersal within organizational hierarchies (younger at the bottom and older in the middle and top) was consequential from employing staff at a young age and keeping them until retirement age almost (PWC, 2011). This was the traditional societal view of systematic career progression. Due to the wave of technological expansion and the fastest growth society has seen; those conventional methods have long disintegrated. In effect, norms of employment have been challenged by this distinct new generation. Innovation and technology has terminated the nine to five day job, flattened worldwide communication barricades and built transparent workplaces (Schawbel, 2013). This means that the millennials have coerced businesses to reorganize means and ways of getting the job done.