

Generation Y in Consumer and Labour Markets explores the role of people born in the late 1970s and 1980s as consumers and coworkers in an emerging post-modernist society. Having grown up in a branded society overcrowded with commercial messages and a never-ending supply of choices and opportunities, Generation Y not only influences consumption patterns, they also bring their values to work life, thus changing the attitudes towards the employee-employer relationship and how work is being done. Generation Y particularly see work as a venue of self-realization and the boundaries between work and leisure time are becoming blurred—thus the consumer and labor markets converge in some critical dimensions. This book delves into the substantial research body on characteristics and behaviors of the Generation Y, including their relation to other generations and the role of understanding generations in developing effective and attractive organizations. It further outlines the experiences and best practice for attracting, recruiting, selling to, and communicating with Generation Y, based on the author's experiences from hundreds of organizations where he has been involved as a consultant – offering the reader a better understanding of generations in marketing research, and the impact of generations in employee-employer relations.

This well-known textbook provides students with the knowledge of basic accounting principles and practices in a systematic manner. The unique feature that has made this book popular among students is the simplicity of presentation which enables them to understand the subject and solve practical problems with ease. The main strengths of the book are updated text, plentiful illustrative examples and the end-of-chapter exercises with answers. The wide coverage and user-friendly approach help the book to meet the course content requirements for BCom, BBA, MCom, MCA examinations of different universities and examinations conducted by professional institutions. KEY FEATURES • Updated text in view of new and withdrawn accounting standards and their interpretation. • Formulation of the roadmap for convergence of Indian Accounting Standards to IFRS. • Incorporation of the New Schedule VI in place of Old Schedule VI with appropriate notes, wherever necessary. • Complete overhauling of solutions to all Illustrations and requisite changes in the answers to Practical Problems required due to the substitution of New Schedule VI in place of Old Schedule VI. • Latest questions and problems from examinations conducted by different professional bodies and universities.

The trusted handbook?now in a new edition This newly revised handbook presents a multifaceted view of systems engineering from process and systems management perspectives. It begins with a comprehensive introduction to the subject and provides a brief overview of the thirty-four chapters that follow. This introductory chapter is intended to serve as a "field guide" that indicates why, when, and how to use the material that follows in the handbook. Topical coverage includes: systems engineering life cycles and management; risk management; discovering system requirements; configuration management; cost management; total quality management; reliability, maintainability, and availability; concurrent engineering; standards in systems engineering; system architectures; systems design; systems integration; systematic measurements; human supervisory control; managing organizational and individual decision-making; systems reengineering; project planning; human systems integration; information technology and knowledge management; and more. The handbook is written and edited for systems engineers in industry and government, and to serve as a university reference handbook in systems engineering and management courses. By focusing on systems engineering processes and systems management, the editors have produced a long-lasting handbook that will make a difference in the design of systems of all types that are large in scale and/or scope.

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