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SUCCESSFUL MANAGEMENT OF GENERATIONS

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Abstract

In the management literature is often encountered with the concept of generation. For example, generation X, Y, millennia's, and so on. In this article we are looking for an answer to what is the generation, as it is characterized from a management point of view. From the management perspective we consider the selection of those parameters that support managerial decision-making in a real situation. Therefore, they are practically applicable. In the first part we examine the correlation between the generations and Kopčaj development cycles. The second part dealt with the appropriateness of certain characteristics and parameters of generations to manage. In the third part we describe briefly the results of the survey of these parameters in the Slovak companies.

Conclusions:

1. there is a very strong correlation between the generations and Kopčaj development cycles. This allows to more accurately characterize the generation, its behavior, characteristics and interaction with employers.

2. on the management characteristics of the generation (or any group) are suitable parameters such as potential, knowledge and energy measured by entropy over the conditions of stability.

3. the survey shows that for the successful integration of generation into the company it is necessary to harmonize these parameters.

Key words

Generation potential, entropy, stability, management view

KOPČAJ DEVELOPMENT CYCLES AND GENERATION

The concept of generation is defined by the descriptive and vague parameters in the management literature. Therefore, the instructions how to proceed in practice are very generic, and of little use.

The key question is not "What is the difference between generations?" but "Why there is the difference?" People are born continuously and developmental biological change we did not detect. It remains a possibility that they are affected by the environment in which he grew up. One of the ways to describe the environment, are Kopčaj development cycles. Kopčaj describe the thermodynamic cycles and nonthermodynamic characteristics of the environment at the time.

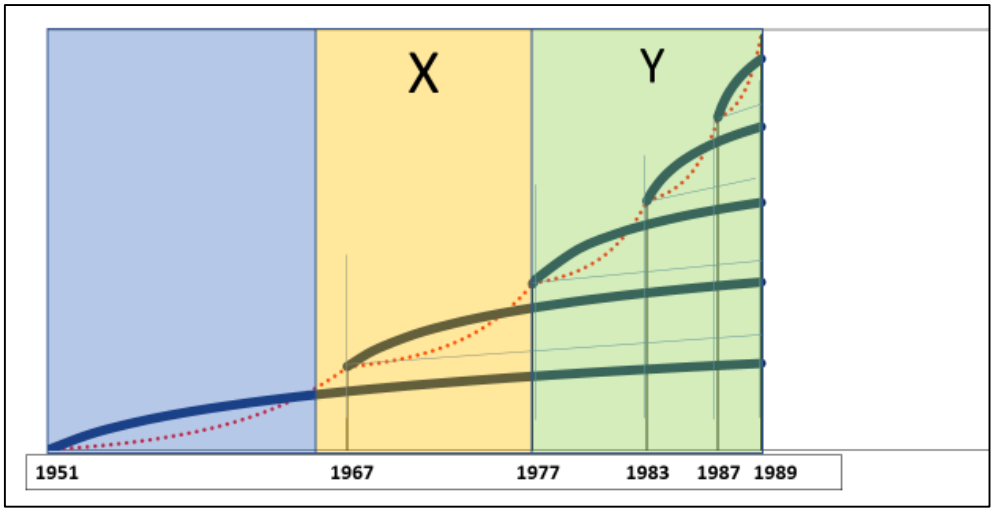

Figure 1 *Kopčaj development cycles and generation*

Thick line are thermodynamic parameters, the thin dotted line nonthermodynamic parameters. The figure is accelerating cycles. In Figure 1 you can see that generation X grew up in a single cycle. Generation Y grew up in during the three cycles. On closer examination, we discover in her three "subgenerations". It will be significantly less homogeneous than generation X. After five cycles a qualitative jump occurs. Therefore, the generation of "milenians" will be qualitatively different, but homogeneous.

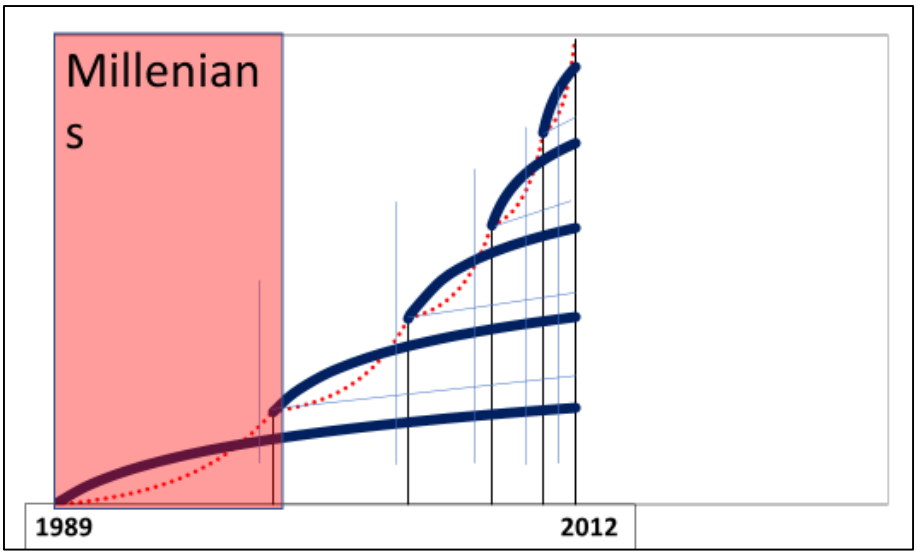

Figure 2 *Development cycles of 1989 until 2012*

Connecting the Figure 1 and 2, we get a Figure 3.

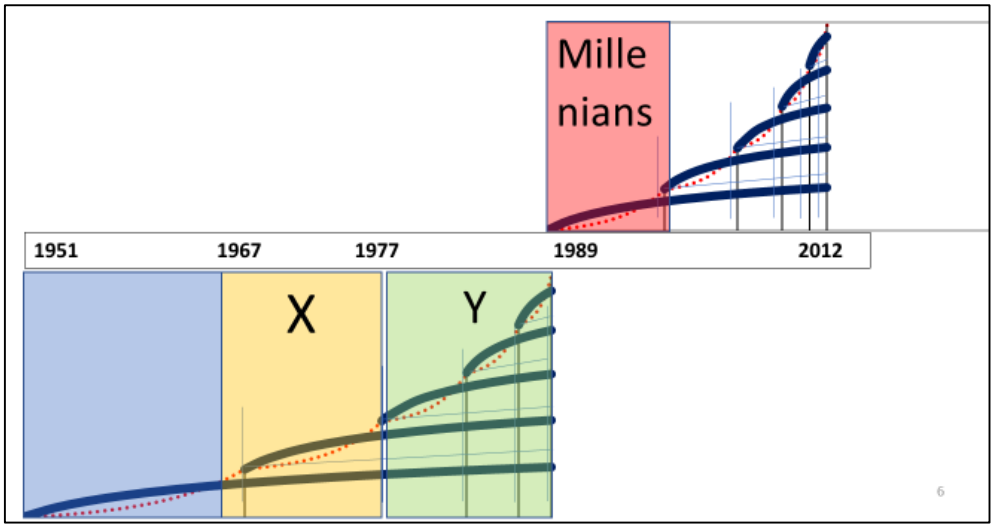

Figure 3 *Development cycles and the generation of the 1951 until 2012*

To connect generations and the concept of Kopčaj cycles allows to define generations of better "generation", its properties and behavior.

MANAGEMENT GENERATION PARAMETERS

We will use the Spiral management theory and describe thermodynamic parameters of generation by knowledge. As a nonthermodynamic parameters we use energy, potential and stability. Thermodynamic and nonthermodynamic parameters we measured using entropy. It will allow us to merge them.

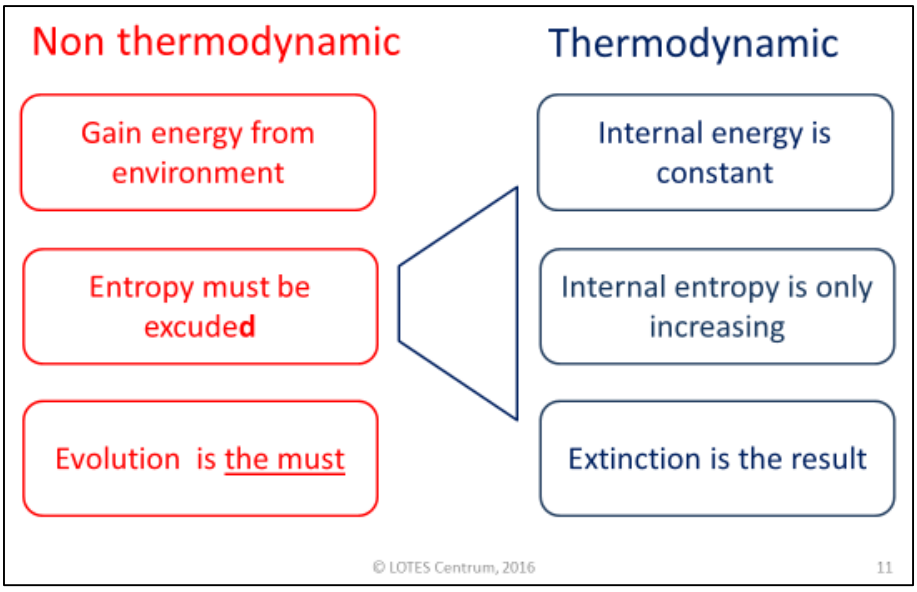

Figure 4 *Thermodynamic and nonthermodynamic systems*

Entropy can be measured using conditions of stability. Social systems can be found in the five states of stability. From them we can calculate the entropy. The potential is defined as 1-entropy.

SURVEY

The survey was made on a sample of 31 companies. First, we compared the selection of companies with the Slovakia profile.

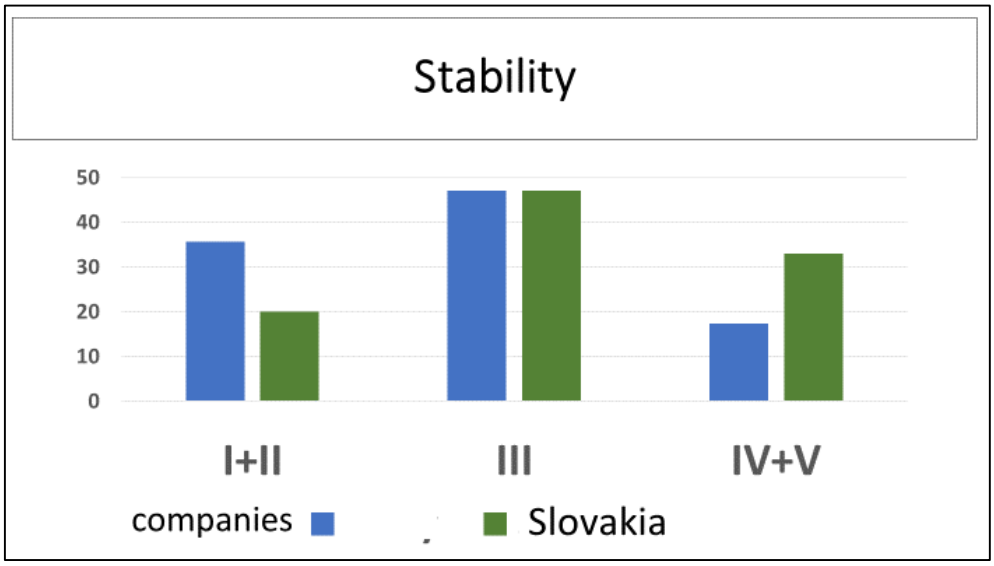

Figure 5 *Comparison of companies and of the Slovak average*

I + II are conditions for stability, which accelerates the development of firms. (III) is a State of stability, which allows you to produce products, (IV) conditions that are destructive are the stability of the +-

From the figure it is clear that firms are above average in the choice of English. The measured values will be subject to the views of such companies.

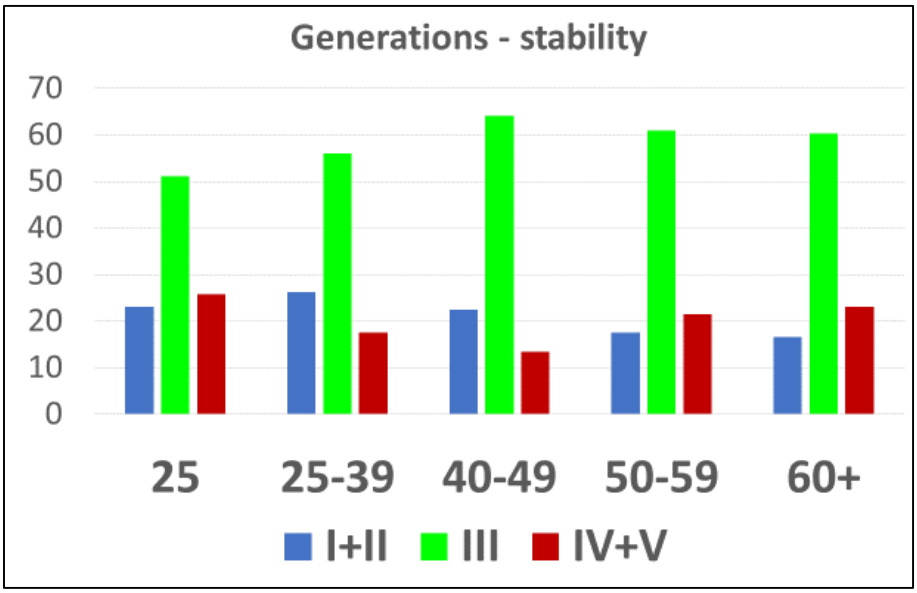

Figure 6 *The measured values of stability (in %) according to the age*

I + II are conditions for stability, which accelerates the development of firms. (III) is a State of stability, which allows you to produce products, (IV) conditions that are destructive are the stability of the +-.

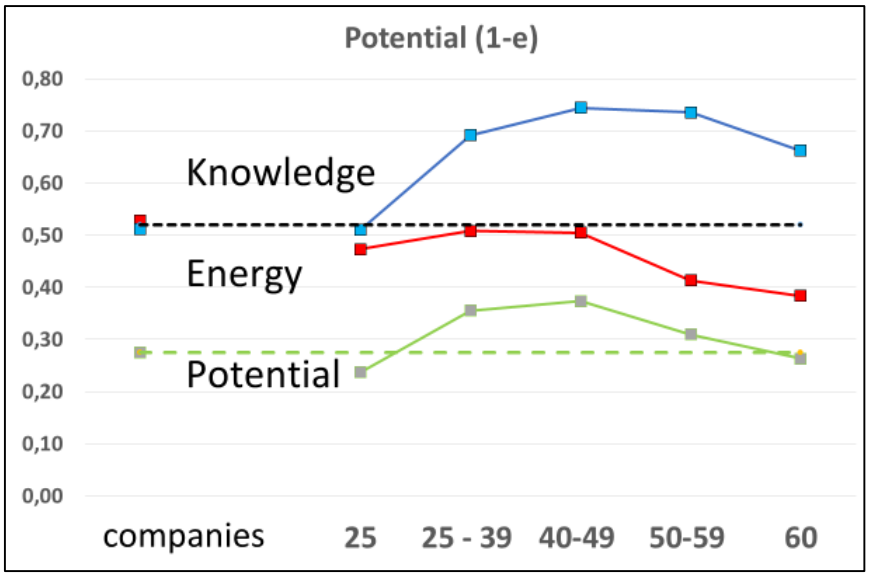

Figure 7 *The level of companies and the potential for generations*

The potential is from 0 to 1. The larger the number, the greater the potential. 25 to 60 age means. The potential of generations is compared to the potential of companies. The graph shows that companies do not expect people to bring creativity and new energy from the outside. They expect new knowledge, bigger than my company. In terms of potential, companies value people the most between 25 and 49 years.

CONCLUSIONS

1. There is a very strong correlation between generations and Kopčaj's development cycles. This makes it possible to more accurately characterize generations, their behavior, characteristics and interaction with employers.

2. For the management characteristics of the generation (or any group), parameters such as potential, knowledge, and energy measured by entropy through stability states are appropriate.

3. The survey shows that it is necessary to align these parameters to successfully integrate the generation into the company.

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