Contents

EDITORIAL GEN Y

- What GenY Really Want by: Dr. Sujaya Banerjee
- Going Gaga Over Generation Y Perspectives From Across The Globe by: Dr. Jayantee Mukherjee
- The Changing Face Of Business School Students-Welcome Gen Y by: Prof. Anuradha Mahesh
- 20 Gen Y And Entrepreneurship: The Enablers, The Killers And The Eco-System by: Dr. Sunil Shukla & Dr. Dinesh Awasthi
- 24 The Young Turk In Action

FACE TO FACE

- 30 Unlabeling The Labels
 Interview With Prof. Vasanthi Srinivasan
 - 38 Young In Age.... But Wise Beyond His Years Interview With Master Akshar: Founder Akshar Power Yoga Academy

PERSONAL EFFECTIVENESS

44

Windows To Yourself: Discovering Some Realities On 'Personal Effectiveness' by: Namrata Malik

PROFESSION IN FOCUS

Radio Jockey-Incessant 'Talkathon'!

KALEIDOSCOPE Perspectives From Five Different
Industries On How To Leverage And Manage Gen Y

- 55 The Retail Industry
- 57 The Construction Industry
- 59 The Commercial Airline Industry
- 60 The Event Management Industry
- 62 A BPO Company
- 64 Gen Y: Energy, Effervescence Or Enigma? by: Ajoy Chawla

BOOK REVIEWS

- 29 Plugged Inby: Chitra Parthasarathy
- 65 25 Ways To Motivate Generation Y by: Shaju John

PEOPLE PRACTICES & TALENT MANAGEMENT

- 66 Hiring Right-Using Assessment Centers To Make The Right Selection Decisions by: Nandini Chawla & Shaju John
- Scaling HR Contribution To Business: Leveraging HR Analytics by: C. Mahalingam

