

ORGANIZATIONAL CITIZENSHIP BEHAVIOUR: MILLENNIAL'S PERSPECTIVE

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ABSTRACT

In today's dynamic workplace where creativity and flexibility are critical, tasks are increasingly done in teams and employee's expectations are varied it is very difficult to engage them in "good Citizenship" behaviors such as helping others in their team, volunteering for extra work, avoiding unnecessary conflicts and helping the organization to achieve the goal. All said and done individual's behavior is unique. To understand the appropriate behavior and encouraging it, of course, is a major task of the managers in the organization. This is not only limited to the organization but also applicable everywhere where we have people involved in the process. The current study revolves around how an individual who belongs to Gen Y has a sense of commitment towards the organization. It also talks about what is Gen Y perspective regarding Organizational Citizenship Behaviour. Researchers have undertaken the research wherein they asked questions to the Gen Y students who would be working in the organizations in next 5 years. Through this research, they are trying to understand how can we engage the students in the institute so-called future employees of the organization so that they can go an extra mile to help others.