Review of Modern Communication Means for Millennials At Work

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Abstract : The paper introduces modern communication scenario and introduces millennials as important stack holders in organizations. Characteristics of the millennials communications are identified and documented in this paper. Various tools for effective communication suitable to millennials are also listed here. Other contribution of the paper is presentation of state of the art in the area. The paper reviews work pattern of organizations and use of models, tools and techniques especially by the millennials in organizations. Comparative tabular information is also presented showing effectiveness of various tools used by millennials in organizations. The paper concludes with the common observation and need for the future research possible in the domain.

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I.   INTRODUCTION

In modern scenario every business needs effective communication, within its internal components as well as external components. Internal components include input interface, core procedures of business and output mechanism to send the product and service generated via the business to its intended users. Communications between internal as well as external components are important in many ways. Communication is defines as ability to convey information by speaking, writing, acting, transmitting, and receiving any information.

Effective communication is significant for every stack holder in an organization. Activities such as planning, managing, organizing, leading, and controlling need significant communication skills. Communication helps motivating people, controlling and performing routine to spectacular business procedures, strengthening relationships, relieving stress, increasing confidence, and achieving goals.

Millennials, also known as Generation Y people (Peter, 2003), are professionals and researchers born from early 1980s to early 2000. As mentioned in the blog of packet fusion (https://www.packetfusion.com/five-communication-tools-millennial-employees-need/), Millennials are described as follows.

"The Millennials—young people aged 21-34—are ranked as the largest generation in history and, by 2025, 75 percent of the global workforce will be comprised of Millennials. These 80 million men and women are digitally fluent and have the potential to reshape the business landscape."

The term 'Millennials' was coined by authors William Strauss and Neil Howe (Horovitz, 2012) in the year 1987. Some of the Millennials are with the organization since its inception. Many might have played an important role in establishing and running the business. A very few, may have failed in having significant impact of their presence in organization. That is, Millennials are in position of having their impact in organization and provide benchmark (example) for course of action and have a great influence on the business.

Work of (Jerome, Scales, Whithem, & Quain, 2014) and (Miller, Hodge, Brandt, & Schneider, Spring 2013) further discusses more on the nature and work pattern of the Millennials in current scenario. Authors (Myers & Sadaghiani, 2010) also discuss communication perspectives of millennials in workplace.

Characteristics of Millennials Communication
As stated above, the Millennials have great impact of their presence in organization. Their success and impact is generally due to their ability to communicate effectively within the organization as well as with outsiders.
Following are the characteristics of Millennials communication.
- They have their own style and confidence
- Their frequency of communication is high
- They are more social and family centric

- They have leadership and managerial aptitude
- They have significant knowledge of the organizational activities
- Much motivated and can work in team
- They have developed their own style of working, generally adaptive to new technology/mechanism
- Flexibility and maturity
- They are attention craving and sometimes job hopping because of available opportunities

This generation posses many characteristics that are comparatively exceptional and unique, considering working style of generation X and generation Z (next generation after generation Y). To make their working style and communication more effective, dedicated tools, models and mechanisms are required. Following section describes traditional as well as contemporary tools facilitating effective communication for Millennials.

Tools for Communication for Millennials
There are many traditional as well as contemporary tools are available for the Millennials. This section describes various communication tools that attract Millennials.

- Computers: Desktop, laptop, ipad or similar computing devices
- Smart phone and Fax : Tele communication, net surfing, and mobile apps
- Internet: Video conferencing, voicemail, email, skype, social media, blogs, virtual teams, webinars, etc. Technique of cloud computing can also be useful here.
- Bringing Your Own Device -BYOD: using personal equipments such as laptop, smart phone, etc. for official use to meet infrastructural limitations.
- Dedicated systems: such as Enterprise Resource Planning (ERP), Customer Relationship Management(CRM), specialized ERP, Knowledge management expert systems, etc. tools for communication, control and planning
- Issue tracking, workflow management and ticketing systems
- Discussion forums, and face to face communication
- Auditing
- Chat rooms
- Gaming

Detailed discussion and comparison of some of the above mentioned tools are available at (Tombleson, Wolf, Gallant, Archer, & Desai, July 2016), (Rutherford, 2010) , and (Clark, Couldry, MacDonald, & Stephanse, 2015).

The effectiveness of the above mentioned tools for the purpose of communication, especially for millennials observed through this research is presented as shone in table 1. The tools are compared against the various parameters such as information sharing, discussion, decision making ability, and collaborative investigation.

Table 1: Effectiveness of tools against various parameters

Technological Means	Sharing of Information	Discussion	Decision Making Support	Collaborative Investigation and Work Support
Computers	High	Low	Medium	Medium to High
Smart phone and Fax	High	Low	Medium	Medium
Bringing Your Own Device - BYOD	High	Low	Medium	Medium
Dedicated Systems and Net Based Systems/Social Media	High	Low	High	Medium to High
Issue Tracking and Workflow Management	High	Low	High	Medium to High
Discussion Forums, Chat Rooms,	Medium	High	Medium to High	Medium to High
Auditing	Low	Low	Medium to High	Medium
Gaming	Low	High	Medium	Medium

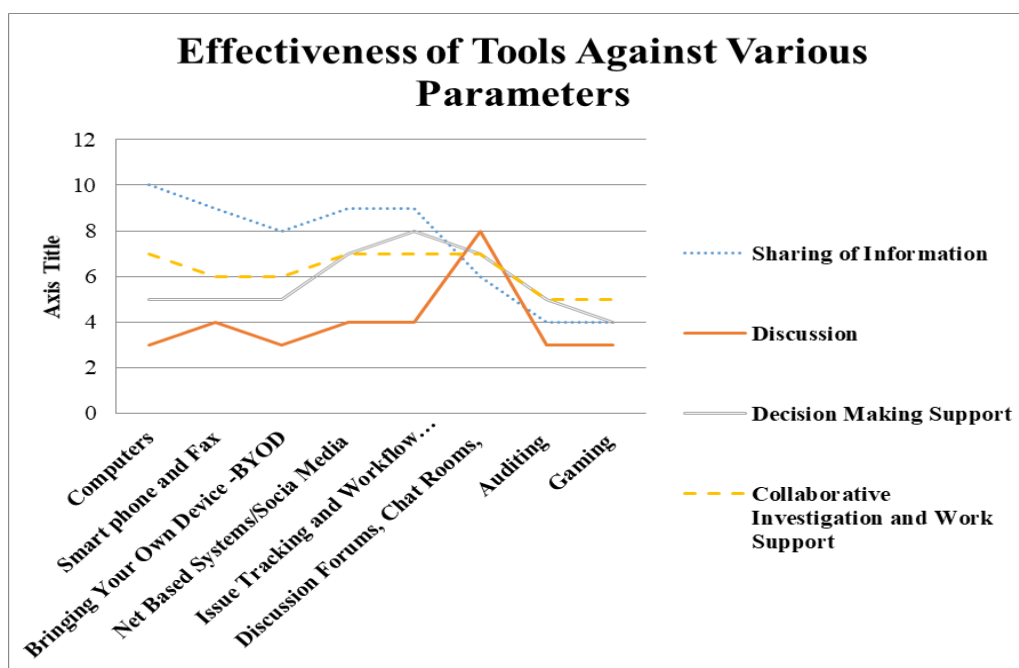The results obtained through the study are graphically presented in figure 1.

Figure 1: Effectiveness of various tools for communication

State of the Art in the Domain

Many researchers have analyzed the working style of the Millennials and identified tools that help in enhancing communication in organization. Tatjana Mamula has described Millennials' way of e-Learning and communication in the digital era, in (TATJANA & DRAGOMIR, September 2015) and highlighted framework of learning of millennials using digital platform in organization.

Tools play great role in performing tasks efficiently and effectively. Sajja P S [(Sajja, August 2017)] describes in her book that 'Tool is any device or mechanism which makes some tasks possible and more effective and efficient'. Further she has given example of language as one of the communication tool, without which communication is not possible. Consider, without programming language, even computers can not communicate with human beings. As per work of Sajja P S (Sajja, August 2017) following are the generic advantages of tools.

• Tools make some tasks possible, e.g., saw for cutting and language for communicating.
• Tools make the work fast and speedy, in consistent manner, hence increasing efficiency.
• Increased efficiency helps in improving the productivity.
• Quality of the product and services can be improved.

There are many tools which are helpful for communication within and outside organization. List of some major tools is given with brief description in provisos section. Many researchers and professionals have worked for enhancing organizational communication keeping millennials work style in mind. As observed, Millennials are more inclined to modern communication means, significant consideration is given to modern tools.   Work of (Yamada & Akahori, 2009) highlights use of video conferencing and identifies millennials awareness for effective communication.   A survey of advantages and disadvantages of online discussion is carried out in work of (Tiene, 2000). Face to face communication means are compared with electronic and automated communication means in work of (Bordia, 1997). Communication can be formal as well as informal. The informal communication can play significant role in communicating with internal users of an organization. This is documented in work of (Fay & Kline, 2011). Formal working meetings can also be used as tools for creating or destroying trust between the employees, which is described by (Lopez-Fresno & Savolainen, 2014). Motivation to individuals in group is analyzed by S.J. Karau, K.D. Williams in (Karau & Williams, 2001).

Work group experiences are studied and documented by Ballard DI et al in (Ballard & Seibold, 2004). Same team of researcher have also identified model for communication efficiency, which is described in (Ballard & Seibold, Communicating and organizing in time: A meso-level model of organizational temporality, 2003). The work discusses co-ordination methods and suitable communication technology for the workers in organization. In a similar manner, typology of virtual teams and their impact on effective leadership is discussed by B.S. Bell et. al. in (Bell & Kozlowski, 2002) .

Because of lack of dedicated infrastructure, many organizations go for virtual office and BYOD concept. BYOD is the acronym of "Bring Your Own Device" to the organization. Moving a step ahead, the office can be built in virtual (imaginary) manner; and employees are asked to connect through their personal computing devices such as laptops, ipad and smart phones. Here internet and World Wide Web (WWW or Web) can play a significant role. Kohorst, K., & Cox, J.R. in (Kohorst & Cox, 2007) discusses such concept in their research. A review of telework in modern scenario is discussed in (Bailey & Kurland, 2002), which discusses new direction of modern organizational behavior.

Popular media has also taken note on communication means preferred by millennials. The well known Forbes magazine [https://www.forbes.com/] has also published an article about the preferable ways through whichmillennialswouldliketocommunicate.Thearticleisavailableat[https://www.forbes.com/sites/larryalton/2017/05/11/how-do-millennials-prefer-to-communicate/#7a9f59206d6f, retrieved on 7th December 2017]. New York also has published a digital workplace survey to highlight how companies are communicating with their employees. This is however, generic survey highlighting organizations policies for identifying suitable mechanisms for communication (2016 Digital Workplace Communications Survey: Companies Need to Rethink How They Communicate with Employees, 2016). In same line of thinking, Liette Lapointe and Anne Beaudry describes role of organizational internal communication for adoption of technology in (Lapoint & Beaudry, 2016).

II. CONCLUSION

It is observed form the above literature survey that the millennials are inclined towards technology. They are well versed with the technological advancements and can easily adapt new and innovative technological means. There is global demand for digitalization and automation in the business in increasing everywhere. Rather, many places use of simultaneous devices and techniques is also visible. Fall of face to face communication is also observed. It is to be noted that just by use of modern devices and technology do not assure effective communication between workers of the organization as well as stack holders outside the organization. There is a need of dedicated organization communication frameworks and models that's fit into digital and automated era. Work is needed in area of development of various communication models such as one to one, one to many and many to many communication models using modern information technology considering needs of millennials specifically.

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