HAPPY NEW YEAR

FORTE

INSTITUTE OF MANAGEMENT
CHRIST (Deemed to be university)
MAIN CAMPUS

Contents

Dear Christites,

As we take a step towards our dreams by choosing the profession we are going to be in, The HR Club of Institute of Management 2016-18, Christ University - Main campus, brings their last and an all new edition of FORTE - The HR newsletter.

The major highlights of the Jan 2018 issue are: Personal Branding, MDP, Inclusive workforce, HR and placements, workforce equality, and journey of placements.

Team Forte expresses gratitude for teachers and students who have contributed for this issue and helped us in fulfilling our motive to spread knowledge and experiences through this medium.

Thanks and Regards

Team Forte.

happy new year

POWER OF PERSONAL BRANDING IN SOCIAL MEDIA

Personal branding is gaining more importance for an individual to exhibit and establish her/his identity and reputation through social media. Self-awareness and self-analysis in terms of your own understanding about your KASH, performance, contributions, value creation and what others perceive about you is significant in personal branding. It helps to develop 'you as a brand' and create better opportunities to manage individual careers, greater visibility and global reach. Personal branding helps to maintain a greater amount of trust and personalized interaction through the social media. It is important for career management. Potential employers, recruiters and other agencies involved in hiring are increasingly using social media for reviewing and screening the personal and professional profiles of candidate.

Building a personal brand in the right social media platform without any distorted facts will enhance one's own image. There is tremendous value in personal branding and in the concepts of understanding who you are and being able to communicate your value, as well as to articulate what differentiates you from others in your field. It is important to prioritize and identify ways to get noticed inside and outside of the office. Personal branding helps at all level while seeking jobs and powerful way to differentiate yourself from others.

Dr. Jeevananda. S
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Author has 13 years of industry experience and 10 years of teaching & research experience.
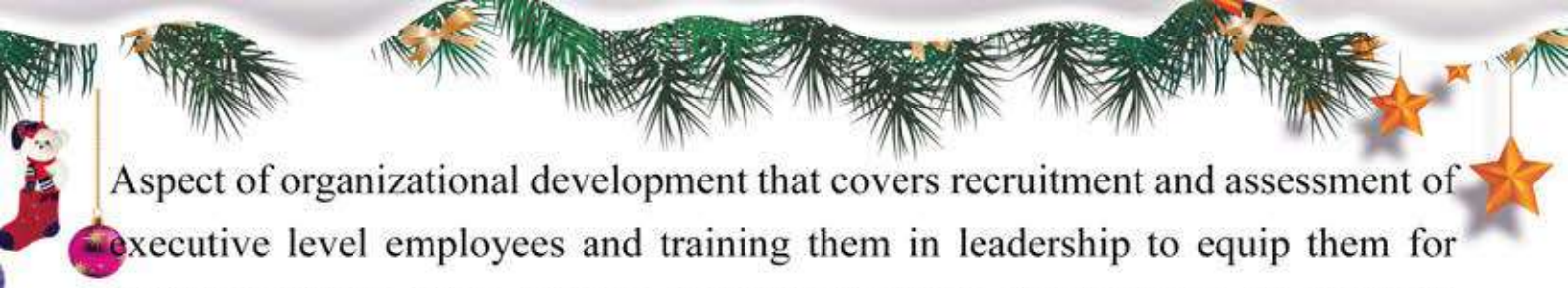
MDP- Legal Aspects for Managers

MDP is a dynamic system wide training program that's designed to enhance and strengthen your skills and capabilities to improve and enhance your core competencies and ensure you have the skills, knowledge and resources to effectively lead, engage, and develop yourself. Management development programs are beneficial for the all business and its employees. Businesses must always find a balance between technical competencies and cultural fit. Many believe that cultural fit is more difficult to find, therefore, offering training and education to employees who fit well with the culture to prepare them for new challenges is a good way to cover both areas of importance. In addition, companies can benefit from moving "known commodities" into open positions as opposed to taking the risk of hiring a candidate externally who may have neither the technical nor cultural attributes they are looking for. For employees the benefits of management development programs are that they are provided with additional learning opportunities and knowledge that might ready them for promotion within their current company or, potentially, may prepare them for jobs at other organizations.

MDP- Legal aspects for managers

Industrial legislations are the laws enacted by the government to provide economic and social justice to workers in industry. Generally these laws provide guidelines to the employers/industrialists in dealing with the matter of wage, wage incentives, facilities for workers and working conditions of labor. This MDP will enhance the working knowledge for management professionals who are into HR and HR related processes. The target group was HR managers and HR faculty of all B-schools, colleges.

Aspect of organizational development that covers recruitment and assessment of executive level employees and training them in leadership to equip them for higher positions. This process generally includes development of cognitive (thinking, idea generation, and decision making), behavioral (choosing appropriate attitudes and values), and environmental (suiting management style to the situation) skills.

TOPICS COVERED

- Introduction to Legal Aspects for Managers
- Payment of Gratuity act
- The Employee Provident Funds and Miscellaneous Provisions Act, 1952
- The Industrial Disputes Act, 1947
- Maternity Benefit act, 1961
- Proposed labor reforms in all relevant acts.

KEY TAKE AWAYS

1. Indepth Labour Law knowledge about the above said Acts.

2. New insights will helps in reducing conflicts, strikes and labour unrests in the organization.

3. Compliance regarding payment of provident fund and hands on experience of filing provident fund by HR managers (explanation regarding forms of filing)

4. Compliance regarding payment of gratuity and its essentials and rules to be followed.

5. Industrial disputes act and its compliance regarding strike and lockout. The proposed amendments in this winter session of Parliament regarding disputes and grievance redressal mechanism.

ABOUT RESOURCE PERSONS

Mrs. Deepa Rafeeque is the co-founder of VLegal, a legal consultancy providing solutions and imparting training for corporates on legal areas. Her core expertise is in Law relating to Women, Contract drafting & Management, Employee and Labour Laws, Aviation Law and Arbitration. She is an external member on POSH committee in companies. She is also a certified trainer from Indian Academy of Training & Development, Chennai.

Dr. A R Vijaya Chandran is working as an Associate Professor in Christ University and he has been conducting labour law sessions for the past 6 years. He is a double post graduate having a graduation in law and done PhD in Industrial Relations. He is a freelance consultant for NHRD, Hosur Chapter.

Labour Law

Placement It Is!!

HUL it is! IBM it is! TCS it is! ..
And this melody continues.
For the few who conquered the quest,
The months ahead seem to be a green pasture
For the few who are yet to register their foot on the pinnacle,
A long road journey awaits..
Hardwork! Is what everyone asks for,
Hope! Is what the rejected ones seeks for
It's never an easy quest
But find someone who will make it easier.
Friends have always been our stress busters
Then why not now
Share your emotions, seek help, work hard
Rejections will occur, but later you will enjoy the hard earned
fruit
Let the stress be your boost
Don't let it die
Let it ignite the thirst for knowledge
And lead you to your dream destination.
Relax, before we leave
Everyone would proudly say
HR it is!!

Sreekala Radhakrishnan

1627959

Building an Inclusive Workforce

Organizations are increasingly going global to explore new markets and utilize the untapped resources in other countries, reduce operational costs and improve their operational efficiencies.
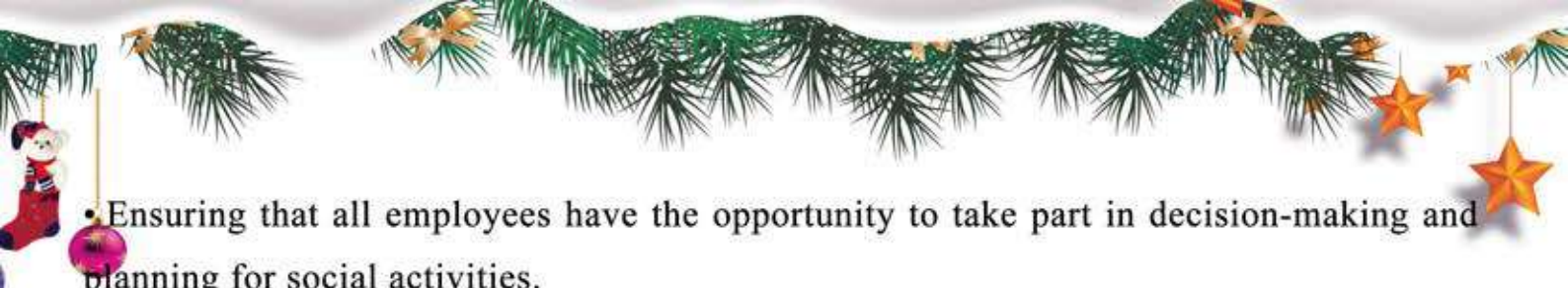
This requires the organizations to build relationship with the customers and employees hired from different countries for a smooth and effective flow of their operations. Since the organizations are going global so is their workforce due to the operations in different countries. They now hire a diverse workforce for their operations. The employees are now increasingly being hired for their merit and not on the basis of their caste, colour, religion and race. So, it is important to consider diversity inclusion as an important factor in these organizations. To empower the different employees through respect, fair treatment, creating a strong sense of belongingness and comfort while at work.

So the organizations should indulge in various activities encouraging social connections between the employees through positive reinforcement, recognizing and encouraging to them to recognize each other's good work, have various team building activities.

All employees want to associate with the feeling of belongingness in an organization. This starts with interaction and acceptance with their peers. It allows the organization to retain a diverse and high efficiency workforce. The organization culture has a huge impact on this. Employees are happy to work in organizations where the culture of the organization is fair and empowering for all. It is a good culture that drives people to work harder, stay motivated and help organization achieve its goal. The focus should not be just on hiring a diverse crowd but it should emphasize on inclusion for all.

Some initiatives for inclusion of a diverse workforce are-

• To learn about different cultural backgrounds, interests of employees outside the workplace. Utilizing this information for building relationships through increased understanding. For example celebrating different festivals from different cultures to improve the sense of belongingness for the employees.

• Including opportunities for staff to interact in settings outside of work so that employees feel more comfortable working with each other in teams. Example book clubs led by employees outside work.

• Ensuring that all employees have the opportunity to take part in decision-making and planning for social activities.

• Following the policy of Open communication and leading by example.

• Recognizing and celebrating special days and events such as International Day of Persons with Disabilities, International Day to End Racism, Gay Pride celebration

• Inculcating diversity training to develop awareness and to increase employee knowledge and sensitivity towards diversity workforce and peers. Example Emotional Intelligence training to understand the impact of their behaviour on other employees

Lastly, an inclusive workforce is the one that recognizes, appreciates diversity with respect to differences in gender, caste, religion, colour, sexual orientation and disabilities. This allows a diverse set of ideas perspectives and knowledge from employees with these differences. Inclusive workforce management allows an organization to hire a great talent pool from different parts of the world to enhance their performance and operational efficiency in order to gain competitive advantage over others in the industry. So there is an importance to work towards building an inclusive workforce to not just attract but retain the talent pool to drive innovation in products, services and processes to gain competitive advantage.

SURUCHI PANDEY
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WORK PLACE EQUALITY
WHY NOT SEXUAL HARASSMENT ACT FOR MEN?

Ramya J.
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Is equality playing a major role at workplace?
Does Sexual Harassment Act belong only to women?

In present days organizations develop better policies to protect employees from different forms of sexual harassment, it is important to understand that men also face harassment and there is need to focus on developing gender-fair policies to curb sexual harassment. Despite the serious consequences that can stem from sexual harassment, whether it involves men or women, sexual harassment against men is often not taken that seriously. There has been extensive research looking at how sexual harassment can affect women, both in terms of the emotional consequences and reduced job prospects, but fewer studies have looked at how men are affected. Employers and employees often expect men to act as masculine as possible and anything that deviates from that is more likely to get them harassed. For example, men who take time off to care for their children may experience more gender harassment in the workplace as a result. Since women are expected to do most of the actual childcare, men may find their careers affected if they deviate from traditional gender roles. Also, men who openly support feminist causes or who are seen as "unmasculine" may get harassed as well.

For sexual harassment against women, there are many legislations and statutes prevailing in India. But, we can't ignore the sexual harassment against men also. In India, under Article 14 of the Indian Constitution, there is a "right to equality". If legislation does not take into account the men related issues too and will only stresses upon the women related issues, then this right is in violation. As it provides equality before law and equal treatment before law. So, there must be 'equal access to justice' in case of both men and women.

There is a necessity to take the issue of sexual harassment of males to the government, to the society etc. so that people should also understand and hear the exclaim of a man too.

There is a demand of 'equal access to justice' for both males as well as females. For this, the government and legislation must have to make laws, which safeguards the males from various kinds of harassments, assaults or rapes etc. at different areas. The main sector, which needs to be taken care of, is sexual harassment at workplaces. Also, there is a need of educating and make students or children aware about such harassments. So that, if in case they suffer from any such act then, they shall be able to approach to any authority or any elder person rather than suffering from pressure and mental agony.

Judging from the findings of a recent Economic Times-Synovate survey, the men need to be incorporated in that bill ASAP. Of the 527 people queried across seven cities - Bangalore, Chennai, Delhi, Hyderabad, Kolkata, Mumbai and Pune - 19% said they have faced some kind of sexual harassment at office. In Bangalore, 51% of the respondents had been sexually harassed, while in Delhi and Hyderabad, 31% and 28% of those surveyed said they had been sexually harassed. Around 38% of the respondents across 7 cities in India said that in today's workplaces, "men are as vulnerable to sexual harassment as women."

The biggest reason why these cases were never reported was "social ridicule" and because they felt they wouldn't be believed due to India's social beliefs.

This figure talks about rates of sexual harassment in workplace by country-

Figure 1. Workplace sexual harassment rates by country and sex (%)

Country or region	Women	Men
Northern European countries	30–50 (11 countries)	10 (5 countries)
Austria	81	
Denmark	11	
Finland	27	30
Germany	72	
Luxembourg	78 (objective criteria)	
	13 (subjective criteria)	
Netherlands	32	
Sweden	17 (behavioral experience questionnaire)	
	2 (single question)	1 (single question)
UK	54	about 9
Southern European countries		
Spain	84 (sexual comments)	
	55 (sexual gestures)	
France	36	
Greece	60	
Italy	35	
Portugal	34	
US	44	19

Source: US Merit Systems Protection Board, Office of Policy and Evaluation. Sexual Harassment in the Federal Workplace: Trends, Progress, and Continuing Challenges. Washington, DC: US Government Printing Office, 1995 (1); European Commission, Directorate-General for Employment, Industrial Relations, and Social Affairs. Sexual Harassment in the Workplace in the European Union. Brussels: European Commission, 1998 (5); Table 2, p. 15, and p. 165.

Imagine a bold plan for a world without discrimination, in which women and men are equal partners in shaping their societies and lives. Let's picture it!"

PLACEMENT JOURNEY: HARDSHIPS OF A CHRISTITE

Well, this would be my final article towards Forte and I was pondering upon the contents to write. Let's start this with a vibrant and motivating quote by Steve Jobs.

"Have the courage to follow your heart and intuition. They somehow already know what you truly want to become." – Steve Jobs

I thought to share my placement experiences which have taught me a few worthy lessons of life as well as the virtue of patience too. Placements are indeed a very crucial and vital phase of our life which motivates one person whereas depresses another as per their perceptions.

A lot of us have a passion and maybe most of us even figured out what we would like to do for the rest of our lives. It is really rare to find the perfect profile that matches your passion, goal and salary expectation. Every job and company has something for us to take away. We should be keen to learn and grow and the acquaintances we meet up would definitely amaze us.

Well, my first placement experience was for "Hindustan Unilever Limited" which was held at Bombay on Nov, 8th. We competed with students from various parts of the country like Maharashtra Institute of Labour Law, Maharashtra Institute of Industrial Relations, Xavier's Institute of Social Sciences, Ranchi, FSW, Vadodara etc. We had a case study as our initial group discussion topic and it was related to Yahoo's CEO- Marissa Meyer. I could contribute well on this topic as I was aware of this HBR case study.

Students who were shortlisted had the second round which was the Personal Interview and I was fortunate enough to be a part of it. They had asked us various questions regarding Labour Law being a manufacturing company as well as Performance Management when they had asked me my favourite subject. Unfortunately, I couldn't crack the interview as I missed out a very important labour law topic like Standing Orders Act though I performed well for the remaining questions. As it's said 'Whatever happens would be for the good' and it's true in my life.

I took up the painful experiences of HUL in a very positive way and motivated myself to work very hard for the other interviews. As per my

teachers' feedback and comments, I started reading a lot of articles, case studies, XED News (earlier also I used to read, but intensity was less) which were the key motivators and drivers and they paid off well. I also had an opportunity to attend a seminar on "Kryptocurrency" which was held by the Computer Science Department which opened up my knowledge and thoughts on various aspects. Finally, my hard work, dedication and passion towards my dream career paid off through one of the best companies I can ever imagine of "IBM- International Business Machines" which happened on Nov 28th.

I had "Disruptive Business Model" as my group discussion topic which was the initial round. The discussion started with a self-introduction, extempore on the topic, group discussion and conclusion. Their rounds were very creative, tech savvy and kept up the standards. While concluding, they had asked all the students to come up with an innovative sustainable thought which they would like to bring to the nation 5 years down the lane. This was a group discussion where we used our brains, logic, technology, current affairs and made it possible.

I had Personal Interview as my second round which went off well. It was about prior work experience, SIP, why technically being good and switching to a profession like HR, situational questions, decision making questions, recruitment and sourcing questions, what we had learnt from society and how will we contribute it back (Social Concern Project), hobbies and questions based on it. I kept my fingers crossed and felt so excited and blessed as my name was called the second last. They had called the list of HR specialization students towards the last and finally I nailed it.

PLACEMENT

Our minds are clogged only with the opportunities that we find during placements. We even lose out on the array of opportunities in this world which we could gain outside too. All of us train ourselves for these placements right from the placement season which happens from October midweek. We prepare and work towards it to align with the so called "marathon". In this marathon for trying to be the best, we lose our real selves. The only question you need to ask yourself is, "What gives me the utmost satisfaction, if I were to do the same thing every day?" If you have an answer for that, everything else is secondary.

Don't be hard on yourself. Give your best, sit back and relax. Hard work, dedication and passion pay off. Don't forget to enjoy the placement experience. Best of luck guys to achieve your dreams!!!!!!

Reshma Mary Titus
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The Unpleasant, Dark Side of HR That You Absolutely Must Embrace If You Want to Be Successful…

Here's the brutally unpleasant dark side of being an HR professional…

No matter what you do, someone is going to criticize and distrust you -- and many will hate you, even if they don't know your name.

That's the reality.

It comes with the territory.

And there are lots of reasons why.

First of all, if you're doing your HR job well, your actions will directly and negatively affect the personal lives, dreams, ambitions and the livelihoods of every single employee in your organization.

That's a fact.

For example, in staffing situations, for every one person that is thrilled to be hired or promoted, you're often the bad guy that has to call up and dash the career hopes of six to ten others by letting them know they didn't get the job.

In job eliminations, you are often the last person the terminated employee sees and talks to about all the great benefits the company will no longer be providing to them and their family now that they've been whacked.

Your inside knowledge about that planned layoff, those anticipated cutbacks in the health care plan, that business that is about to be sold off or that outsourcing decision that will wipe out an entire department -- all of which can affect the peace of mind, families and the paychecks of many of your closest non-HR colleagues -- puts you in a position to keep secrets, sidestep the truth, come across as coldly objective or seem distrustful because you cannot reveal what you know.

Secondly, your HR role often requires you to deliver bad news.

For example, saying no to a manager who wants give an "out-of-guide-lines" increase to her indispensable, superstar employee who has just been offered a huge salary increase at another company.

Or disappointing a powerful executive who is hellbent on terminating an employee immediately, but hasn't followed the proper progressive disciplinary guidelines and hasn't afforded the employee the opportunity to correct their performance.

In these situations, most great leaders will respect your stance. However, a few deep down will blame you for throwing a monkey wrench into their plans and serving as a bureaucratic speed bump to the success of their business.

Thirdly, some people may not even hold a grudge against you personally. They just hate your guts because they had a run-in with someone in HR over a mistake made years ago.

It could be that an error was made in their merit increase, dental program deductible or the effective date of their promotion -- individual situations that happened long before you even came on the scene. But you're guilty by association and held responsible because "you're HR."

These are honest mistakes that are made every day in business. However, to quote Sue Meisinger, the former CEO of SHRM…

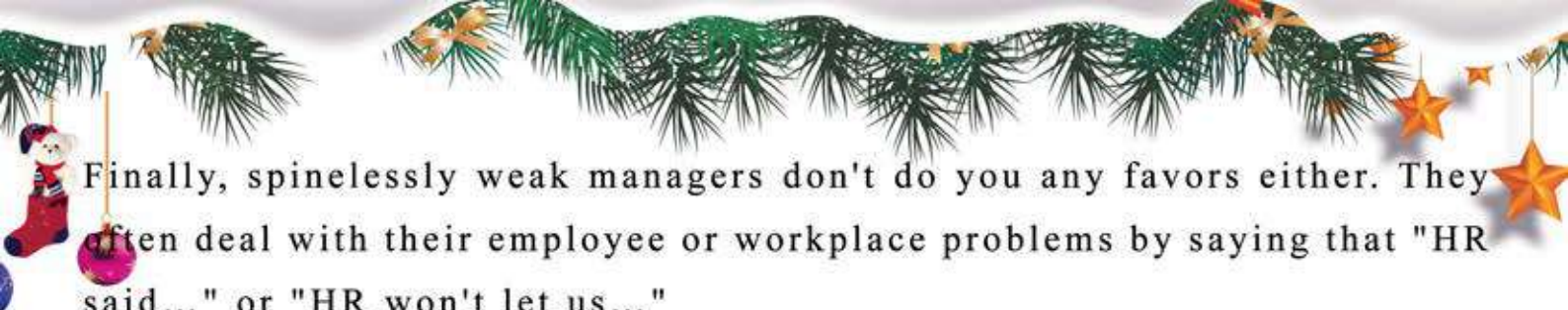When your finance counterparts make a mistake, they'll just redo the spread sheet.

When marketing screws up, they'll simply redesign the campaign.

When the sales group miss their quota, they focus on the next quarter.

When R&D fails to discover or develop a new product, they'll just try again.

But unlike these other groups, if HR makes a mistake, it's very personal and will sour the individual on the HR department (and YOU) for years.

Finally, spinelessly weak managers don't do you any favors either. They often deal with their employee or workplace problems by saying that "HR said..." or "HR won't let us..."

This approach undermines HR and allows them to shift responsibility for their actions. After all, they'll say, HR determines pay. HR determines job titles. HR set the policy that led to your termination.

So, it's therefore HR's fault.

I could go on but I'm sure you get the point.

It doesn't matter how phenomenal you are as an HR professional -- even if you're respected and valued by the CEO and the executive team in your organization -- you're still going to be unpopular among many employees and managers who blame YOU for what happens to them on the job.

Some of my former colleagues have allowed this "dark side" of HR to drive them from our profession.

Don't fall into this trap.

Accept these realities.

But besides just acceptance, what should you do to deal effectively with them?
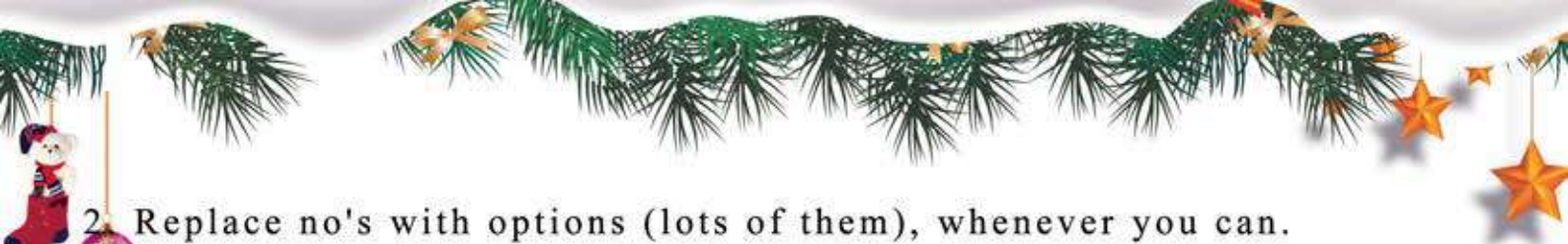
Here are just a few thoughts:

1. Strive for respect, not approval.

Your own success in HR happens when your personal HR brand stands for trustworthiness, reliability and credibility, not the number of people who agree with every little thing you do. Build this kind of reputation for yourself, whether your HR department has it or not.

The most reputable and successful HR leaders on the planet accept the reality that some decisions will be unpopular. And that means not promising what you can't deliver or making commitments just to be liked or to make people happy.

If you can't handle others' disapproval, then HR probably isn't for you. Trying to be everyone's friend is a futile and selfish effort -- and is impossible.

2. Replace no's with options (lots of them), whenever you can.

Let's say your client is concerned about his three best people and wants to increase their pay beyond reason, in order to retain them.

In this case, don't respond with just a flat out no. Meet with him on his turf to brainstorm alternative, creative solutions that address his real need: retention. For example, could you keep these top performers by creating an opportunity to improve their skills so they might be promoted (with higher pay) more

quickly? Can you restructure their jobs to give them even more recognition, freedom and autonomy in making decisions? Can you enhance their work life by providing flexible work schedules, remote working arrangements or more time off?

Strive for win/win solutions. It's not always possible, but work hard with your clients to come up with alternatives that both you and they can embrace.
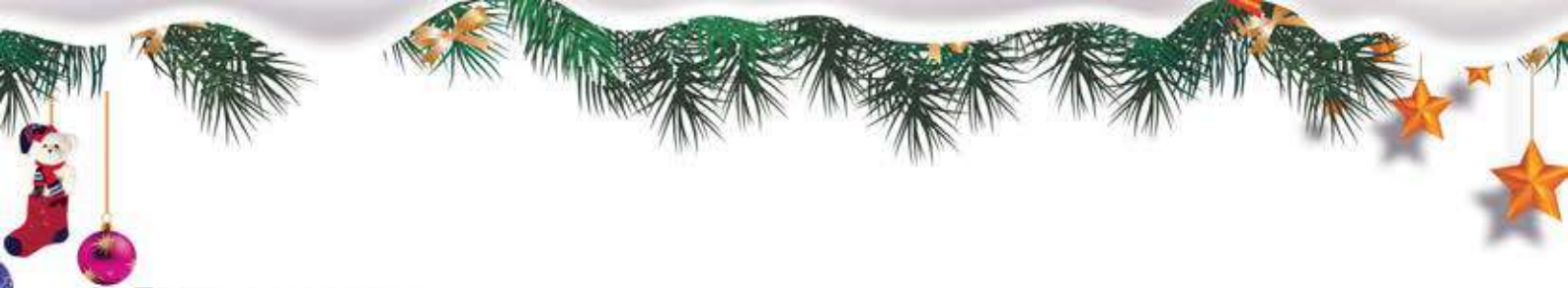
3. Focus on what you can change.

Ignore the noise from those who are complaining because they had a bad HR experience or know someone who did. Instead focus on those things within your control or that you can change.

If you've discovered that you're suddenly someone's enemy, look back at the series of events that led up to this strain in your relationship.

You may discover that somewhere along the way, you screwed up. If so, fess up and apologize. And keep moving. Ultimately it will be your willingness to admit mistakes and keep a cool head that serves both their interests and the company's.

HUMAN RESOURCES

4. Forget revenge.

We're all human and there may be clients who bring out your worst instincts. Just as it's important that you do not play favorites, it's also important that you resist the urge to retaliate against someone who has pissed you off.

You're asking for trouble if you go after people with the attitude that "I'm going to make them pay!" Even if you win and that person quits (or is terminated), word spreads and you'll never be trusted again. When that happens, you might as well leave too.

Model forgiveness and, to a responsible extent, forgetfulness. Be an example yourself of supporting a workplace where people are expected to make mistakes and in which it's safe to be human. You can do this by treating screw ups as teachable moments and learning experiences that everyone can benefit from.
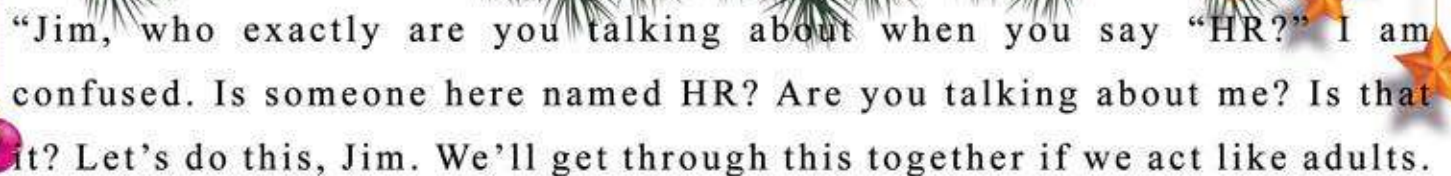
Cut others slack and they'll return the favor when you slip up...which you will do.

5. Let people vent, but don't get pushed around.

In the article Don't Call Me HR, RJ Morris tells the story of attending a meeting with a stressed out Operations executive named Jim whose business wasn't doing well and who wanted to make job cuts. The meeting had operations, senior executives, finance, HR and others in the room.

During the meeting this executive would drop in statements like: "Well, if HR would let us do this the right way, we'd be done with this already.." or "HR won't let us make the changes we want make..." In doing so, he was blaming HR for not letting him make the people changes he was seeking.

Todd, the head of HR (RJ's boss at the time), was in the meeting and let him go on for a while. But then finally he had heard enough and said:

"Jim, who exactly are you talking about when you say "HR?" I am confused. Is someone here named HR? Are you talking about me? Is that it? Let's do this, Jim. We'll get through this together if we act like adults. Don't call me HR. Call me Todd. We've given you good advice. You're angry about it. That's fine. Disagree with me, but don't depersonalize who we are as advisors to you. I'm Todd, you're Jim. If you have an issue with my advice, have the guts to call me by my name. I'm not Corporate; I'm not HR. I'm just trying to help you out of your bad business deal."

To be fair, I'm not an advocate of calling people out and smacking them down in a meeting in front of their peers, especially when you can do it in private. But I'm also not an advocate of being disrepected either. Sometimes you must make a stand in favor of a value or principle. In doing this, some people are bound to take it very personally and believe you're taking a stand against them. And I'm sorry, that can't be helped. Successful HR leaders stand up for themselves, their values, stand up against toxic and truly cruel managers and gain respect from others because they take the most important stand of all -- the stand they take in front of the mirror.

6. Embrace HR's larger purpose.

As an HR professional, what really drives you should be your unwavering desire to help your organization get better results through people. That's why you get paid. Despite all the crap you take, it's a noble calling. It's a great way to make a living. So stick your chest out and wear that badge proudly. Don't let others extinguish your flame.

Despite the negatives, what you can do as an HR professional to impact peoples' lives in a positive way is immense. You help to develop and execute strategies that make your business successful, which in turn creates jobs for lots of people. You ensure employees are rewarded fairly enabling them to provide a life for their families they can be proud of. And you help provide a workplace that's engaging, productive and where talented people can thrive and achieve their dreams.

HR, like any calling, has thrills, challenges and frustrations. So prepare to be hated, but remember that most haters don't matter. So don't permit yourself to

be a "victim" because of misplaced blame or because someone just doesn't understand what HR does.

The ones who DO matter will sincerely appreciate your leadership and will value your guidance -- especially if you prove reliable, consistent and trustworthy.

Let THEM be your source of motivation.

And you'll do just fine.

Onward!

About the author: Alan Collins is Founder of Success in HR and the author of the HR best sellers, UNWRITTEN HR RULES and HR RESUME SECRETS. He was formerly Vice President – Human Resources at PepsiCo where he led HR initiatives for their Quaker Oats, Gatorade and Tropicana businesses.

GAMIFICATION IS NOT A DIRTY WORD

Ananya Chatterjee, 1628134

Games entice millions of people around the world to spend countless hours and dollars on games certainly, then why not use this power for other purposes? Already in the 1980s, scholars like Thomas Malone followed this intuition and began looking into games as a source of "heuristics for enjoyable interfaces." In the early 2000s, the "serious games" movement followed, building full-fledged games to train, educate, and persuade. In parallel, the field of human-computer interaction began exploring the various facets of user experience, and design for pleasure, fun and how this became a motivational factor for millennial.

Today, this has come to forefront as a new buzzword- " GAMIFICATION" .

Instead of creating full games, the idea behind gamification is to use elements of game design in non-game contexts, products, and services to motivate desired behaviors. The sudden rise of gamification in the past few years can be traced back to the convergence of several enablers: cheap sensors that allow the tracking of everyday activity, a shift in Web analytics to individuals and their behaviors, and the current cultural momentum of video games.

Foursquare and Nike+, widely publicized as case studies for successful "gamified" mass market products, acted as potent seed crystals. Other than this Implementations of Gamification are blooming across a variety of sectors, like IT (Cognizant), Finance (Pwc) , education (Khan Academy), tutorials (RibbonHero), health (HealthMonth), task management (EpicWin), sustainability (Recyclebank), crowdsourced science (FoldIt), and user-generated content for programmers (StackOverflow), to name but a few.

Gamification not only act as a catalysts for engaging employees but helps organization undergo paradigm shift in compensating individuals. It signals a shift away from the outdated view that pecuniary (e.g., money, gifts) to compensating according to the individual needs and wants. It has acknowledged the fact that there are participants who are usually unpaid, but they rarely work for free. Instead, powerful social psychological processes such as self-efficacy, group identification, and social approval provide rewards. These rewards drive most of the long-term participation essentially through the power of good feelings. Furthermore, the propriety of any given reward will differ by context; what is appropriate in the context of a sports-fan site, for example, may not be in the context of a health-discussion forum.

Ultimately, gamification has a long way to go to achieve its potential. But gamification is not a dirty word

Photo Gallery

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IMCU

TEAM HR 2016-18

"YOU CAN HAVE THE BEST STRATEGY AND THE BEST BUILDING IN THE WORLD, BUT
IF YOU DON'T HAVE THE HEARTS AND MINDS OF THE PEOPLE WHO WORK WITH YOU,
NONE OF IT COMES TO LIFE."

– RENEE WEST, LUXOR AND EXCALIBUR HOTEL

INSTITUTE OF MANAGEMENT
CHRIST (Demed to be University)
HOSUR ROAD, BANGALORE - 29