

## NEW GENERATIONS AND TRENDS IN HRM

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### Abstract

*Globalization is faced to the continuous changing information technology, changes in the industrial relationships, the increase in global companies' assets, the emergence of new sectors and different reasons such as the generation features are the reasons of transformation in all areas of working life. The concept of Human Resource Management is also being renewed and transformed.*

*In this paper, the importance of Human Resources Management in the digital age, what will human resources trends be in the future, Cloud Age, flexible work places and in particular, inter-generational way of managing the potential impact of Human Resources transformation is discussed above. After Silent Generation, Baby-Boomers, and X generations, such as Y, Z and Gen-Flax's generations how it may affect Human Resources Applications of this work is the main question.*

*The topic which been examined is an actual topic and thesis of the literature are limited. Cause of these reasons we mostly used Human Resources forms, HR blogs and HR expert's opinions. In the study transformation in Human Resources philosophy, the fast changes in HR software and the effect of social media on HR are the main topics mentioned. Nearly everything that is digitized in the digital world, it is also on the same path, becoming info graphic and is transforming into electronic Human Resources.*

*In this paper, after theoretical discussions and feedbacks from the analysis, article will be resulted as qualitative research on 'Human Resources Applications in Turkey'.*

**Keywords:** *Generations, New Trends, HRM, HR Applications.*