A NEW MODEL OF HUMAN RESOURCES MANAGEMENT FOR GENERATION Y: HAPPINESS MANAGEMENT

Abstract In general, the main purpose of life is happiness and all individuals want to be happy in their lifetime. In recent years, companies with reference to achieve success with happy employees, they perform some practices for motivating them. Especially organizations that want to retain Generation Y who was born between 1980-1999 and the growing number of business life, they implement the model of Happiness Management unlike the classic structure. In the concept of the Happiness Management Model, culture, arts, sports activities as well as different organizations are arranged, educational opportunities are offered, happy working offices are created. So happy employees are more productive, more successful and more loyal to the company. In this study, it is mentioned that practices of Happiness Management for retaining and motivating of generation Y. When examining the common characteristics of companies with happiest employees, it shows that they have top managers who are focused on happy employees and they value their employees.