

The Times of India: Why Digital Native is the Buzzword in Technology Hiring



Excerpts from The Times of India's article:

"Across the industry today, the hiring buzzword is 'digital native'. Companies need the young because they are born into the digital age. They naturally are a multi-tasking, risk-taking population with immense problem solving skills, unlike their predecessors who had to cultivate and nurture these traits. They are therefore relatively more open to learning as well as utilising newer technologies and skills. This is emerging as a significant competitive advantage and differentiator.

Suresh Bethavandu, VP & global head of talent acquisition at Cognizant, says digital natives are able to quickly visualise outcomes that are relevant to the consuming population as they themselves form a considerable portion of the market for digital products and services. 'This helps save significant time and effort,' he says.

Customers are also looking to simplify their application development processes characterised by fewer touch-points and moving parts. 'Digital natives fit this idea to a tee as they are multi-skilled by nature, have shorter learning curves, and are highly agile, thus bringing down the overall time-to-market. A case in point are the shortening shelf lives of mobile phones, electronic goods, and smart devices, to months or weeks from a time when we had a 'model' release every year,' says Bethavandu."

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