

COMPREHENDING WORK ATTITUDES OF GEN Z

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Abstract:

Technology is a part of Gen Z's identity because they were born and raised in the digital age. Although this generation has already started working in organizations, little is known about their traits, requirements, qualities, and working methods. They approach work differently than Gen Y and Gen X do. Without a basic grasp of this generation, companies have trouble retaining them for long-term organizational growth. Understanding them can enable firms to identify factors that may affect the effectiveness of their recruiting and retention efforts by paying attention to what makes this generation tick at work. In order for businesses to anticipate and create workplaces that are suited for Gen Z, which will affect organizational performance, this study investigates the attitude and preferences of the generation from the body of available research.

Keywords: *Technology, Characteristics, Preferences, Effectiveness, Retention*

Introduction:

The post-Millennial generation has arrived. This new generation is referred to as Gen Z at the Center, although they have also been referred to as I Gen, Founders, and Centennials. The 1996 birth year of this generation has resulted in a fresh outlook on the world and altered standards for residents, workers, and customers.

The oldest Gen Zers are currently between the ages of 18 and 22. Contrary to popular belief, the generation after the Millennials does not solely consist of children. They are the ones who have recently entered the workforce and polling places, and they will soon surpass all other groups in terms of employee and consumer growth. While it is challenging for companies to recognize and address the requirements of Gen X and Gen Y in the twenty-first century, they now have to engage with an entirely new generation, the Gen Z. Organizations must not only assist Gen X and Gen Y, but also anticipate the workplace requirements of the burgeoning Gen Z to enable cross-generational teams to function effectively (Knoll, 2014). According to research (CIPD, 2008; Harber J., 2011), each generation perceives work and the workplace differently. But very little is known about this Gen Z's characteristics, preferences, character traits, and working methods. Employers and HR managers can thus anticipate workplace demands and change their policies to attract, inspire, and keep these developing kids. Understanding Gen Z to retain people from the present generation and realize their benefits to sustain the advancement of a business is difficult. Without this proper understanding, recruiters will struggle to find and keep the best talented candidates of Generation Z and will also struggle to motivate them, which in turn will have an impact on organizational

performance. By taking into account the characteristics and preferences of the Gen Z, recruiters will be able to attract and engage them in order to groom them to become the future leaders of the company.

People born after 1995, known as Generation Z, will make up more than 30% of the labor force by 2020. The opportunity to comprehend who they are and how they think is at its height. Only in this way will we be able to guide, support, and develop them when they begin their first employment.

Baby Boomers

The Baby Boomers are those who were born between about 1946 and 1964, during the post-World War II "Baby Boom." As they gradually recovered from the economic hardships suffered during the war, birth rates in the majority of western countries increased in the years after World War II. Over the course of their lives, this new generation of Baby Boomers enjoyed unparalleled levels of wealth and economic progress. They were born during a period of relative adversity, but as a result of education, government assistance, growing real estate values, and technical breakthroughs, they have become a prosperous and successful generation. Oprah Winfrey, who was born in 1954, is an example of a baby boomer.

Generation X

People who were born between the middle of the 1960s and the early 1980s are often considered to be members of Generation X, which preceded the Baby Boomers generation. Global political events that had place when Gen X was young influenced this generation. Events like the nationalization of 14 banks, the near bankruptcy of the country, the launch of the Rajdhani Express, and the establishment of the ISRO all had an impact on the culture and upbringing of Generation X. Gen X is more accepting of diversity than earlier generations were, and it has learned to embrace variations in class, color, religion, and sexual orientation. Generation X as an Example 1977 marked Shakira's birth.

Generation Y

Following Generation X was Generation Y. The term group Y, often known as the Millennial Generation or simply the Millennials, refers to the group of persons born between the 1980s and the year 2000. The technological revolution that has place over Generation Y's lifetime has shaped this generation. Since Generation Y was raised with technology, being online and tech savvy came naturally to them. Generation Y is online and connected 24/7/365 thanks to their modern devices, which include phones, computers, and more recently, tablets. Many Millennials witnessed their Baby Boomer parents working long hours at demanding professions as they grew up, which influenced how they saw the workforce and the need of work-life balance. Katy Perry, a representative of Generation Y, was born in 1984.

Generation Z

Being raised in a time of high-tech communication, technologically oriented lives, and widespread social media use, Generation Z is expected to be very connected. Sara Tendulkar is one example of a member of Generation Z. Camila Cabello, a 1997-born artist, is an instance of Generation Z.

Characteristics of Generation Z

- The Institute for Emerging Issues (2012) claims that Gen Z is the most technologically advanced and racially diverse generation yet.
- Gen Z communicates in a casual, unique, and highly direct manner, and social media plays a crucial role in their daily lives.
- They are an independent generation.
- According to a research by Dan Schawbel (2014), Gen Z is less financially driven than Gen Y and is more entrepreneurial, trustworthy, tolerant, and open-minded. They are more realistic about their work expectation and more positive about the future.
- According to the Generational White Paper's (2011) findings, Gen Z tends to be more impatient, instant minded, lacking the ambitions of previous generations, suffering from attention deficit disorder due to a high dependence on technology and a very short attention span, as well as an individualistic, self-directed, more demanding, acquisitive, materialistic, and entitled generation.
- According to Max Mihelich (2013), the Gen Z is particularly worried about environmental concerns and is very aware of impending shortages and water shortages, which shows that they have a strong sense of responsibility for the environment and its resources.
- Amanda Slavin (2015) discovered that Gen Z, despite their youth, wants to be heard. Although they are computer aware and have made technology a part of their identity, they lack problem-solving abilities and haven't shown that they can look at an issue, put it in perspective, evaluate it, and come to a choice (Joseph Coombs, 2013).
- They In comparison to previous generations, they also seem to be less likely to vote and participate in their communities (Institute for Emerging Issues, 2015).
- Generation Z's Preferences at the Workplace:
 - (a) Understanding Gen Z preferences is essential for identifying communication channels and fostering a positive workplace culture since generational preferences for work and the workplace vary. Understanding their sources of motivation for organizational throughput is equally important. According to the material that is now accessible, Gen Z prefers the following:
 - (b) According to Bascha's 2011 study, ignoring the non-negotiable parts of Gen Z work ethics might lead to irritation among peers, decreased productivity, low morale, and a lack of employee engagement. They value transparency, self-reliance, flexibility, and personal independence. They anticipate being informed, being given the opportunity to respond, and having their comments heard and recognized.
 - (c) According to Max Mihelich (2013), they need to have enough flexibility to establish themselves and receive prompt recognition. This generation also expects not to lose all of their electronic devices when going to work because they have never known a world without a smart phone or an iPad.
 - (d) Their preference for in-person or face-to-face contact and their desire to be taken seriously are both

supported by the research of Dan Schawbel (2014). They want the bosses to respect their sentiments and pay attention to their thoughts. It suggests that the workplace should focus more on ideas and contributions than it should on age. Additionally, they want to work for a trustworthy boss who will be forthcoming with information and not withhold it from them because of their youth or position.

(e) According to Teresa Bridges (2015), people prefer working in environments that foster mentorship, education, and professional development chances since they believe their schooling did not provide them with the necessary abilities to handle difficulties in the real world. The characteristics that Generation Z strives for in a career include a work environment that supports their entrepreneurial talents, a social work environment, and the ability to work flexible hours. Because technology is such an integral part of their life, they like working for companies that support and enable them to interact, modify papers, and progress work despite geographical or time zone barriers.

(f) They want an office setting that is simple to modify. They respect consistency and order in the workplace and dislike complex planning structures (Knoll, 2014).

(g) They like working under a boss who is trustworthy and honest (Robert Half, 2015).

TO SEE THE COMPARATIVE ANALYSIS OF GENERATION Z/GENERATION Y.

Generation Y will conceal itself in generational strife.

There are conflicts between all generations. But because Generation Y despises conflict, it is actually harmful for them. They are the generation that moves in with their parents because they get along so well and that apologizes before leaving work because they can't handle disappointing their boss. This implies that Generation Z, who were raised by realistic, contentious Gen X parents, will view Generation Y as being unintelligent, weak and deluded. Gen Z will lead Gen Y almost immediately.

Gen Y despises being noticed. Their definition of leadership is acting like followers don't like leaders or taking the middle ground. Gen X doesn't want to be in charge; thus, this hasn't been a problem for them. Gen X simply wants to return to their families. Therefore, Baby Boomers who refuse to retire and live far off from the cutting edge of everything other than the new retirement are the only ones at work today giving top-down leadership. So, when Generation Z joins the workforce, there will be a power vacuum that they will quickly fill. They only have to declare, "I want to lead." Nobody will oppose them. Furthermore, Strauss and Howe neatly note that these generational trends are cyclical and that Gen Z is primed to take the lead. They grew up in a time of unrest marked by war, economic collapse, and frequent, senseless shootings. Gen Z will assume leadership, establish consistency, and maintain order.

The issue with passion will be obsolete.

The desire to "do what they love" is what limits Generation Y. The fairytale concept that passion should drive everything they do was passed down to them by their Baby Boomer parents. However, Baby Boomers have never experienced this—with the exception of when they were jobless at Woodstock—and their children are unable to make decisions as a result of their unrealistic, idealistic employment guidance. Gen Y has an issue with passion. But once Gen Z enters the picture, this will be over. Gen Z will, first and foremost, be the educational generation. They will be extremely adept at figuring out what they enjoy since they will have received home education at a rate we have never seen before. Gen Y, on the other hand, was educated by instructors who instructed them on what to study to take the exam, and parents hired tutors to assist. As a result, Gen Y is exceptionally adept at taking tests but struggles to identify their personal interests. Gen Z will step in to fill the void and only direct Gen Y. In a way that Gen Y talked about but was unable to realize, Gen Z will provide purpose to work. The focus of the work will be on fostering stability across the country. Aiding families in adjusting to the new economic realities will be the focus of the work. Work will involve assisting individuals in creating new adult life pathways that do not center on the corporate. With their counterculture, Gen X parents, Generation Z has been preparing for this their entire lives.

Gen Z will converse more than Gen Y.

At the moment, Gen Y employees communicate the best at work. They are the first generation whose social skills were taught at work, and they are truly friendly and kind. Additionally, Gen Y is the first generation in history to have grown up writing for a large audience, even as young children, and they possess the finest writing abilities ever. But once Gen Z enters the picture, all of this will appear dated. Most of Gen Z's communication is done on video. They employ YouTube as if it were Google. For instance, people go online for a video that explains why they shouldn't read in order to win a video game. Boys in their teens are lecturing hundreds of young people about computer games. Before they are thirteen, teenage ladies who are active in politics already have their own video platform. Gen Z's composure in front of the camera will translate into charm and confidence at work. Gen Z will excel in this age of vocal communication above written communication.

Gen Z will force Gen Y to live more in reality.

The intense need of Generation Y to feel unique and distinct and to capture it in a way that their peers would find admirable is the core of their fixation with travel. Additionally, because Gen Y is cash-strapped and unable to acquire belongings other than the standard Apple gear, they are obliged to claim that experience is more important than stuff. The photographic craze has passed for Generation Z already. Each and every device they own has a camera. They won't need to publish images to prove their existence because their parents have recorded every step they make and they anticipate having no spare money. Gen Z will therefore illuminate Gen Y and reveal a lot that Gen Y hasn't before seen. However, the reality is that each generation works to keep the one before them more sincere.

A Critical evaluation of Gen z at workplace

Gen X and Gen Y are currently having the most effect on the workplace. They are digitally aware, consumer-focused, powerful, and unafraid to speak out for change in the workplace. The utilization of time throughout the workplace should be more "fluid," according to Gen X and Gen Y. They reason that it would be better to work from early in the morning until noon, take a break in the late afternoon, and then resume work at 5 p.m. till midnight. As long as they complete their task and satisfy their clients' expectations, they view this arrangement as entirely acceptable in their brains and 'always on' worlds. There are distinct experiences that shape the interests, expectations, beliefs, and work styles of each generation. The socioeconomic experiences of generation Z and how they have affected their work and leadership styles are briefly described below. Job Aspirations Build many careers and work multiple jobs at once. Office and home environments at work and a flexible schedule Technology: 24/7 Customer Focus, Own Document Creation, Database Creation, Web Research IM, Email, and Text Retention Personal Connection Mentoring Need for constant input Motivators Maintain your personal appearance Whenever it is convenient.

Table 1 A Critical evaluation of Gen z at workplace

Career Goals	Build several parallel careers, have several jobs simultaneously
Work environment	Office, home desires flexible schedule
Technology	Creates own documents, databases, uses web for research, e-mail,24/7
Client orientation	E-mail/IM/Text
Retention	Personal relationship
Mentoring	Constant feedback needed
Motivators	Maintain personal life
Attire	Whatever feels comfortable

Conclusion:

Compared to previous generations, Gen Z seems to have distinct needs, interests and motivations. As this generation enters businesses, it will bring its own distinct requirements to the workplace. In order to attract top talent from the Gen Z, an organization must first understand what drives them towards workplace. This will help in inculcating a corporate culture that will enable as well as empower them with a distinct advantage in the competition for their services. This eventually will ensure continued growth and business success.

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