Here is Generation Z: Work attitude and Characters of Newer generation

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Abstract

Generation change in the workplace is constant with retiring employees to be replaced by younger ones. Generation Zers are different in approaching the work environment and personal attitude in contrast to older generation. 'Generation' symbolizes a group of people that have certain shared values, traits due to a shared historical background (Zhao, E., & Liu, L.2008). They were born after 1995 whose characters, attitude, perception, behavior and belief are different from their preceded generations. Generation Z are participated or shortly expected to participate in the labor force. The employer has to be keen on understanding of Gen Z and their working pattern, preferences, attitudes and so on, to mitigate conflicts at workplace. This study explains the characteristic and motivating factors of gen Z at workplace with the help of literature. It also offers suggestions and recommendations to hr managers and employers to refine the work atmosphere for generation Z.

Keywords: Generation Z, Characteristics, work perspective, Hr implications.

Introduction

Every time a new generation of people entering into the labor market with lot of academic qualifications ,skill sets of their own ,etc which creating the interest and also crucial to understand their perception towards the work .The academicians and practitioners get lot of attention to understand the new group enters the workforce (Gelbart & Komninos 2012). Generation Z represents the greatest generational shift the workplace has ever seen.

Currently, there are four generations in the workplace – Baby Boomers(1946-1960), Generation X(1960-1980), and Generation Y(1980-1995) now Generation Z (1996-2012) future Alfa

Generation (2012 +) source : Bencsik, A., Zemke et al., however, Generation Z has already started to enter both colleges and their first jobs.

Generation Z

Gen Z is technology savvy and also known as Gen C (connected, communicating, content-centric, computerized, community-oriented)born between (1996 and 2012)and being raised by Gen X .This is the first generation has globally connected, and got easy access with gadgets ,internet and social media like, Ipad, laptops, Smartphone, Smart Tv, facebook, instagram than their previous generations. (McCrindle 2015) Gen Z is likely to work in more job and different organizations than any generation before them. They spend most of the time in online for shopping, banking, knowledge up gradation, business deals, communicating with friends and sometimes with virtual stranger even they never hesitate to share their personal information in social media. Australian social researcher Mark McCrindle describes this is the generation who only known a hyperlinked, wireless, user-generated world where they are just away from few clicks to acquire knowledge. Gen Z were growing with limited siblings than previous generations. According to census 60% of Gen Z families are having two or fewer children with 3.2 is the family size including parents. So the children's were self centered in their family and they were raised by the parents of Gen X and Gen Y.

Objectives of the study

1. To elucidate the characteristic of Generation Z.
2. To analyze the motivating factor of Generation Z regarding their workplace.
3. To understand the behavior and attitude of Generation Z in the work atmosphere.

Methodology

Descriptive research method is used to understand about the characteristic and working attitudes of Generation Z. This study is based on secondary data collected from various journals, articles, books, internet and magazines.

Characteristics of Gen z

- Gen Z can make everything possible with technology, very active, motivated, goal oriented, extraordinary, competent, researcher, observer etc (Singh, A. 2014).They can easily grasp and more creative in technology than their predecessors.

Basic Characteristics of the Four Generations

PERSONAL AND CHARACTERISTICS OF FOUR GENERATIONS				
	Baby boomers	**Generation X**	**Generation Y**	**Generation Z**
Core values	Optimist Involvement	Skeptical Fun & formality	Realist Confidence & social	Pragmatic Volunteerism
Family education	Disintegrating	Latch-key kids Work life balance	Merged families	Flexible learning style Collaborative
Media	Trunk calls Radio	Land line &Cell phones	Digital native	Wireless Highly Techno savvy
Dealing with money	Buy now pay later	Cautions, Conservative Save, Save, Save	Earn to spend	They know the value of money to spend.
Others	Materialist Self centered Live to work	Work life balance Stability Work to live Entrepreneurial	Team oriented Impatient Pressured Achieving	Entrepreneurial Social responsible Diversity

Table: 1 clearly explains how generation Z is vary from other generations regarding their personal attitude, behavior and characteristics.

- (Mueller 2015)Gen Z are privilege with multitasking in nature, (McCrindle 2015)argues though they are capable to do more task at once ,their attention is divided by particular task, its results lack of accuracy and chance of mistake may more, they concentrate on speed but not on accuracy.

- They are very bold and free to express their ideas and views when it comes to management and employer (McCrindle, 2015).

- They are self-starter, embody with the entrepreneurial spirit. Significant numbers are likely to start a business rather than working in an organization or with employer.

- Although increasing online presence influences their real time social network in a negative way. They share a lot in virtual flat form but trusting the surroundings is always less in general.

Motivation of Gen Z at work

- Gen Z prefer to work as what they like to do, they expect organization would recognize the work what they do, and provides space to do hobbies & manage their work-life balance.

- Reward system motivate the Gen Z in the workplace they like good compensation for the work what they do. They like to do something new; most of them are interested to start their own venture as entrepreneurship.

Work attitude of Generation Z

Work Attitude	Generation Z
Personal evaluation	Self promoted self confident
Motivation	Immediate acknowledgement Remuneration for work Freedom at work
Training	Virtual training
Team work	Participate in virtual teamwork

Table: 2 Explains the work behavior of Generation Z

- Pleasant workplace, personality development (alone with the organizational objectives Gen Z would like to improve their skills, knowledge and hobbies)and freedom at work (the organization allow the Gen Z as creative, decision makers in the workplace).

- Though they are techno savvy, they prefer to face –face communication in the work environment with instant feedback and gratification.

- Health insurance, paid vacations are the basic priority of this generation rather work/life balance.

- Generation Z wants to work for companies that place a primary priority on making a positive impact on society and respect transparency.

- Generation Zers are more likely to do a Freelancing, free agent would like to work in more companies at the same time.

Implication of Hr managers

The successful employers are the one whose is effectively able to manage and retain the difference of generations in workplace. Professionals need to adapt the changes in the work environment .Generation Z are overwhelmingly expect diversity at work, Social media is connecting this generation of people with others from different background, circumstances and culture. The organization itself promote the working environment and the benefits they provide to catch the young talents. Incorporate more digital process into the recruitment and hiring process.

- Organization has to initiate the generational training to make sure the generational gap at work; it helps them to avoid the poor result of productivity, engagement and communication.

- Their mere expectation is "supportive leader" and "positive leadership at work". Provide the technology which is demanded by them to enhance the better productivity in work.

- Generation Z always prefer to get an immediate feedback from the employer. So place initiative in online forum where they can easily share their valuable feedback and suggestions from their employers.

- Create opportunities for continuous learning to enhance their personal development through providing free mentoring, online courses and videos which are more informative.
- Leaders may allow them to do more remote work, non-traditional work schedules, and focus on their results instead of clock punching.

Conclusion

Here is the next generation in our workplace intended to create changes a lot with their technological empowerment ,the youngest in this generation is eight years old are in the school and the oldest among them are twenty four years, who are partly entered into the labor market and remaining of them are in their higher education about to enter into the workplace by another one or two years, but still Gen Z is not a generation that stands drastically apart from preceding generations ,though we have to find the difference to get better understanding about the work attitude. Organization need to incorporate the developing plans for successful environment.

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