

Preparing for Generation Z: A Study on Statistical Explosion of Generation Z Work Place Expectation and Swot Analysis

¹Dr. S. Thamarai Selvi, ²G. Saranya*,

¹Research Supervisor, Associate Professor, Department of Business Administration, Cauvery College for Women (Autonomous), affiliated to Bharathidasan University, Tiruchirappalli – 620 018, Tamil Nadu, India.

Email: thamaraiselvi75@gmail.com.

²Research Scholar, Department of Business Administration, Cauvery College for Women (Autonomous), affiliated to Bharathidasan University, Tiruchirappalli – 620 018, Tamil Nadu, India, Email:

saranya17790@gmail.com.

Abstract

Generational dynamics have become more apparent in recent decades, particularly in employment. The younger generations, beginning with the Millennials, were raised in a digitally enhanced environment and are referred to as digital natives. In the absence of extensive technological adoption, younger generations are unable to operate fax machines, scanners, desk phones, and other office equipment. While technology is one of the most obvious generational markers, each generation faces new challenges that profoundly impact their worldview. For this study, Gen Z's workplace behaviour and professional objectives will be examined to determine Generation Z's job preferences, communication styles, and employee perks. As a result of the poll's findings, companies should get ready for the millions of current and prospective Generation Z workers and make appropriate accommodations and to develop a SWOT analysis of generation Z from the statistical data.

Keywords: Employee perk and benefit, Generation Z, Millennials, New generation workers

Introduction

A generation is defined as "a group of individuals born and living contemporaneously" by Merriam-Webster. This term is used in this work. The current generations are Generation Z (ages 8 to 22), Generation Y or Millennials (the mid-20s to upper-30s), and Generation X (early 40s to mid-50s). (Dimock, 2019). The exact age range of each generation varies depending on the source, however, the vast majority fall within the above ranges plus or minus 5 years. Also, Generation Z's successor is unclear.

While technology is one of the most obvious generational markers, each generation faces new challenges that profoundly impact their worldview. For example, the Lost Generation and the Greatest Generation were born during the Great Depression, which made them more aware of their finances at an early age. WWII was a watershed event for the following generation, bringing grief and transformation to people all around the world. As a recent example, we may point to 9/11 and the financial crisis of 2007-2008.

Children of those who experienced these incidents are likewise affected.

A generation's general aspirations can be predicted, observed, and studied by psychologists, consultants, and even organizations. However, only children's and adolescents' predictions and observations can provide this knowledge early enough for firms to be proactive in recruiting and retaining new generations or preparing for intergenerational conflicts. A generation is maturing and preparing to enter society and leave their imprint. The fascinating element about this is that prophecies and observations are not always accurate, especially when made early in a generation. With so many sources, opinions, and survey results, it's vital to study the common features and activities firms may undertake to gratify the newest generation while remaining efficient.

The US Census Bureau currently only recognizes the Baby Boomers as a distinct generation. The Baby Boomers were born between 1945 and 1964 when birth rates began to fall. While polling people of various ages and including their

responses in the findings can alter the outcomes, the generational age range notion is only a research-based instrument used to give the analysis (Dimock, 2019).

The main challenge in comparing generational research is that no two studies use the same age range. Those who are much older than Generation Z (born after 1995) cannot be compared fairly. This is because people born in 1995 are unlikely to recall a time before 9/11 when the War on Terror was not the norm (Miller, 2018)

Millennials, according to a New York Times Magazine story, have been "coddled with open communication" and want open workspaces (Hughes, 2020). They are described as tech-savvy, pragmatic, and self-motivated by the same source (Hughes, 2020). Unlike Millennials, Generation Z expects personalized communication from their managers.

A 2020 study found Millennials and Gen Z share ideas. A poll of 519 Millennials and 519 Gen Z-ers revealed this data. Survey results show Gen Z will stay with their current employer for six years,

whereas Millennials would stay for 10. While this is not a long time, they do not intend to abandon ship soon, as many younger generations believe. The results of the poll show that technology is important in their daily work lives. "Leaving a job because their firm could not provide the required technologies to do their job," said 16% of Generation Z and Millennial employees (Zapier Editorial Team, 2020). In addition, 70% of Gen Z supervisors and 85% of Millennial managers "encourage their direct employees to use technology to address problems" (Zapier Editorial Team, 2020). Both sides are opposed to job automation. Outside of work, 70% of Generation Z employees and 68% of Millennial employees claimed they regularly check or connect to work communication technologies, citing "decreased work productivity due to job burnout" (Zapier Editorial Team, 2020). Table 1 compares the perspectives of Millennials and Generation Z on work. The year is 2020. This comparison, as well as the whole survey, suggest that Generation Z and Millennials are similar in areas such as loyalty, mental health, and technology.

Table: 1 Work Attitudes of Generation Z and Millennials

Statement	Generation Z	Millennials
My job is a key component of my personal identity	65%	73%
My parents don't understand my job	41%	45%
Employees should have mental health work policy in place.	91%	85%
Discussing mental health openly at work is important to me.	77%	78%
I have felt competitive against my co-workers.	25%	31%
I discuss politics with my co-workers.	27%	24%

Source: From the 2020 Zapier Report. The percentages show how many people in each group agreed with the statement.

The next generation's beliefs were created by William Strauss and Neil Howe. They are the authors of *Generations: The History of America's Future, 1584–2069* and *The Fourth Turning: What History's Cycles Tell Us About America's Next Destiny*. Based on generational cycles lasting 80–100 years, Howe and Strauss devised a theory they named turnings. Each of the cycle's four generational periods has peak and low points characterized by major historical crises. The four

20-year cycles reflect childhood, adolescence, middle age, and old age. Their argument defines generations by three traits. A significant historical event occurred during their youth or adolescence, meaning that the cohort shares an "age location in history." Its members must also share comparable views and actions. The third factor is generational identity (Strauss & Howe, 1997). Instead of focusing on the rate of change, Strauss and Howe,

like Mannheim, looked at the four turnings, or 20-year periods, inside each cycle.

There was research among 276 university students in Turkey to understand the work perception of Generation Z by utilizing the scale of organizational behaviour Minnesota job satisfaction scale, personality inventory scales. On that research they found business environment in the high sociability, communication, individuals connected to faith considering work as a religious duty, happy business environment, future job grantee of Gen Z for their life, team work, meaningful job, Independence, opportunity for development are the vital preference of Generation Z (Ozkan, M. & Solmaz, B, 2015). Similarly (MEBS) methods of empathy-based stories on a sample of 235 business students in Slovakia, with both framework stories, one positive and one negative (i.e., stories of high and low engagement) only positive stories were taken for results. Finally, they organized their relationship as three dominant themes namely Employee, Job and Organization. On which the researcher identifies and explores the perceptions of Generation Z members regarding the factors of their future work motivation. The preference of Gen Z was further classified into five clusters for the better explanations of the researchers found, firstly, Work-person fit includes the factors of work enjoyments. Secondly, Work-related cluster attached to the job such as reward, workplace, work organization, career options or personal development. Third, is on Achievement cluster is related to achievement or performance evaluation. Fourth is mainly on Relationships at work deals with all kinds of peer-relations and leadership. Lastly, it is about Out of work comprises, factors that do not relate to work, such as state of private life or other external factors outside work. Most prevalent are taken from the original narratives provided by respondents. The remaining factors were considered as "other". But Surprisingly the work load, importance of flexible working time actually lies in the bottom of the list (Kirchmayer, Z. & Fratričová, J, 2018).

Gen Z work place expectation were studied under four heads namely expectation related to job, expectation related to work itself, expectation

related to work environment and expectation to the organization. (Gandhi, R, 2018) workplace expectation varies significantly across the gender groups are the two main objectives were analyzed with primary data was collected through a structured questionnaire of 100 number of students pursuing their post-graduation in management studies at various institutes of Ahmedabad, India was contacted through convenience sampling method. Job with good designation, job security and nice salary, opportunity to acquire new knowledge and skills, comfortable are the priority of Generation Z. Creativity, friendly co-worker and physical safety and comfort are the work itself and work environment expectations of Gen Z. Small sample size restricted to only one city of Gujarat is the limitation of the study. Supporting to that the research is taken place to understand the motivational factors influencing Gen Z at work place, the organizational implication and to explore various tactics that can be motivated and implemented to keep sustain the Gen Z in the organizations can be fulfilled by using secondary data collection method. Finally, researcher has concluded, cultural background and customs are the basic factors that determining the ideal workplace of Gen Z and they are highly technological literate so manager has to geared up the advancement and be ready to welcome the next generation into their workplace (Sharma, P., & Pandit, R. 2020).

The recent survey conducted by (Sidorcuka, I. & Chesnovicka, A. 2017) found the most effective methods to attract Generation Z and to analyze the existing recruitment practices. The sample size was 210 through questionnaire with 5 point Likert scale method and interview methods to the existing employers at evolution Latvia. The questions were primarily based on four criteria a) effective advertisement post, b) factors influencing attractiveness of the employer, c) preferred benefits offered, and d) possible reasons to leave the company. According to the researcher findings word of mouth and social platforms along with the combination of celebrities and attractive brands are the highly attractive advertisement sources. Flexible schedule, job itself, work environment,

corporate image is the factors employer's attraction to the Generation Z. flexible schedules, promotion possibilities, innovation, helpful colleagues, social connection and understanding managers are the meeting values of young generations at workplace. The most attractive fringe benefits of employees are gym, paid vacations and health insurance. present generation of people are not Willing to work in same company for longer period of time followed by moving to jobs related to level of education, qualification and desire to gain new experience. Limitation of this research is number of respondents are very less to understand the values of Generation Z and the sample size is restricted with specific organization. Individual personal values and thought are different from values in group of generation Z.

Methodology

I prepared and distributed a poll to acquire further data and obtain insight into the current condition of employment for Generation Zers. The survey was given to anyone born after 1995 who had at least one employee. This survey elicited 36 replies. There were Likert scale questions about, among other things, personality qualities, benefits, and communication preferences. There were also open-ended questions about their favourite and least favourite elements of their jobs, as well as improvements they would like to see implemented in their workplace.

In addition, demographic data were acquired, including information required for confirming respondents' status, such as their birth year and several employments held. Thirty-four percent of those who replied were born between 1999 and 1997. As a result, the data is skewed toward persons who are less likely to be millennials or

Generation Z members. Furthermore, the paucity of data after 1999 is unsurprising given that those born in 2000 and later were only 18 or younger when the poll was distributed. As a result, the vast majority of these respondents had never held a professional-level position, which was a prerequisite for participating in this poll. Accounting, arts and media, hospitality, advertising, education, customer service, retail, healthcare, sports and recreation, science, and technology all had at least four respondents. Additionally, the responders had all held many jobs. 30% of respondents have held two jobs; 20% have held three; 20% have held four; 11% have held five, and one respondent has held six jobs. This diversity of industries and job titles should ensure that the poll includes respondents who have worked in a range of work contexts with a variety of coworkers, managers, office styles and cultures, and so on. With a small sample size, this survey cannot determine the validity of generation Z features on its own; rather, it is utilized to substantiate statements made in other surveys and studies for this study.

Results

I wanted to study some of the characteristics that articles claim Generation Z possesses, as well as their perspectives on working with older adults in a variety of settings and cultures, using the poll. The first question concerning personality, for which I used a 5-point Likert scale (option choices or disagree, strongly disagree, neither disagree nor agree, strongly agree and agree). This question yielded few strong or surprising findings since most statements obtained 40% or more agreed replies. To compute the average, each option choice was given a weight (1-5) from Strongly Disagree to Strongly Agree.

Table: 2 Personality Characteristics

Statement	Highest category *	Calculated average **
You feel comfortable with change.	Agree (55.56%)	3.81
You are good at multitasking.	Strongly agree (52.78%)	4.42
It takes a while for you to trust people.	Agree (41.67 %)	3.56
You like to take the lead.	Agree (47.22 %)	3.83

You are patient.	Agree (41.67%)	3.42
You like to dream rather than create realistic plans.	Disagree (38.89 %)	2.25
You like to take risks.	Disagree (33.33 %)	3.14
You prefer working in a team rather than independently.	Neither agree nor disagree (36.11 %)	2.78
You foresee yourself in a managerial role.	Agree (41.67 %)	3.86

*The answer option was: Strongly disagree, Disagree, neither agree nor disagree, Agree, or Strongly Agree.

**The average is calculated with the weights of 1,2,3,4, and 5 respectively for the answer options above.

The most divisive comment was "You are skilled at multitasking." 91.67% strongly agreed or agreed. 63.90% of respondents strongly disagree or disagree that they prefer to fantasize over making genuine plans, which aligns with most reports claiming Generation Z is the realist generation who prioritizes making actual goals. Another intriguing effect of a statement: 72.23 % agreed or strongly agreed they saw themselves in a managing

capacity in the future. Risk-taking appears to be a variable among Generation Z respondents. Out of 36 respondents, 12 disagree that they enjoy taking chances, 9 neither agree nor disagree, 9 agree, and 5 agree. The belief that Generation Z has to know something for sure before finishing a task is one feature linked to this. As we will see later in the survey data, this holds for the respondents.

Table: 3 Work Opportunities and Values

Statement	Highest Category Response*	Calculated average**
You feel your ideas are valued.	Very important (41.67%)	4.08
You feel you are making a difference.	Very important (50.00%)	4.00
You have professional Development opportunities.	Extremely important (41.67%)	4.17
You have opportunities for promotion with a higher salary.	Extremely important (41.67%)	4.17
You have adequate training, so that you feel you know What you are doing.	Extremely important (63.89%)	4.56
You are continuously challenged.	Very important (47.22%)	3.72
You are able to creatively Express your ideas.	Moderately important (47.22%)	3.56
You have access to mentors Within the company.	Very important (50.00%)	3.78
You have job stability.	Extremely important (58.33%)	4.53

You feel you have independence in completing You work.	Very important (47.22%)	4.14
You are recognized for your accomplishments.	Very important (41.67%)	3.83

*The answer options were: Not important, slightly important, moderately important, very important, or extremely important.

The next poll question concerns the value of diverse job settings and possibilities for Generation Z. On a Likert scale, this question was likewise written, but the choices were based on importance. To summarise the responses, Table 3 summarises them by categorizing them by importance (not important = 1) and importance (very essential = 5). The majority of statements contained the phrase "Extremely significant." As such, we'll examine four Extremely Important assertions and one Moderately Important statement in this argument. "You have professional development opportunities;" "You can advance and earn more money;" "You have work security." These findings are not surprising given reports that Generation Z is academically

inclined and fiscally conservative. "You have appropriate training so that you feel you know what you are doing," said 63.89 % of respondents. In other words, Generation Z requires confirmation that they are doing the right thing. Generation Z places a high priority on continuing education to feel good about their professional talents, as evidenced by their enthusiasm for educational possibilities. "You can express yourself creatively" is the least essential remark in this question. But the perception that Age Z is a more grounded age that supports the goals of the Millennial generation, who is regarded to be more idea makers or dreamers, is supported by this data.

Table: 4 Employee Perks and Benefits are Vital

Benefit or Perk	Highest Category Response*	Calculated average**
Health Insurance	Extremely important (47.22%)	4.28
Vacation Time	Extremely important (47.22%)	4.25
Flexible schedule	Very important (44.44%)	3.86
Ability to work from home	Moderately important (41.67%)	2.78
Time for volunteering	Slightly important (38.89%)	2.47
On-site kitchens/cafeterias	Moderately important (47.22%)	2.58
On-site gyms	Slightly important (36.11%)	2.25
On-site daycare/free daycare	Slightly important (33.33%)	2.31
Maternity/Paternity leave	Extremely important (41.67%)	3.89
Monetary annual bonuses	Very important (50.00%)	3.81
Travel opportunities	Very important (41.67%)	3.83

*The answer options were: Not important, slightly important, moderately important, very

important, or extremely important.

**The average is calculated with the weights of 1,2,3,4, and5 respectively for the answer options above.

Aside from money and enthusiasm, one of the most significant aspects of working is the perks your employer gives, such as vacation, health insurance, paternity, and maternity leave. Due to rising health insurance costs and a need for a work-life balance, these benefits are vital to companies for recruiting and retaining Generation Z employees. In the survey's next question, I asked about Generation Z's views on employee perks. This topic was evaluated using a Likert scale, with the following alternatives: extremely important, very important, fairly important slightly important, not important. Table 4 summarises the findings. Cafeterias and On-site kitchens, volunteer opportunities, on-site or free child care, and on-site gyms are prioritized. Since the majority of the respondents are between the ages of 20 and 24, it's not surprising that vacation time and health insurance rank first and second, respectively. Additionally, these findings contradict Generation Z's claim that they require on-site gyms or volunteer work. While 71.32% of respondents respect schedule flexibility, only 22.23 % value working from home. Financial annual bonuses were very significant to extremely important to 69.44 %, as were travel opportunities to 66.67 %.

The survey's next questions focus on boss-employee communication. The first question asked respondents to assess the importance of their bosses' or managers' communication

characteristics: open communication, positive attitude, frequent feedback, and clear instructions. Positive attitudes were ranked first or second in importance by 63.88% of respondents. By 61.12%, clear goals and directives were ranked second. Open communication was ranked third most important by 52.78 %. Finally, only 22.22 % of respondents ranked frequent input as significant.

Millennials, on the other hand, grew up in an atmosphere that constantly informed them they were doing well. Numerous studies, like this one, have demonstrated that Generation Z values confidence in their work, but not in a post-task feedback strategy. Additionally, as noted previously, Generation Z expects to be taught how to do things properly from the start. The next question inquiries about the characteristics and abilities that Generation Z looks for in managers. Respondents were asked to list their three most important characteristics in the following order: IQ, mentorship skills, flexibility, creativity, work passion, vision, and compassion and empathy. Compassion and empathy were chosen as key attributes by a substantial majority (60+ %). The top two were mentorship skills and intelligence, both of which outperformed the lowest 20%. Generation Z desires a kind leader who possesses strong principles, is knowledgeable about their endeavors, and is capable of guiding them.

Table: 5 Generation Z's Assessment of Millennials

Statement	Highest Category Response*	Calculated Average**	Average for Under30**
Committed	Agree (58.33%)	3.86	2.80
Disrespectful	Disagree (38.89%)	2.42	2.82
Hardworking	Agree (55.56%)	3.89	2.82
Have no values	Strongly disagree (47.22%)	1.81	2.83
Well-mannered	Agree (55.56%)	3.83	2.90
Selfish	Neutral (33.33%)	2.56	3.02
Have good problem-Solving skills	Agree (41.67%)	3.67	3.08

Work independently	Agree (44.44%)	3.86	3.11
Cooperative	Agree (44.44%)	3.78	3.13
Motivated	Agree (38.89%)	3.50	3.26
Smart	Agree (44.44%)	3.89	3.29
Expect help	Disagree and Neutral (tie) (27.78%)	2.94	3.31
Purposeful	Agree (47.22%)	3.72	3.33
Like steam work	Neutral (41.67%)	3.25	3.38
Full of ideas	Neutral (38.89%)	3.31	3.45
Can communicate well	Neutral (33.33%)	3.5	3.50
Creative	Neutral (36.11%)	3.22	3.68
Has too much self-Confidence	Neutral (41.67%)	2.94	3.84

*The answer options were: Strongly disagree, Disagree, Neutral, Agree, or Strongly Agree.

**The average is calculated with the weights of 1,2,3,4, and5 respectively for the answer options above.

***Data comes from Bencsik, Horváth’Csikós and Tímea. Respondents were asked to choose how typical the characteristic is of those under 30.

Generation Z will begin working with Millennials as they enter the workforce. Asked about their experience working with Millennials (approximately aged 26-40), Generation Z was asked how much they agreed with certain claims. So, while the findings are given in Table 5, I'll focus on some of the claims that got a lot of support. In general, Millennials were not viewed negatively. Too much confidence and selfishness were the two bad attributes that received some agreement. The majority of respondents (33.33%) agreed or strongly agreed that Millennials are selfish. 40% stated they were unsure, whereas 27% agreed or strongly agreed that Millennials are overconfident. Millennials aren't selfish or overconfident, but that's hardly unanimous. "Have no values" had the most alignment. 55.66% of respondents strongly disagreed or disagreed with the assertion that Millennials lack values. "Committed", "hardworking", "well-mannered", "work independently", "cooperative" and "smart" were also strongly agreed upon by at least 65% of respondents. Gen Z perceives Millennials as

overconfident and self-centered based on these findings.

Table 5: Y and Z Generations at Work, 410 persons aged 18 to 64 surveyed A question in my poll drew on these writers' findings. This feature was rated as usual for people under 30 in the workplace by respondents to the authors' poll (Bencsik, et. al, 2016). Younger Millennials (under 30) make up the majority of workers under 30 in 2016. Adults born in 1995 (Generation Z's birth year) would be between the ages of 20 and 22. Between the two surveys, the average difference is .56, or nearly a half step in each direction. The poll findings show the following characteristics: devoted, hardworking, and without values. By far the most engaged generation was Generation Z, which included people of all ages. Generation Z, more than any other age group, disagreed with the assertion that Millennials lack values. Given the circumstances studied, I believe there is less possibility of tension between these two generations if Generation Z perceives Millennials more positively than other age groups.

Table: 6 Co-worker Interactions

Statement	Highest Category Response*	Calculated Average**
Occasional conversations in Passing about your lives outside of work.	Very desirable (55.56%)	4.5
Meeting up with co-workers For a drink or dinner after work.	Desirable (27.78%)	3.92
Hanging out with aco-worker And their family.	Neutral (50%)	3.44
Communicate with co-workers by text/call outside Of work.	Desirable (47.22%)	3.83

*The answer options were: Very undesirable, Undesirable, Neutral, Desirable, or Very Desirable.

**The average is calculated with the weights of 1, 2, 3,4, and5 respectively for the answer options above.

Personal interaction with co-workers was the next question, presented in Table 6. An attractiveness Likert scale was used to select the statements, which ranged from very unwanted to very desired. Three of the four, the least personal, are highly desired. First, 94.45% think it desirable or extremely desirable to discuss personal matters with co-workers Two-thirds of respondents (69.45%) think it desirable or extremely desirable to meet co-workers for a drink or meal outside of work. While the opposite statement (hanging out with a co-worker’s family) is the least desirable, 44.44 % find it desirable or very desirable. Next, more open-ended questions support the premise that Generation Z connects deeply with co-workers.

There were a few typical responses when asked what improvements Generation Z would like their bosses to make. Communicating with co-workers across the country or with their supervisors was the number one issue. Generation Z also wants to be respected employees, according to this poll. The manager should “see us as persons, not just employees,” stated one respondent, and “treat us with dignity and respect,” said other studies have indicated that Millennials and Gen Z need to feel valued or perceive their contribution to the organization. Then, using open-ended questions, I elicited the most consistent and aligned responses

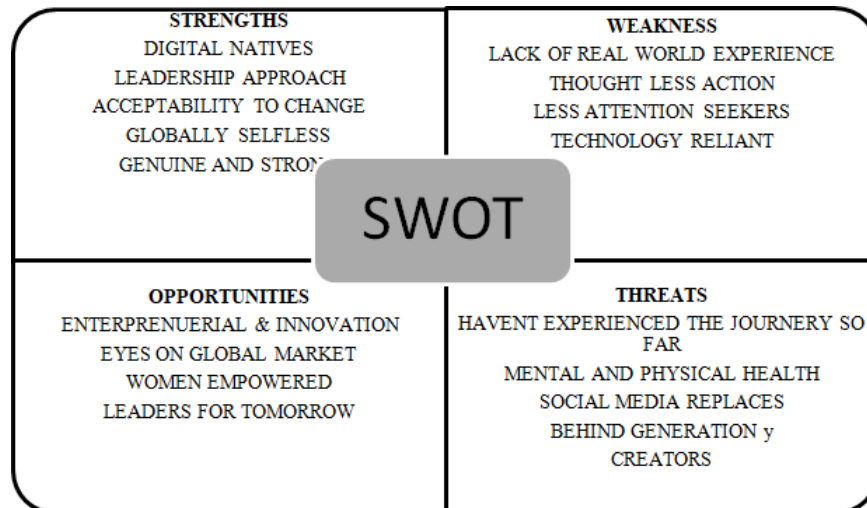
regarding the greatest part of their employment.24 out of 36 respondents indicated it was their co-workers’ relationships. “Even when I didn’t want to go to work, I knew I’d be with individuals I liked and considered friends,” one person remarked,” For Generation Z, the social aspect of their work environment is extremely crucial.

As a whole, the survey’s results matched those of as well as competitive compensation and job advantages like health insurance, it stated that Generation Z requires proper training to be confident in their profession. The results of the survey do not reflect Generation Z’s need for regular input or their negative stereotypes of elders. This survey likely yielded two main conclusions. To begin, businesses should close the gap between Generation Z’s expectations of a boss and how managers and mentors manage or mentor. This will be discussed in further detail later in the Solutions section. To foresee if a new Generation Z employee will feel sufficiently appreciated and get along with their co-workers, other management specialists and recruiting managers should be aware of the work culture and environment. Despite the wide range of replies, the poll indicates that managers can anticipate some characteristics of Generation Z.

SWOT Analysis of Generation Zers

India's median age is 27 years, and India's Generation Z population is estimated to be 356 million people, making it the world's largest. Adding to millennials, generation Z are in the queue for the labour market who are future

managers, CEO, business heads and so on. So, the employers must be keen on observing this vibrant generation Z by that way here is the chance to understand by the SWOT analysis of India's young generation from the above statistical data of generation Z.



Strength

Digital Natives: Generation Z are real technology natives they chose the fastest mode of communication by using technology and adapt themselves for the modernization. **Acceptability to change:** They can change themselves for any situation and change could be the best passage of survival, it can be life skills, culture, preference, taste and even for job. **Globally selfless:** they have a wider picturisation on all religions, communities and for entire mankind. **Genuine and strong:** Generation Z have come to industry when market is saturated, their genuine desire and admirable to achieve the accomplishment makes them strong.

Weakness

Lack of Real-World Experience: Generation Z are still in the learning phase. they are still behind the technology like social media and connecting the people through media, messages etc. but still they are lack in real life experiences.

Thought Less Action: Generation Z have an attitude to complete the task immediately will end results in few life lessons.

Less Attention Seekers: Generation Z are always preoccupied with multiple task their attention

span is <10 seconds.

Technology Reliant: Technology would initially be intent to make lives easy but in future they take a big piece in other way.

Opportunities

Entrepreneurial & Innovation: Generation Z are very much interested in doing business, they are more innovative and would like to produce something creative in nature.

Eyes on Global Market: ease of access will allow even small business could easily cross the global boundaries.

Women Empowered: women are equally qualified and got the equal opportunity to enhance them in the global platform.

Threats

Mental and Physical Health: Increasing pressure to perform with reducing food quality and artificial supplements.

Social Media Replaces: Results of screen aging.

Behind Generation Y: Finds Gen Y more sorted and successful with less effort.

Creators: They are more creative, and everyone is unique than the customers.

Conclusion

As Generation Z enters the workforce, employers will have to adapt. Management will need to adapt to the new demands and preferences of this new generation. This may be the first opportunity for many younger managers to meet a new generation. Generation Z will watch closely to see how they manage it. The traits of Generation Z are still evolving and not fully defined. To name a few, they require adequate training, confidence in their abilities, and an enthusiastic supervisor with defined objectives. The defining characteristics of Generation Z have yet to be discovered. Personalized interactions, effective digital training programs, regulating expectations, and viewing challenges as learning opportunities rather than telling them what to do are all contemporary management and leadership solutions or modifications for Generation Z. While scholars continue to define Generation Z, these are all possible management perspective adjustments. People's personalities evolve with age and their traits don't always match those of their peers. With additional research and 3-4 years away from Generation Z's final birth year, it is possible to plan for a generation that shares commonalities overall. As they join the workforce without many of their younger generation contemporaries, Generation Z may feel apprehensive. Managers may not find this transition as disruptive as the Generation X to Millennial transition if the minor differences between Millennials and Generation Z are taken into account. However, managers and academics must study alongside Generation Z as they mature and enter the workforce to learn how to fit in. Even the SWOT analysis explains the strength and opportunity of Generation Z. They will be great employees if employers can figure out how to bring out and promote their best qualities. The rest is up to them to take advantage of the opportunities that they bring.

References

[1] Abramovich, G. (2019). 15 Mind-Blowing Stats About Generation Z

- [2] <https://blog.adobe.com/en/publish/2019/06/28/15-mind-blowing-stats-about-generation-z.html#gs.uyb5en>
- [3] Bencsik, A., Horváth-Csikós, G., & Jubász, T. (2016). Y and Z Generations at Workplaces. *Journal of Competitiveness*, 8(3), 90–106. Doi:10.7441-joc.2016.03.06
- [4] Bump, P. Gen Z is Entering the Workforce: 30 Stats Marketing Managers Need to Know. <https://blog.hubspot.com/marketing/gen-z-workforce-stats>
- [5] Bresman, H. Rao, D. (2017). A Survey of 19 Countries Shows How Generations X, Y, and Z Are — and Aren't — Different. <https://hbr.org/2017/08/a-survey-of-19-countries-shows-how-generations-x-y-and-z-are-and-arent-different>
- [6] Chillakuri, B. (2020). Understanding Generation Z expectations for effective onboarding. *Journal of Organizational Change Management*. Retrieved from https://www.researchgate.net/publication/342748571_Understanding_Generation_Z_expectations_for_effective_onboarding
- [7] Dreyer, C. (2020, November). CHARACTERISTICS OF GENERATION X, Y, AND Z (LITERATURE REVIEW). In *European Scientific Conference of Doctoral Students* (p. 39). <https://www.iberdrola.com/talent/generation-x-y-z>
- [8] Dimock, M. (2019, January 17). Defining generations: Where Millennials end and Generation Z begins. Retrieved April 7, 2020, from <https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>
- [9] Masterson, M. (2018). How to Recruit the Largest Generation: 8 Mind-Blowing Statistics About Generation Z. <https://www.mastersonstaffing.com/blog/statistics-about-generation-z-for-employers/>
- [10] Mishra, N. (2019). Meet Generation - Z (SWOT Analysis). <https://www.linkedin.com/pulse/meet-generation-z-swot-analysis-nishit-mishra/>
- [11] Miller, J. (2018, November). 10 Things You Need to Know About Gen Z. *HR Magazine*.

- [12] Hughes, J. (2020, February 19). Need to Keep Gen Z Workers Happy? Hire a 'Generational Consultant.' The New York Times Magazine. Retrived from <https://www.nytimes.com/interactive/2020/02/19/magazine/millennials-gen-z-consulting.html>
- [13] Williams, S. E., & Braun, B. (2019). Loneliness and Social Isolation-A Private Problem, A Public Issue. *Journal of Family and Consumer Sciences*, 111(1), 7-14. Retrived from https://www.researchgate.net/publication/331677412_Loneliness_and_Social_Isolation-A_Private_Problem_A_Public_Issue
- [14] Williams, A., & Hodges, N. J. (2020, December). Generation Z and Socially Responsible Fashion Consumption: Exploring the Value-Action Gap. In *International Textile and Apparel Association Annual Conference Proceedings* (Vol. 77, No. 1). Iowa State University Digital Press.
- [15] Strauss, W., & Howe, N. (1997). *The Fourth Turning What the Cycles of History Tell Us About America's Next Rendezvous with Destiny*. New York: Penguin Random House.
- [16] Gayle, L.(2019). How Generation Z Is Transforming the Workplace retrieved via
- [17] <https://www.financialexecutives.org/FEI-Daily/August-2019/How-Generation-ZIs-Transforming-the-Workplace.aspx>
- [18] Vantage circle (2021). 7 Key Expectations of Gen Z Employees That Must be Addressed. <https://blog.vantagecircle.com/expectations-gen-z-employees/>
- [19] Introduction the first graduating class of generation Z. <https://yello.co/blog/introducing-the-first-graduating-class-of-generation-z/>
- [20] Zapier Editorial Team. (2020). Misunderstood generations: what Millennials and Gen Z actually think about work. Zapier. Retrieved from <https://zapier.com/blog/digital-natives-report/>
- [21] Infographic generation Z in The Workforce. <https://online.csp.edu/generation-z-in-the-workforce/>
- [22] <http://www.collaborata.com/projects/198>
- [23] <https://www.ibtimes.com/marketing-generation-z-millennials-move-aside-brands-shift-focus-under-18-customers-1782220>
- [24] <http://mediakix.com/2017/03/the-generation-z-statistics-you-should-know/#gs.AeNZUfs>
- [25] https://www2.deloitte.com/content/dam/insights/us/articles/4055_FoW-GenZ-entry-level-work/4055_FoW-GenZ-entry-level-work.pdf
- [26] <https://www.cnbc.com/2018/05/01/61-million-gen-zers-about-to-enter-us-workforce-and-change-it.html>
- [27] <https://www.visioncritical.com/generation-z-statistics/>
- [28] <https://www.monster.com/career-advice/article/gen-z-boss-0816>
- [29] <https://genhq.com/what-does-gen-z-value-in-the-workplace/>