

Challenges and Issues of Generation Z

Anjali Singh,

Assistant Professor, Faculty of Commerce and Humanities, Manav Rachna International University, Faridabad (HR)

Abstract: The main purpose of my research on Gen Z is to look after the changing behavior of children, students and scholars are of global scenario. I accept the fact that Gen Z is very active, motivated, goal oriented, extraordinary, competent, researcher, observer etc. They are fully awakened by the social responsibilities towards society, knowledge of laws, rules and regulation, they are extremely technology savvy, smart minded, challenging, adventurous, active decision maker, leadership skill and talented. They are smart in tricks and more enthusiasm to carry out the relative and difficult tasks. Still the area of wariness in front of each and every parents, teacher, mentors, counselor that what should be the atmosphere one should give generation Z, so that they can grasp the values, ethics, listeners, proactive, customs, observers and derivative principles.

So, my study is all about that what will be the attitude, behavior of upcoming CEO's, managers and entrepreneurs and citizens of our country, are we generating the principles and environment so that they can get the good surrounding, an healthy and safe scenario.

I. Introduction

Generation Z born between 1995 – 2012, also known as 'Digital Natives', they are being raised by Gen X they Born into a world facing challenges such as terrorism and environmental concerns Witnessed widespread use of electronic gadgets and digital technologies like the Internet and social networking sites Characterized as tech savvy, globally connected (in the virtual world), flexible and smarter, and tolerant of diverse cultures Baby Boomers

While we don't know much about Gen Z yet...we know a lot about the environment they are growing up in. This highly diverse environment will make the grade schools of the next generation the most diverse ever. Higher levels of technology will make significant inroads in academics allowing for customized instruction, data mining of student histories to enable pinpoint diagnostics and remediation or accelerated achievement opportunities.

Gen Z kids will grow up with a highly sophisticated media and computer environment and will be more Internet savvy and expert than their Gen Y forerunners. Organizations are still at large not much bothered of them and society is just getting influenced seriously by them. This article takes a grounded theoretical approach to build the possible scenarios of how career aspirations of Gen Z are going to shape the future of organizations.

Characteristics that are emerging

1. Tech Savvy
2. Prematurely mature
3. Pampered
4. Empowered
5. Risk adverse
6. Protected

Objective Of The Study

- To Know about the interests and how do those interests align to the profession.
- To find out the expectations from the organization.
- To find out the opinions and perceptions of careers and are mostly known as the "connected" gen as well.

II. Review Of Literature :

The real challenge for organizations is identifying a set of workplace motivating circumstances that apply to workers across the generational divides.

– Steven J. Stein; Make Your Workplace Great: The 7 Keys to an Emotionally Intelligent Organization (2007)

Gen Z are growing up with fewer siblings than children of previous generations. Census data indicates that around 60% of families with Gen Z children have two kids or less and currently the average family has just 3.2 members including the parents.

As a result of shrinking family sizes, attention, affection and money are being lavished on this young generation like none before. There are early indications of a self centered individualism among Gen Z that eclipses anything we have seen in Gen Y. It should be no great surprise when concepts such as compromise, team playing and sharing are seen as foreign to Gen Z. After all, many of them have been treated like mum or dad's little prince or princess since birth.

Ready or Not... Here Come Gen Z A look at the generation about to hit high schools, workplaces and society at large. By Michael McQueen

“Managing multigenerational workforces is an art in itself. Young workers want to make a quick impact, the middle generation needs to believe in the mission, and older employees don't like ambivalence. Your move.”

Harvard Business School “Working Knowledge” Newsletter - April 17, 2006:“Can you manage different generations?”

Interesting thoughts has been brought out on how Gen Y is influencing the workplace (Mahoney, 2010 and Hammil, 2005) and how organizations can change to meet their needs at the workplace. The interesting aspect is the emerging generation of Gen Z. They might be of the age group anywhere just born to around 18 years old and still shaping their thoughts of careers. Not much has been written about them or their aspirations regarding careers. Yet, they are the future of every organization and society.

Dr. Sandeep Kri... Associate Director, People Business Consulting .,22nd January 2014 Beyond Gen Y - How Gen Z will shape the future

Gen Y, born between 1982 and 1993, is the most entrepreneurial generation, but the next generation is even more ambitious than them. Let me introduce you to Gen Z, those born between 1994 and 2010 -- a group that's comprised of high school students and younger, and is poised to become the most entrepreneurial generation we've ever seen.

Also considered "The internet generation", this is by far the most tech savvy, connected and self-educated group. While Gen Y is known for "side gigs" and having multiple careers, Gen Z is more focused on working for themselves.

In a new study called “ High School Careers”, by my company and Internships.com, we surveyed 4,769 students, which includes 172 high school students and 4,597 college students. In our research, we discovered that 72 percent of high school students and 64 percent of college students want to start a business someday.

In addition, 61 percent of high school students and 43 percent of college students would rather be an entrepreneur instead of an employee when they graduate college. While Gen Y struggles to pay back one trillion dollars in student loans, and is living with their parents when they graduate, Gen Z is already focused on creating their own companies and living life on their terms.

Why 'Gen Z' May Be More Entrepreneurial Than 'Gen Y' by Dan Schawbel ,February 3, 2014|

“GenZ: The Limitless Generation – A Survey of the 13-18 Year-Old Wikia Audience” was conducted online by IpsosMediaCT from December 17, 2012 to February 4, 2013 with 1,203 Wikia users aged 13-18 (GenZ). Respondents were recruited to take an online survey via banner advertisements on the various Wikia.com sites and via direct emails sent by Wikia to registered users of the community. To qualify for the survey, respondents needed to be between the ages of 13 to 18 and residents of the United States. The median survey duration was 27 minutes. Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. A study on GenZ by Wikia finds that teen users are connected nearly all waking hours of the day and report being more “actively connected” now than even 3 months ago.

Generation Z: A Look at the Technology and Media Habits of Today's Teens SAN FRANCISCO, CA. – March 18, 2013

III. Research Methodology:

This research is based on primary and secondary data.

Primary data Interview and interaction with multigenerational on various issues of their professional and personal aspects.

Secondary data gather the relevant information, Some information gathered from the relevant journals, direct discussion with the experts, and different magazines articles help me to get new dimension and proven my study.

Research Limitation: The precision of these estimates is limited due to small sample size and lack of reliable data.

Practical Implication: This study can show that no single generation alone are responsible for growth and development of society, organisation and nation . The study suggests a collaboration to accomplish this task.

Generation Z: key formative trends and issues

Social Media Is The Future.

The information technology revolution is complete. Yers were the transition. GenZ is all the way there. Managing Generation Z requires mastering the tools of social media. But managers must take control. The key is command driven use of social media.

Human Relations Are More Important Than Ever.

The highly engaged parenting, teaching and counseling approach to the young accelerated dramatically from Y to Z. Zers are less likely to resist authority relationships than Gen Yers did, but will only perform for individuals when they are engaged in intensive working relationships.

Maintain Growing Skill Gaps.

This generation more than any other will suffer from the growing gap between the highly skilled and the unskilled. The technical skill gap is huge, but the nontechnical skill gap is even more pervasive. On the one hand, Managing Generation Z requires a huge remedial effort on broad transferable skills like work habits, interpersonal communication, and critical thinking and a huge investment in remedial technical training.

Global Mindset, Local Reality

They know more about far flung parts of the world than Gen Yers ever did, but they are likely to be far less geographically adventurous. They are very plugged into the boundary less world on-line but the key to engaging them in their environment tactically is a relentless focus on the local.

Infinite Diversity

The emerging Generation Z reflects a whole new way of thinking about difference. Again Generation Y was the transition; GenZ is all the way there. They are less likely to fall into previously recognized categories and much more likely to be mixing and matching various components of identity and points of view that appeal to them. They are ever creating their own personal montage of selfhood options.

Generation Z as Consumers: Trends and Innovation

Stacy Wood - Langdon Distinguished Professor of Marketing, College of Management, N.C. State University

Generation Z refers to those individuals who were born in the decade following the widespread emergence of the World Wide Web, from the mid-1990's to the early 2000's. Generation Y and Generation Z are often combined and share many characteristics, most notably a savvy with technology and a comfort-level with the global world. However, Generation Z will likely show some strong consumer-oriented differences from Generation Y because of the age of these individuals during periods of economic recession.

Four trends are likely to characterize Generation Z as consumers: 1) A focus on innovation, 2) An insistence on convenience, 3) An underlying desire for security, and 4) A tendency toward escapism.

IV. Generation Z: Successful Minnanials

1. They have access to resources that Gen Y didn't at that age.

Gen Z is fortunate to have websites where they can teach themselves new skills that allow them to become better entrepreneurs. Gen Z's are heavy tablet, mobile and computer users, it becomes seamless for them to access advice from entrepreneurs.

2.They have access to programs that Gen Y didn't.

They believe that entrepreneur training and courses can positively change the trajectory of a teenager's life. These programs give Gen Z several options to learn entrepreneurship on their own time.

2. They have parents who are putting more pressure on them.

In our study, we found that 55 percent of high school students say that their parents are putting pressure on them to gain professional experience during high school. The problem we found is that although parents are heavily involved in their decisions in high school, they aren't helping their children get professional experience. High school students have to get it on their own and as a result it's made them more independent, pushing them down the entrepreneurial path.

3. They can get mentors before Gen Y ever could.

Gen Z has access to a wide variety of mentors in their field, many of which would love to connect with entrepreneurial-minded high school students. They can connect with them by reading their blogs, tweeting with them or even emailing them directly. The internet has given them unprecedented access at such a young age to get in touch with mentors that can help them make better business decisions.

5. Colleges and companies are engaging high school students now.

All renounced and established companies are looking to fill their talent pipeline with high school students now for the impending skills shortage from retiring workers. All three are introducing Gen Z to new skills, experiences and industries, which will help them become better entrepreneurs.

"By employing students, companies get exposure to talent early in their career journey and help support the well being of the local community," says Robin D. Richards, CEO of Internships.com.

V. Generations Z View Of Career : A Challenge

Freedom : They have heard of companies that not bother about work hours, leaves, permissions, and would like to work for some company like that. They felt that they are responsible and did not want somebody else to tell them every time what to do. They wanted to seek feedback and improve when they need it. They would require a friend at work rather than a boss.

Unconventional : Interestingly many of the participants also saw new opportunities in conventional professions like teaching. They saw it as evolving and ability to do new things in the field attracted them some of them thought of free lancing or do something on their own.

Materialism : Gen Z, saw career as an opportunity to develop their own life. Another aspect of materialism was they got attracted to symbols of a "good life" – having an "Audi", or "going for vacation in Europe", and "having a bash". Interestingly they were also against people doing show off.

Global: They wanted to have a stint of education abroad, imbibe global values, and wanted to be seen as somebody who can influence at a global level. They did not bother much about boundaries that existed between global job markets and it might be a reflection of what India might be tomorrow. Gen Z in future might really represent the true global Indian – an Indian with global values and great respect and pride in being an Indian and faith that they can work and prosper in this country.

Professional commitment :Many of the Gen Z participants did not speak about the value of being in an organization for long and they never got that as a prerequisite for professional commitment.

Experimental: Many wanted to experiment with a couple of fields and choose what they wanted to do. The suspicion about career and its primary objective of earning a living is changing and the generation is speaking a lot of what is going to make them happy, even if it means making some sacrifices or extra efforts to make their parents and society happy.

Beyond technology :It is a known factor that most the Gen Z is well aware of technology in mobile, computing, and information space. Interestingly, many did not show much interest in advancing a career in that space. Many felt that everybody is doing it and it does not make much sense for them to do it. This is another interesting aspect coming from young generation. They held heroes in pure science and technology compared to the beaten path of IT industry.

Seven Key Strategies: Gen Z bringing out in workplace

- Promote high intensity relationships.
- Provide continuing reeducation.
- Define laser focus roles.
- Take control of (at least some of) the virtual ethos.
- Plan for global outreaching and local nesting.
- Build continuity through short term renewable loyalty.
- Retain the superstars for the long term by building dream jobs.

VI. Finding Of The Study:

- GenZers (93%) say they visit YouTube at least once a week and 54% visit multiple times per day, while just 65% say they visit Facebook weekly and only 38% visit multiple times per day. Other social media services some visit on a weekly basis are Twitter (26%), Google (26%), and Instagram (17%).
- Some contribute to share their knowledge, others just like to share their opinions with others. Among those who contribute to websites, 60% like to share their knowledge with others and 55% say they like to share their opinion with others. Only 31% of those who contribute to websites do so in order to feel good about themselves, and even fewer do so to show that they are smarter than others (14%). The top two reasons for contributing are that doing so is entertaining and fun (70%) and that they like to learn new things (64%).

- Three-quarters agree that their experience with technology will help them reach their goals. Two-thirds agree that technology makes them feel like anything is possible.
- Their influence on friends & family purchase decisions vary by category. When it comes to entertainment, they influence parents most for movies. These GenZers have especially strong influence on packaged/fast foods and technology brands.

This study into Generation Z is important because it allows us to share with marketers and advertisers the user habits of this highly engaged, highly active section of our growing community. This study emphasizes how teens are engaging, contributing, sharing and learning on open platforms in pursuit of greater potential and connectedness.”

VII. Conclusion

Generation Z represents the greatest generational shift the workplace has ever seen. Generation Z will present profound challenges to leaders, managers, supervisors, HR leaders, and educators in every sector of the workforce. It will be increasingly important to understand where they are coming from and key strategies for bringing out the best in this new emerging young workforce. The aim of the article was to sensitize organizations and HR to be prepared of what is coming up and sensitize them to be prepared for the same. This research also calls for a wider research and attention from both practitioners and academicians.

References

- [1]. Charmaz K (2006) *Constructing Grounded Theory: A Practical Guide through Qualitative Analysis*, London Sage Publications
- [2]. Dey I (1999) *Grounding Grounded Theory Guidelines for Qualitative Inquiry*, San Diego: Academic Press.
- [3]. Glaser, BG and Strauss AL (1967) *The discovery of grounded theory: Strategies for qualitative research* New York: Aldine de Gruyter
- [4]. Krishnan, S.K., Bopaiah, S., Bajaj, D., and Prasad, R. (2012). *Organization, Generation, and Communication – Infosys Experience*, NHRD Journal, Oct, 85-93.
- [5]. Elmore, T 2010, *Generation iY*, PoetGardener, Atlanta, p. 95.
- [6]. Grose, M 2005, *XYZ: The New Rules of Generational Warfare*, Random House, Australia, p.38.
- [7]. RainmakerThinking, Inc. 125 Lawrence St. New Haven, CT 06511 203-772-2002 www.RainmakerThinking.com
- [8]. Twenge, J 2006, *Generation Me*, Free Press, New York, p. 75.