MANAGING LONGING OF GEN "Y" AND GEN "Z" AT WORK PLACE

*G S SRINIVAS MURTHY
RESEARCH SCHOLAR
CAUVERY COLLEGE FOR WOMEN, AUTONOMOUS
TIRUCHIRAPPALLI

** G SARANYA
RESEARCH SCHOLAR
CAUVERY COLLEGE FOR WOMEN, AUTONOMOUS
TIRUCHIRAPPALLI

Abstract:

In today's scenario an HR of a company has to handle and manage the behaviors and actions of working employees which comprises of various generations. Here the soul concentration relies on the active generation 'Y' and the newest working generation 'Z'. Generation 'Y' comprises of the people who are born & bought up between 1980-95 whereas generation 'Z' people born between 1995-2012. Every individual employee has its own personality accordingly they have their own needs and desires which they wanted to be accomplished or to be fulfilled by their employers. And as part of employers its HR responsibility to synchronizes the desire of both the generations. There is a huge difference in thoughts and beliefs of these generations. It is said that "Millennials i.e. generation 'Y' don't live to work but they work to live". Whereas Digital natives i.e. generation 'Z' who follow their own dreams believes in working "with" rather than working "for". Generation 'Z' is innovative, enthusiastic and techno savvy as they are witnessing the widespread use of new and advance technologies, they are dependent upon information and technology thus having a limited grasp over the alternatives at work place at the same place generation 'Y', the generation of play stations and reality TV shows have their own identity and space with strong work ethics, are flexible who can work "with" or "without" technology. Generation 'Z' is instant reactive rather being proactive, whereas generation 'Y' discuss and enquires a lot then proceed towards action to save time and money. Beside this there are many things which differentiate their aspirations and behavior or what we call generation gap scenario. All we can say that there is drastic differences in the thoughts and beliefs of the two generations which is a prominent to work with and aspiring the two generations, creating of conducive environment and accessibility to arrange all the companies resources towards the achievement of common organizational goals and objectives.

Key words: *Generation 'Y' , Generation 'Z', Millennials, Digital Natives, Career aspiration, Techno savvy, TED Talks, Need Hierarchy, attributes.*

Introduction:

Every employer knows what kind of characters they want for their job positions at work place. According to the skills and abilities of an individual they hire them for their work positions in their organization. Every employee of an organization has some expectation from their employer which influences them to keep working for an organization. An employee must be motivated to work for a company or an organization, if there is no aspiration or motivation to work for then employees quality of work will deteriorate. Every individual employee has its own personality accordingly they have their own needs and desires which they want to be accomplished or fulfilled by their employers. In today's changing corporate culture in order to meet the organizational goals and objectives a connection between employees and the organizations core values and beliefs is very important. Strategic employee recognition seems to be very important program not only to improve employee retention and motivation but also to positively influence their behavior and action towards the attainment of organizational goal. Today's scenario of working environment or organization varies with great diversity in generations of people. Starting from oldies baby boomers to the newest generation of workers popularly known as generation 'Z'. In between them there is generation 'X' and generation 'Y'. Baby boomers are the people who born during the period of 1946-64 or we can say a period after World War II. While generation 'X' the generation of people who born in late sixties i.e., between 1965-80. They are sometimes being called as sandwich generation squeezed between two flashier generation i.e. baby boomers and generation 'Y'. Generation 'Y' comprises of people who are born and bought up between 1980 - 95. As the name suggested to this generation- generation 'Y' this is perfect to them as they are always indulged in questions and queries, they never initiate before clarifying everything. They are focused to their strategies to manage aspiration at their work place. They are also known as "Millennials". Generation 'Z' comprises of people between 1995 - 2012. They are raised and followed by generation 'Y'. It is believed that they are born into avoid challenges such as terrorism, global nature degradation etc. They are also known as "Digital Natives". To influence the behavior of these generations and aspiring them for working towards the achievement of common organizational goal is a big task for an HR of a company. Numerous strategies need to be implemented for the management, building and boosting the capability of the existing talents of employees. Managing distinct and

unique aspirations of a diverse set of employees working together is the most complicated task for the HR of an organization. Thus, it is said that success of the company is largely depends to the extent of identifying, managing and retaining the knowledge of the employees in the most effective and efficient manner .It helps simultaneously in the growth of employees and success of the company. Managing the aspiration of the employees revolves all around the concept psychological theory of Motivation propounded by Abraham Maslow .Maslow's need hierarchy theory state that needs of an individual forms a hierarchy which is to be satisfied by the employees at work place.

The first and foremost need of an individual is Physiological needs; these are the basic needs of human life i.e, Food, Shelter, Warmth, Clothing etc. These are the basic necessities required by an individual to live a life. The second need is the need of Safety and Security, when an individual is satisfied with physiological needs they make an effort towards providing the source of continuity of physiological needs, as far as work organization is concerned safety needs includes security plans, membership in union, severance pay etc. When physiological and Safety needs are fulfilled an individual proceeds towards satisfying his Social needs for which he looks for an association of other human beings and strive hard to be accepted by them, at work place this includes human relation , formal and informal groups in the organization. Then come the need of Self Esteem, need for status, power and prestige. Every individual wants to regards from others. For an employee this need includes status symbols, awards, recognition, rewards, promotions etc. Then comes the highest need in the hierarchy which refers to the desire to maximize something. In today's scenario an HR of a company has to handle and manage the behaviors and actions of the generation "Y" and generation "Z". Their needs and desires need to be matched with the needs and desires of the company. There is a huge difference in the thought and beliefs of these generations. And these differences arouse because of generation gap between them. They born and bought up in different environment which include facile provided and technological enhancement, they got to know about stuffs at different ages, which is quite early for generation 'Z'. And these basic differences can be easily observed in their behaviors. It is said that "Millennials" i.e., generation 'Y' "don't live to work but they Work to live" whereas "Digital natives" i.e., generation 'Z' who follow their own dreams believes in working "With" rather than working "For". Generation 'Z' is innovative, enthusiastic and techno savvy as they are witnessing the widespread use of new and advanced technologies. They solely depends on

information and technology thus, having a limited grasp over the alternatives at workplace on the other hand generation 'Y' the generation of play stations and reality TV shows have their own identity and space with strong work ethics are flexible enough can work "With" or "Without" technology. Generation 'Z' are impromptu i.e., reactive rather being proactive whereas generation 'Y' discuss and enquires a lot then proceed towards action to save time and money. Generation 'Z' needs more aspiration at work whereas generation 'Y' are the supervisors. Generation 'Z' believe in "TED talks" with a limited social circle relating to their family members whereas generation 'Y' has its own social network and social life. For generation 'Y' brand to work with or we can say that identity of a brand at working place is more important whereas generation 'Z' believes in themselves they love to create their own brand rather than working for a brand from an organization and pop While generation 'Y' loves to work at a place where the upper levels of Maslow need hierarchy justifies. There is a toe-head difference in the thoughts and believes of the two generation which is a prominent challenge to work with and aspiring the two generations ,creating a conducive environment and accessibility to arrange all the organizational resources towards the achievement of organizational goals and objectives.

Objectives:

1. To improve employee performances

2. To increase energy and efforts of employees

3. To determine what consequences are affecting to employees

4. To direct and influence employees behavior towards the achievement of the particular goal

Research methodology:

This research paper is based on secondary data collected from internet sources, varies articles in journals, magazine, e-journals. It is an exploratory research with an aim to make a study on generations working in an organization. The data is also obtained mere through observations made in our day to day life relating to professional society.

Findings:

Global scenario:

Generation 'Y' generally focuses on strategies to manage their career aspirations at work place. No matter in which country they are working for they are always competent in their work and passionate for monetary making or we can say their love for money is indivisible. Generation 'Z' born into a world facing challenges so they are very moldable. Behavioral aspects: Generation 'Y' loves freedom and flexibility. Freedom in terms of making their own decisions and implementing their own creative ideas .Whereas flexibility in terms of work timings and scheduling, directing a harmonial coordination whereas Generation 'Z' are by birth sharp-minded, smart in tricks, enthusiastic to carry out the relative and different tasks these qualities or characters are there in their genes. They have a global mindset, indulged in building their own dreams.

Motivators:

Generation 'Y' is more influenced by extrinsic values i.e., brand image, support from superiors, good salary package etc. whereas Generation 'Z' is influenced by intrinsic values they are the people who feel good by contributing their ideas and views through blogs in various social networking sites. They follow their own dreams; they work 'With' rather than 'For' the organization.

Values:

Generation 'Y' has its own social networks and social life whereas Generation 'Z' believes in TED talks with a limited social network.

Attributes:

Generation 'Y' as the name suggested loves to questions and enquires a lot at workplace and then proceed towards working whereas Generation 'Z' is instant reactive rather being proactive.

Work ethics:

Generation 'Y' "Don't live to work they live to work" whereas Generation 'Z' follows their own dream they work 'With' rather than working 'For' an organization.

Recommendations:

A box containing amazing variety of odd things:

The variety of experiences and perspective which arise from different generation's mental or physical abilities, identity and other characteristics. It's important to understand how these dimensions affect performance, motivation, success, and interactions with others.

One swallow does not make a summer:

No single generations alone are responsible for growth and development of society, organization and nation

To know on which side one's bread is buttered:

HR is the one who manages the diversity arouses from the generations working under same roof

Conclusions:

All we can say that there is drastic differences in the thoughts and beliefs of the two generations which is a prominent to work with and aspiring the two generations, creating of conducive environment and accessibility to arrange all the companies resources towards the achievement of common organizational goals and objectives.

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