

Key Motivators for Generation Z at Workplace

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ABSTRACT

Digitally entrenched Generation Z is the future workforce charge in India. Gen Z, born between 1995 and 2012 are keen to shape the current workplace as they have a set of expectations and priorities which are very different from the other generations. They are also known as iGen, Founders, Centennials and Digital Natives with the highest internet penetration. It is important to create an organizational culture which meets the values and aspirations of Generation Z employees. Organizations can leverage opportunities by establishing a culture that encourages them to perform while forging new paths. Taking into consideration their upcoming substantial size in the economy, there is a need to understand their key motivators, to foster India's economic progress. Many employers have already started reframing their engagement models to cultivate employees of this Gen Z cohort. This study attempts to identify the key motivators for Gen Z at workplace, to drive them towards better performance and attain high retention rates in future. A set of questionnaires for collection of primary data has been developed and analyzed to identify the important variables and their association. The sample of Gen Z employees who are working in organizations are considered in this research with a sample size of 60. Correlation and regression analysis is used to investigate the relationship between variables. The paper is also an attempt to sensitize the employers, so that that they are prepared well in advance to bring out the best in this emerging younger workforce.

Keywords: Generation Z, Generational Differences, Work Motivators, Digital Natives, Work Engagement Strategies

