

Understanding Generation Z: Aspirations and Generational Influence on Workplace

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ABSTRACT

The integration of Generation Z, born after 1995, into the modern workplace brings new challenges and opportunities because of their different values, aspirations, and technological fluency. Unlike previous generations, Gen Z is shaped by a digital-first upbringing, entrepreneurial spirit, and a strong focus on social and environmental issues, which redefine workplace dynamics and Human Resource Management (HRM) strategies. This study focuses on the future career aspirations, technical knowledge, and domain-specific or multidisciplinary preferences of Generation Z workers, keeping in mind how these aspects contribute to organizational practices. This study focused on qualitative approach, where interviews was conducted with 15 participants, comprising 8 females and 7 males, who were Gen Z MBA aspirants across diverse domains. The topics explored in the data collection concerned the workplace preferences and aspirations of career goals as well as technological adaptability and the skills needed. The main findings that came out include a significant focus on work-life balance, flexibility, meaningful work, career growth, and recognition. Although hybrid work models were mostly preferred, opinions on remote work varied, with some relating it to reduced productivity. These findings have critical implications for HRM strategies, including personalized career paths, continuous learning opportunities, and inclusive, innovative workplace policies. So organizations need to adapt to the aspirations of Gen Z in order to retain and engage them.

Keywords: Generation Z, workplace dynamics, career aspirations.

