

Changing HR dimensions of employees focusing generation Z in an Era of globalization

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Abstract

Generation Z employees were born between 1995 and 2012 they're on the cusp of entering the global workforce. Right now they comprise about 7 percent of the workforce, but by 2019 it is estimated that 30 million will be employed. This generation has grown up with uncertainty and often has more radical differences than the other generations. Generation Z employees are highly energetic and enthusiastic, but many lack the social skills you would expect from employees—including those who entered the workforce at a young age. Generation Z workers typically connect via smart phones and other portable devices. They like information at their fingertips at all times, and don't handle it well when they have to wait to receive an answer. They are used to constant streams of data, which means they expect management to provide them with instant access to the information they need. While Generation Z workers are high maintenance, they're good employees as long as their unique needs are met. Workers from this segment of young adults tend to be innovative and creative, wanting to make an impact on society. They want to advance and grow professionally, and are willing to use internships and learning experiences to do this. They may see professional development from a more long-term standpoint. Lengthy work engagements are considered stepping-stones towards success, even if they don't pay out right away. This paper study the changing dimension of HR in an era of globalization focusing Generation Z and also to study the impact of changing hr practices on organization focusing Generation Z.

Keywords: Generation Z employees, globalization, HR dimensions

Introduction

Generation Z (commonly abbreviated to Gen Z, also known as i-Generation or Homeland Generation) is the generational cohort following the Millennials. There are no precise dates for when this cohort starts or ends; researchers and demographers typically use the mid-1990s to the mid-2000s as starting birth years and the late 2000s to mid-2020s as ending birth years. A significant aspect of this generation is its widespread usage of the internet from a young age. Members of Generation Z are typically thought of as being comfortable with technology, and interacting on social media websites for a significant portion of their socializing. Some commentators have suggested that growing up through the Great Recession has given the cohort a feeling of unsettlement and insecurity. Generation Z is the first to have internet technology so readily available at a very young age. With the web revolution that occurred throughout the 1990s, they have been exposed to an unprecedented amount of technology in their upbringing. As technology became more compact and affordable, the popularity of smart phones in the United States grew exponentially. With 77% of 12–17 year olds owning a cell phone in 2015, technology has strongly influenced Generation Z in terms of communication and education. Forbes magazine suggested that by the time Generation Z entered the workplace; digital technology would be an aspect of almost all career paths. Anthony Turner characterizes Generation Z as having a 'digital bond to the internet', and argues that it may help youth to escape from emotional and mental struggles they face offline. According to US consultancy Sparks and Honey in 2014, 41% of Generation Z spends more than three hours per day using computers for purposes other than schoolwork, compared to 22% in 2004. In

2015, Generation Z comprised the largest portion of the U.S. population, at nearly 26%, edging out Millennials' (24.5%), and the generation is estimated to generate \$44 billion in annual spending. About three-quarters of 13–17 years olds use their cell phones daily, more than they watch TV. Over half of surveyed mothers say the demo influences them in purchasing decisions for toys, apparel, dinner choices, entertainment, TV, mobile and computers. Among social media, only Instagram is in popularity in the demo. In 2015, an estimated 150,000 apps, 10% of those in Apple's app store, were educational and aimed at children up to college level. While researchers and parents agree the change in educational paradigm is significant, the results of the changes are mixed. On one hand, smart phones offer the potential for deeper involvement in learning and more individualized instruction, thereby making this generation potentially better educated and better-rounded. On the other hand, some researchers and parents are concerned that the prevalence of smart phones will cause technology dependence and a lack of self-regulation that will hinder child development. An online newspaper about texting, SMS and MMS writes that teens own cell phones without necessarily needing them. As children become teenagers, receiving a phone is considered a rite of passage in some countries, allowing the owner to be further connected with their peers and it is now a social norm to have one at an early age. An article from the Pew Research Center stated that "nearly three-quarters of teens have or have access to a Smartphone and 30% have a basic phone, while just 12% of teens 13 to 17 say they have no cell phone of any type". These numbers are only on the rise and the fact that the majority of Gen Z's own a cell phone has become one of this generations defining characteristics. As a result of this "24% of teens go online

'almost constantly'". Teens are much more likely to share different types of information, as of 2012, compared to in 2006. However, they will take certain steps to protect certain information that they do not want being shared. They are more likely to "follow" others on social media than "share" and use different types of social media for different purposes. Focus group testing found that while teens may be annoyed by many aspects of Facebook, they continue to use it because participation is important in terms of socializing with friends and peers. Twitter and Instagram are seen to be gaining popularity in member of Generation Z, with 24% (and growing) of teens with access to the Internet having Twitter accounts. This is, in part, due to parents not typically using these social networking sites. Snapchat is also seen to have gained attraction in Generation Z because videos, pictures, messages send much faster than regular messaging. Speed and reliability are important factors in how members of Generation Z choice of social networking platform. This need for quick communication is presented in popular Generation Z apps like Vine (service) and the prevalent use of emoji's. In a study performed by psychologists it was found that young people use the internet as a way to gain access to information and to interact with others. Mobile technology, social media, and internet usage have become increasingly important to modern adolescents over the past decade. Very few, however, are changed from what they gain access to online. Youths are using the internet as a tool to gain social skills that they then apply to real life situations, and learn about things that interest them. Teens spend most of their time online in private communication with people they interact with outside the internet on a regular basis. While social media is used for keeping up with global news and connections, it is mainly used for developing and maintaining relationships with people with whom they are close in proximity. The use of social media has become integrated into the daily lives of most Gen Z'ers who have access to mobile technology. They use it on a daily basis to keep in contact with friends and family, particularly those who they see every day. As a result, the increased use of mobile technology has caused Gen Z'ers to spend more time on their smart phones, and social media and has caused online relationship development to become a new generational norm. Gen Z'ers is generally against the idea of photo shopping and they are against changing themselves to be considered perfect. The parents of the Gen Z'ers fear the overuse of the internet by their children. Parents have a disliking for the access to inappropriate information and images as well as social networking sites where children can gain access to people from all over. Children reversely felt annoyed with their parents and complained about parents being overly controlling when it came to their internet usage. Gen Z uses social media and other sites to strengthen bonds with friends and to develop new ones. They interact with people, who they otherwise would not have met in the real world, becoming a tool for identity creation. Jason Dorsey, a notable Gen Y speaker who runs the Center for Generational Kinetics, stated in a TED x Houston talk that this generation begins after 1996 to present. He stressed notable differences in the way that they both consume technology, in terms of Smartphone usage at an earlier age. 18% of Generation Z thinks that it is okay for a 13 year old to have a Smartphone compared to earlier generations which say 4%.

Objective of the Study

- To study the changing dimension of HR in an era of globalization focusing Generation Z
- To study the impact of changing hr practices on organization focusing Generation Z

Literature Review

Research Methodology

The present paper is the outcome of the research based on secondary sources. For collecting information a number of books, magazines, journals and internet sites are used. The study is purely descriptive in nature and qualitative in character. The method used for carrying out this research is deductively in nature.

Result and Discussion

- Gen Z appears to be more entrepreneurial, loyal, open-minded and less motivated by money.
- Gen Zs appeared more realistic with their workplace expectations. Gen Zs understand what they are up against and are figuring out ways to adapt to the new reality.
- Gen Z is also most interested in working for a cause or company that they are passionate about, and may be willing to be paid less to do so. If they are genuinely interested in promoting what your company has to offer, you can bet that they will be hardworking, loyal, and a good investment.
- Gen Z-ers are also somewhat different from their predecessors in that they may be even more tech-intuitive.
- They came of age in the era of iPods/iPads, Facebook and other social media, and wireless internet. Generation Z has always had a computer in their pocket; their phones have almost always been smart.
- They have this level of expertise because they've constantly had their hands on the latest content for years. If they do not know something, they instinctively know exactly how to find this information online.
- They are already naturally social and can use these platforms with ease, rarely needing to be taught how to effectively use the internet and its resources in the workplace.

Findings of the Study

- **Create high-intensity relationships:** They react better to highly defined, small workgroups that have a strong peer leader. There must be an easy to identify chain of command when it comes to management. They respond best to managers that teach while leading.
- **Invest in training:** Generation Z workers may need more training, especially in the area of interpersonal and communication skills. If they're entering customer service positions, create a training program that focuses on behavior—showing them the right skills and communication techniques to fulfill the role of their job.
- **Provide lots of awards:** This generation has grown up used to rewards for even the smallest accomplishment. To encourage performance and growth, offer periodical rewards and continue redesigning the rewards to meet the changing expectations.
- **Offer dream positions:** Generation Z workers thrive on opportunity. If you want to keep them interested and motivated at your company, show them their dream

position is within your business and help them work toward getting there.

- **They show signs of being more entrepreneurial.** What makes every new generation better positioned to lead companies is that they have access to more people, resources and information earlier in life by way of the Internet advantage. When hiring someone in Gen Z, appeal to their entrepreneurial spirit by creating a culture that enables them to focus on new projects directly tied to business success.
- **They report being less influenced by money:** For Gen Z, they are most motivated by opportunities for advancement. Gen Z has seen what the financial crisis has done to Gen Y and is even more conservative and strategic. They also realize that they need to get a job and advance by learning as much as possible, and they're cognizant that "learning" sometimes doesn't come with a bigger paycheck.
- **They prefer traditional methods of communication:** While most people would think Gen Z would primarily use technology such as Facebook or Snapchat to communicate, the opposite is actually true. The majority

of Gen Z respondents say they prefer in-person communications with managers, as opposed to emailing or instant messaging. If you want to manage Gen Zs or sell to them, you shouldn't ignore using traditional methods of communication. Instead of just instant messaging them, invite them into a meeting.

- **They want you to take them seriously:** Gen Zs know they are young and just starting in their careers, but they also want companies to give them support and a microphone. Gen Z has a slightly stronger desire for managers to listen to their ideas and value their opinions. They indicate the workplace should be less about age and more about ideas and contributions. Gen Zs want to be in executive meetings and not left out on the sidelines, having to wait years for the chance.
- **They want to work for an honest leader:** Gen Z states that honesty is the most important quality for being a good leader. They want leaders to be open with them and not hide information because of their age or title. If you're honest, they will trust you and want to work for you or purchase from you -- it's that simple.

Top 5 Stereotypes of Gen Z	As reported by Gen Z			As reported by Gen Y	
#1	Creative	57%	#1	Lazy	45%
#2	Open-minded	54%	#2	Open-minded	41%
#3	New perspectives/ideas	52%	#3	Creative	38%
#4	Intelligent	44%	#4	Self-centered	37%
#5	a. Cutting-edge thinking b. lazy	41%	#5	Lack of focus, easily distracted	35%
Top 5 Stereotypes of Gen Y	As reported by Gen Z			As reported by Gen Y	
#1	Open-minded	56%	#1	a. Creative b. Open-minded	50%
#2	New perspectives/ideas	55%	#2	a. New perspectives/ideas b. Intelligent	46%
#3	Creative	54%	#3	Cutting-edge thinking	38%
#4	Intelligent	53%	#4	Entrepreneurial	29%
#5	Cutting-edge thinking	40%	#5	Responsible	27%

Limitations of the Study

- It is very time taking for the research work because it has a broad area so it requires much more time for the research work.
- The data is not given accurate on website.
- Inadequate information
- Unwillingness on part of respondents due to their personal interest.
- The size of country (geographical areas) cannot be covered within such a short span of time

Conclusions

They also have a higher expectation of relationship with their bosses. Even though they are fluent in a world of social media, text messages and email, they would much rather have genuine conversations and connections with higher-ups. Additionally, this generation is very project-oriented, ready to run with whatever is given to them. However, they prefer extensive

feedback and input from those higher than them. Both of these mean that your company's managers should be making every effort to connect with your gen Z employees and supporting them in whatever endeavors they are pursuing for the company.

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