

The International Academic Partnership for Generation Z

Generation Z

– HOW TO MOTIVATE, RETAIN AND INCREASE
ENGAGEMENT OF YOUNG EMPLOYEES?

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W OLSZTYNIE

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INTRO



Project title:

The International Academic Partnership for Generation Z

Implementation period:

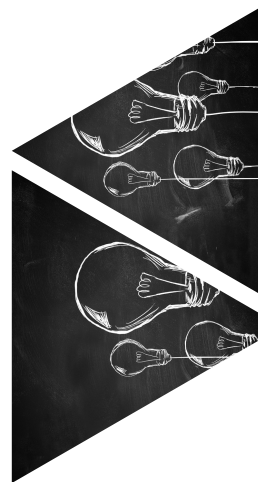
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Aims:

The aim of the project is to develop international scientific cooperation of universities in the area of Generation Z behaviour in the labour market: to study the factors that motivate Generation Z and to diagnose differences in the motivation of young employees in the international dimension. The project is a response to the lack of a comprehensive diagnosis of the youngest generation Z in the literature on the subject and their preferences in terms of motivation and commitment.

Results:

1. Preparation of research methodology and creation of a research tool.
2. Conducting research on the Z generation.
3. Development of research material and creation of a model for motivating the Z generation.
4. Preparation of publications popularising the results of scientific research in the international arena.
5. Popularisation of research results on an international scale (articles, conferences, information materials for employers).





GENERATION Z - PROFILE





RECOMMENDATIONS FOR EMPLOYERS



Employer, note that Generation Z employees:

- Require new solutions in the area of motivation.
- Show a significant relationship between the level of commitment and the implication of incentive instruments.
- Show a very weak relationship between employee loyalty and the implication of incentive instruments.
- Are only satisfied when there is a good atmosphere in the company, including good relations with the boss and colleagues.
- Treat the company as an authority when they receive a lot of support from their boss and are convinced that they have a bright future in this organization.
- Are satisfied and the level of their commitment increases when companies implement modern motivational concepts, e.g., work-life balance and hygiene.
- The Hygge Star Model, the so-called "Work Happiness Model" increases the efficiency of Generation Z (principal components analysis with varimax rotation).
- Although they will be satisfied or committed, they may not be loyal employees, which may be due to their willingness to change and look for better, more appropriate job prospects.
- Are satisfied with their job when it is interesting, full of challenges and when they have a lot of opportunities to learn on the job, when they like to work with their boss, when they are convinced that their company is a great place to work, when they think there is a bright future awaiting them in the organization.
- Require a clear and understandable message about the duties entrusted to them, which significantly affects their work efficiency (Gaussian mixture model).
- Show the influence of the relationship with the boss on the improvement of the atmosphere at work (correlation analysis).

One of the most important effects of the project is to show **the ways of motivating young people** that will increase their engagement and loyalty. It is important, as the engagement of Generation Z has an influence on effective functioning of enterprises. Choosing the management method, employers should take into account the existing intergenerational differences, individualise motivational techniques and **use new concepts of motivation**.

WHERE TO FIND INFORMATION?



*The monograph created as part of the project "GEN Z - how to motivate, retain young employees and increase their commitment?" is not only a guide to the generation Z, it is also **a compendium of knowledge addressed to employers** in the area of motivation, engagement and loyalty of young people. The book is aimed at representatives of all generations who want to learn to notice and correctly diagnose generational differences in the workplace.*



The project also produced many **articles** on Generation Z, **published in international journals:**

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- [Work Values in 21st Century Europe: Impact of Age and Generation](#)
 - [Reasons for Students' Migration: A Polish And Portuguese Case Study](#)
 - [New Ways of Motivation in the Workplace – Hugge: Differences between Generations and Countries](#)
 - [Assessment of Effectiveness of Work-Life Balance Systems in Opinions of Women and Men](#)
 - [Supervised Machine Learning Paradigms Approach for Predicting the Work Loyalty of Generation Z: Comparative Analysis](#)
 - [Towards the Global Vision of Engagement of Generation Z at The Workplace: Mathematical Modeling](#)



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