GEN Z SOCIAL ISSUES AND ITS IMPACT ON THEIR PERCEPTION TOWARDS WORK IN IT SECTOR

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ABSTRACT: Generation Z (Gen Z), which includes those born between the middle of the 1990s and the middle of the 2010s, is a separate generation that has been profoundly touched by the digital age. Social justice, economic inequality, and mental health are the three social issues that Gen Z is most enthusiastic about. In attaining their specialized objectives, they give top attention to corporate social responsibility (CSR), diversity, equality, as well as environmental responsibility. To accomplish their goals of personal in addition to professional advancement, individuals require a work-life balance and a adaptable schedule. They place a great importance on by means of cutting-edge technology in addition to holding themselves then their work to high standards. According to a report, there is a strong relationship between CSR, work-life balance, technology, and CSR among Gen Z employees. Three subjects dominated the survey on CSR, work-life balance, and technology. This is achieved by the application of a solid method that includes factor analysis and also these these elements impact on how to raise employee serenity as well as productivity. If governments and corporations want to employ and keep members of this workforce, they must be aware of their preferences. Businesses must adjust to Gen Z's attitudes and expectations if they wish to compete in the changing labor market in addition to provide employees with a work environment that fulfills their needs.

Keywords – Mental health, Corporate social responsibility (CSR), Diversity, Work-life balance, Flexible schedule, Employee well-being.

I. INTRODUCTION:

Gen Z is the demographic group which is post-millennial and has taken birth between mid-1990 and mid-2010. It is also known as Generation Z or as Zoomers. The Gen Z generation is the first generation which has grown up in digital era with things such as social media, internet, mobile phones etc. which they have access from their very young age.

This kind of upbringing has huge impact on the kind of opinions they have on societal issues also their attitude towards the job. Gen Z has grown up in a kind of culture filled with difficulties in social and economic phases, by which they have influenced their employment insights and beliefs about the same. Among the topics covered are topics such as mental health, economic inequality, social injustice etc. Generation Z is a generation which is expressive and forthright generation that uses platforms such as social media and digital platforms to support change in society and for a better future and better world.

Issues such as socioeconomic issues have a major effect on Generation Z's career expectations. This Gen Z generation considered choosing a job that more likely matches with their values and principles and helps them contribute to society significantly. This generation is not satisfied with just making a livelihood, but they are more willing to work for the kind of entities that have environmental and social responsibilities. Moreover, Generation Z prioritizes looking out for firms that prioritize equity and diversity and is willing to speak against firms that do not align to their values. Gen Z generation has prominence for diversity and expects the same and equality in diversity in the place they work in. They choose to work for the kind of companies which give prominence in having diversified environment where everyone is given equal opportunities to have success in their career.

Furthermore, Generation Z prioritizes having a work life balance and having flexible work and arrangements over the usual career advancements. Gen Z values both their personal and professional growth. However, they value their personal growth more. They aim in attaining lively personal life with work life balance while pursuing their aims professionally, and they also expect their employers to support them in the same process. Generation Z is often an interesting group to research due to their ideals and methods of operation since they have a unique viewpoint on social concerns and how they affect the workplace. Businesses and the government may find it highly helpful to understand how Generation Z perceives their jobs and roles in society to better attract and retain members of this generation.

II. LITERATURE REVIEW:

A strong sense of social justice and action define Generation Z. They apply their enthusiasm for social concerns to their profession and engage with organizations that vehemently advocate inclusion, diversity, and justice. Companies with similar values are more likely to get their interest (Twenge J. M., 2018).

Digital natives, sometimes referred to as Generation Z, are very familiar with and knowledgeable about technology. This study demonstrates how the generation's taste for technology has a substantial impact on their preferences and employment expectations. They anticipate that enterprises will provide state-of-the-art technical equipment and environments to increase output and teamwork (Prensky, 2021).

The norms for commercial communication may alter as a result of Gen Z's preference for informal communication and quick messaging, which can be witnessed on social media platforms (Zhao, 2019) .

Impact on recruiting is on how social media is used during the hiring process. They learn that Gen Z job seekers prioritize an employer's social media presence when evaluating potential employers (Xu, 2016).

This research paper looks at how social media tenets like honesty and transparency have an influence on Gen Z's expectations of company culture (Bell, 2018).

Online and Offline Identity Management examines the challenges Gen Z has in preserving their online and offline identities. They see how social media use and professions are becoming increasingly linked. (Elton, 2019).

Impact on Workplace Communication examines how workplace communication standards are impacted by Gen Z's communication patterns as influenced by social media. (Smith A. N., 2019).

Social Media Advocacy for Social Justice claims that Gen Z's commitment to social justice affects both their professional goals and the firms they choose to do business with (Rodriguez, 2017).

According to research titled Flexible Work Arrangements, Gen Z's usage of digital technologies may have had some impact on their demand for flexible work arrangements. (Allen, 2020).

We look at Generation Z's preferred leadership philosophies, such as authenticity and face-to-face interaction (Thompson, 2019).

In the book Entrepreneurial Mindset, the author investigates how Gen Z's passion for innovation and entrepreneurship influences how they approach their professional life (Rasmussen, 2016).

The Gen Z generation places a high importance on work-life balance, which has an impact on job happiness, as discussed in Impact of Work-Life Balance (Grant, 2019).

According to research, Generation Z values environmental sustainability highly. Their choice of occupations is influenced by their concern for environmental problems and the implications of climate change. They are more likely to work for companies that prioritize sustainability and environmental responsibility (Sparks, 2019).

According to research, Generation Z suffers from serious mental health issues. The workplace is crucial in resolving these issues since employee mental health influences their productivity and job satisfaction. Gen Z talent is more likely to be attracted by and retained by employers who prioritize mental health care (Waseem, 2020).

Research indicates that Generation Z prefers flexible work schedules. Work-life balance, as well as the ability to work from home or with flexible hours, are highly valued by them. Adaptable employers are better able to satisfy their needs (Elshout, 2019).

Generation Z members are highly entrepreneurial. They are more likely to look for freelance work and business opportunities. Organizations that provide resources and assistance for entrepreneurial pursuits may appeal to this generation (Sundararajan, 2017).

A survey revealed that Generation Z has an international viewpoint. They have access to remote employment possibilities that allow them to connect with coworkers and clients anywhere in the world, and they are prepared to work for major corporations (Muro, 2021).

According to research, Generation Z thinks technology will have a big impact on how vocations are practiced in the future. They think that companies would use cutting-edge technological approaches and offer chances for digital skill development (Smith, 2021).

According to research, Generation Z is in support of a diverse and inclusive workplace. They look for inclusive environments where a variety of viewpoints are valued and promoted. Diversity-focused organizations are more likely to connect with this generation (Williams, 2018).

Research looks at Generation Z's propensity to switch occupations. This generation is interested in prospects for job advancement. Employers who provide clear routes for skill development and growth are more desirable to Gen Z workers (Cappelli, 2017).

III. OBJECTIVE:

• To analyze the relationship between Generation Z social issues and employee engagement.

• To analyze the impact of corporate social responsibility on employee engagement.

• To investigate the influence of technology on employee engagement.

IV.   RESEARCH METHODOLOGY:
Research Framework
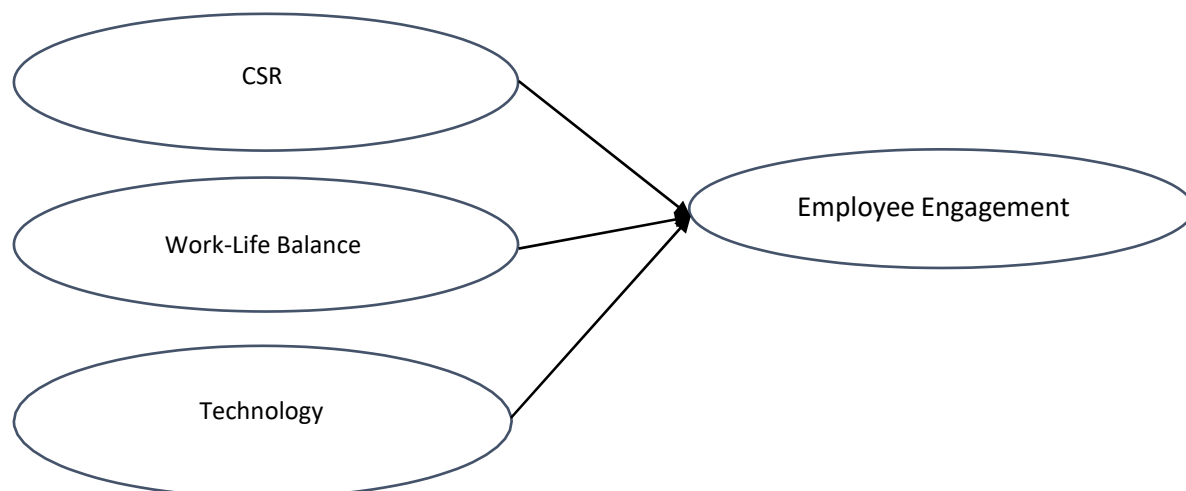
Corporate Social Responsibility (CSR)

There are five scopes to evaluate CSR: environment, human rights and labor, product responsibility, society, and economy. Woo in the year 2013 and the Global Reporting Initiative (GRI, 2012) presented this scope in their individual study. the research tool, including items such as minimizing pollution during creation, invest to defend the environment, taking captivating care of water, energy, and material use, obviously labeling/ explanation products/services for consumers, in addition to captivating of consumer complaints.

Work-Life Balance

The five items from (Brett, 2003)extent selected for the review to examine why a number of manager work extended hours are: feeling so as to the job unconstructively affect psychological well-being (reverse-coded), feeling that the work unenthusiastically affects physical health (reverse-coded), feeling tension about balancing all tasks (reverse-coded), feeling that a little should adapt modify about work to balance tasks (reverse-coded), and emotion that personal commitment get in the way with the job.

Technology

The (Nambisan, 1999) scale for evaluating the impact of technology on top of on employment engagement includes three dimensions: technology cognizance, aptitude to travel around, and intention to explore.

FINDINGS AND INTERPRETATION:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.815
Bartlett's Test of Sphericity	Approx. Chi-Square	751.963
	df	105
	Sig.	.000

The KMO sample adequacy metric measures how closely related the observed variables are to one another. The range is 0 to 1, and higher numbers imply more adequate sampling. KMO scores of 0.8 or above are frequently considered to be positive. The KMO score of 0.815 indicates that the sample adequacy in this case is good.

Using Bartlett's test of sphericity, it is determined if the correlation matrix of the observed variables is an identity matrix. This suggests that there is no correlation between any of the examined variables. Since there is some connection between the observed variables according to the findings of the Bartlett's test, the correlation matrix cannot be an identity matrix. The Bartlett's test is significant in this instance (p 0.001), indicating that there is some link between the observed variables.

Communalities

	Initial	Extraction
Organizational Ethical Practices	1.000	.604
Community and Environmental Initiatives	1.000	.526
Social Responsibility in Operations	1.000	.751
CSR Communication to Employees	1.000	.685
Company Emphasis on CSR	1.000	.656
Work-Life Balance Satisfaction	1.000	.519
Support for Work-Life Balance	1.000	.609
Workload Manageability	1.000	.711
Work-Related Stress at Home	1.000	.494
Flexible Work Arrangements	1.000	.645
Technological Advancements at Work	1.000	.769
Technology Training and Equipment	1.000	.658
Technology for Productivity	1.000	.802
Technology Integration	1.000	.661
Impact of New Technologies	1.000	.664

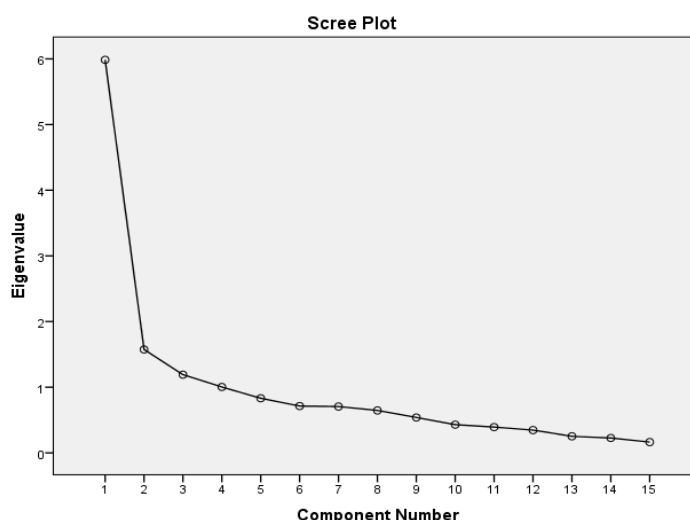Extraction Method: Principal Component Analysis.

The portion of a variable's volatility that may be explained by its shared origins is known as communality. A higher number indicates that more of the variance in the variable may have similar sources. Higher values denote this. Its value ranges from 0 to 1. In this case, all communalities are more than 0.5, indicating that a substantial portion of the variance in each variable can be attributed to the common causes.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.985	39.901	39.901	5.985	39.901	39.901	3.754	25.029	25.029
2	1.574	10.494	50.395	1.574	10.494	50.395	3.422	22.812	47.841
3	1.191	7.942	58.337	1.191	7.942	58.337	1.310	8.730	56.571
4	1.003	6.689	65.026	1.003	6.689	65.026	1.268	8.454	65.026
5	.832	5.543	70.569						
6	.713	4.755	75.324						
7	.705	4.703	80.028						
8	.646	4.305	84.332						
9	.539	3.593	87.925						
10	.429	2.862	90.788						
11	.393	2.618	93.406						
12	.347	2.312	95.718						
13	.252	1.681	97.399						
14	.226	1.508	98.907						
15	.164	1.093	100.000						

Extraction Method: Principal Component Analysis.

The percentage of the overall variation in the observable variables that a factor accounts for is known as the total variance explained by that factor. The first two variables in this situation account for 50.395% of the total variance of the observed variables. This shows that a significant portion of the data's volatility may be accounted for by the first two components.

Scree Plot

The extraction method used in this factor analysis is PCA, or principal component analysis. PCA is a method for isolating the uncorrelated components of the observable variables from them. The PCA components are categorized according to the degree of variation.

The rotated component matrix shows the loadings of the observed variables on the extracted components. The relationships between the components and the quantifiable parameters are shown by the loadings. A load of 0.7 or above is often regarded as strong.

The findings of the factor analysis suggest that the variance in the observed variables may be explained by four main components. Organizational ethics, CSR, work-life balance, and technology make up these four elements. These elements may be utilized to create and put into practice solutions that increase employee wellbeing and productivity.

V.   CONCLUSION:

Generation Zers have certain objectives in mind for their future careers. Technology, work-life balance, and social responsibility are among the most important challenges. It may be helpful to embrace then also promote these ideas if firms and organizations want to attract and retain Gen Z employees. The survey reveals a variety of factors, including technology, work-life balance, and corporate social responsibility, that encourage employee involvement among Generation Z. By considering these factors, employers may create environments that appeal to this age group, which will boost employee morale and productivity. Generation Zs preferences and worldviews, businesses must adjust to their preferences and workforce is actively changing if they want to stay competitive in the changing labor market. The study's conclusions offer guidance on how to modify procedures to better accommodate Gen Z workers' demands and preferences.

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