Report On

# "Understanding generation Z: What working conditions are the most important motivating factors for generation Z in Bangladesh"

By

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An internship report submitted to the Brac business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

Brac Business School
Brac University
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# Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at Brac University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I have acknowledged all main sources of help.


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# Letter of Transmittal

Mr. Zaheed Husein Mohammad Al-Din

Senior Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report.

Dear Sir,

It is my great pleasure to submit my internship report for your kind approval. My Internship report is related to my employer company named, ESS & Partners where I was appointed as an Intern by your kind direction. My Internship report topic is, **"Understanding generation Z: What working conditions are the most important motivating factors for generation Z in Bangladesh"**. During working on this report, I had to go through in-depth analysis and observation. These four months of internship program has been a great opportunity for learning. I will be always available for answering any query regarding this report and I respectfully request for your kind excuse for the mistakes that may take place unintentionally.

Sincerely yours,

_____

Taki Nawer Himi

17104193

BRAC Business School

BRAC University

Date: Month Day, Year

## Acknowledgement

# Executive Summary

The objectives of this paper was to find out in the case of Generation Z what are the most important motivating factors that influence work performance and employee satisfaction. This study is research-oriented, describing the values of this generation and how employers can fulfill these standards.

The study starts with a theoretical framework focused on literature, papers, outcomes of research, and foreign sources. The subject of the section is the idea of motivation and job satisfaction; who is part of Generation Z, and what their values and aspirations are.

The second part consists of quantitative research in which 83 students of BRAC and other Universities of Bachelor of Business Administration majority and between 18-28 years old were asked to answer 4 questions about key factors influencing to their motivation and job satisfaction. The findings should not be taken as the outcome of the opinion of the entire Bangladeshi population, although the author claims that this is the very first step in the leadership of an organization to inspire and keep Generation Z happy as employees.

Generation Z individuals were born directly at the time of technology, where all data is readily accessible. They use electronics on a regular basis and expect the environment to be modern and simple to use. This young generation lives in a situation in which they have a wide variety of careers. The opportunity to choose is much greater than it was several years ago.

# Table of Contents

# List of Tables

# List of Figures

# Chapter 1 Introduction of the Report:

## 1.1 Introduction:

The research is carried out for the completion of the BUS400 course, which is the last step in completing the Brac University BRAC Business School undergraduate program. From the very first semester to the end of my university life, this course is the sum of what I have experienced. I got the chance to work as an intern in ESS & Partners with the grace of the Almighty and because of my esteemed faculty from Brac University that influenced me from the beginning of my university life. Since, generation Z will soon overtake the Millennials as the most populous generation on earth, with Gen Zers responsible for more than one-third of the world's population. I wanted to do my research on the working conditions that are most important motivating factors for generation Z in Bangladesh.

The studies of my report are a combination of collecting the data from a survey that I have done among some of the people of Generation Z. Analyzing the survey data through and follow a model from previous studies of the relevant field and complete the report. Generation Z literature is at an emerging stage. Empirical Generation Z research have been performed to clarify their perceptions, values and attitudes. However there are no research relevant to their preferences during the new hire orientation programs in Bangladesh. The present research may be one of the first studies to enable both managers and HR to consider the aspirations of Generation Z.

## Study Background:

Nowadays, it is vital to keep track of people who are one of the most valuable assets for businesses around the world that is creating, sustaining and making the business a competitive presence on the global market. The role of the HR department in the organizational structure of a company may reflect the way in which the management of a company approaches all human resources and the overall understanding of appreciating colleagues and subordinates.

Typically, large organizations with a well-structured organizational framework and many divisions are very vigilant and thoughtful towards the HR department because the importance of large companies consists not just of equipment and services, but also of people involved in every process during working days. While many companies will succeed in recruiting young employees who would be competitive and productive at work, this is the problem that not every organization completely understands: how to retain young employees, more known as Generation Z, who are efficient at work and motivated to work in a company.

The secret key to a successful organization is well-motivated workers who make a difference. Employees have a significant effect on the success of the business and are largely focused on revenues and overall results. Companies can only achieve good overall results by integrating the efforts of staff and management.

The success of any organization is characterized by the actions of the people there. Every employee is different, full of his or her own problems and benefits, positive and negative vibes, varied life experiences and visions of life, and so every employer should see and treat every worker as a unique human being.

Nevertheless, as it appears, there is no mention of the morale of workers. Many HR experts have called a large portion of the "holy grail" of Human Resources a well-motivated worker and

employee engagement overall. They are engaged, full of ambition to make things better and ready to move forward, if employees are well-motivated. In addition, both executives would like to see successful workers looking forward to doing their best at work and helping the business expand. That is why rewarding their workers and keeping them happy with the job is so critical for businesses.

The performance of any business is defined by the activities of individuals in it. Each employee is different, full of personal challenges and benefits, positive and negative vibes, different life experiences and life visions, so every employer should see and treat each employee as a special human being.

## 1.1 Problem Statement:

This paper focuses on how the recruiters and managers of organizations are preparing themselves for upcoming employment of generation Z in Bangladesh. As Gen Zers is about to move into the world stage, the influence of their entrance will be rapid and profound, and their impacts will spread through the workplace, retail consumption, technology, politics and culture. This generation has a new view of employment and how to define success in life and in the workforce is slightly different from other Millennials. This paper will help to better understand the challenges facing this rising workforce and their impact on employers and the workplace.

## 1.2 Purpose of the Study:

Organizations have long understood that it is crucial to the success of the employee and the company to focus on the onboarding experience. When they plan to meet Generation Z in the workplace, organizations are faced with inter-generational problems. The aim of this paper is to examine the onboarding program's perceptions of Generation Z so that the organizations are better prepared to accept the new cohort.

## 1.4 Research Objectives:

- To understand motivator factors that help motivate Gen Z employees in the workplace.
- To understand strategies managers can provide to strengthen job satisfaction of Gen Z employees.
- To find out whether the managers are well prepared to employ Gen Z.

## 1.5 Research Question:

The research questions are developed based on the research objectives which have been discussed below:

- What motivator factors help motivate Gen Z employees in the workplace?

- What strategies can managers provide to strengthen job satisfaction of Gen Z employees?

- Are the managers well prepared to employ Gen Z?

# Chapter 2 Organizational Overview:

ESS & Partners is a strategic consulting company with a strong emphasis on combining the corporate experience, skills and understanding of individuals into solutions to business problems. In ESS, they believe that, in addition to public and private investment in infrastructure and human capital, innovative IDEAS, smart EXECUTION and continuous Creativity on the part of business houses are important for Bangladesh to take the next BIG LEAP in addition to public and private investment in infrastructure and human capital. They believe that Confidence is a source of competitive advantage when regular news of corruption and unethical business practices tops. They believe that to build BUSINESS MODELS that fit the local business climate, a combination of indigenous and foreign expertise is important. And they believe that their Skills and EXPERIENCE make them the PARTNERS of the customer on whom the customer can rely, generate and refine ideas, execute the strategy, innovate business models and conduct business with confidence and trust.

They recognize their responsibilities to both their clients and the society at large. Hence, their mission is to create value for the society by:

- Providing advisory and business services underpinned by cutting-edge knowledge and relevant expertise;
- Discovering and using local knowledge accumulated over the centuries;
- Investing in human capital development;
- Sharing our views on issues that matter most to businesses; and
- Building capacities across the value chain.

They believe that their work culture anchored in their values will help them achieve their mission.

# Chapter 3 Generation Z:

We are now living in a time when there is a whole new generation entering work. Logically, this generation is called the Z-generation. The first members of the Z-generation were born in the mid-1990s (Puttonen, 2012). Generation Z has already gained various titles, and an online generation is one of them. Regardless of time and place, they are used to being in contact with their friends and communities online. So, this generation is a generation that has been born during the lifespan of digitalization and lived in its entirety. They regularly use electronics and expect modern and easy to use environments. While the Y and Z generations are technology-savvy, the difference is that the Y generation is a "technology expert" and the Z generation is "technology-dependent." According to Lenhart (2015), 92 percent of adolescents use the Internet every day, and 71 percent of Facebook's regular users are, for instance. The Z-generation has also altered the Internet's understanding. The Internet is mainly a medium for information to be exchanged and transmitted to them, and the place for information to be retrieved only after that. The Z generation is smart, fast, and more accommodating than its predecessor. The Z generation has been a very technologically advanced and intergenerational group since a young age (Tapscott, 2010). The Z-generation is regarded to be more eager than its predecessors to work in teams. A generation that has edited and will continue to influence training structures and labor markets is the Z generation. They want to express their thoughts and make themselves available. Roseberry-McKibbin (2017) refers to the exploration of interest and obstacles as characteristic characteristics of the Z-generation. They often want their professors to have hands-on training and teaching on practical matters and how to relate theories to practice, rather than just general knowledge and theories. This is expressed, for example, in the fact that they want to know immediately why the items they learn are important and useful in practice. Their patience is often reduced when they are faced with ideas

or studies that do not apply to realistic working life. The Z generation is characterized by a genuine expression of its own view. Young Zs are synonymous with a lot of assumptions and biases on how to save the planet and are a whole new generation compared to the past. They speak in the same way to everyone and connect in any direction, be it a close friend or a boss in the workplace. They think it's all open and clear. Tapscott believes, this generation is involved. They have adapted to pace and independence and all the structures of modern times are changing.

Research shows that members of the Z generation in working life can be described as talented, active, self-confident, ambitious, entrepreneurial, imaginative, inventive and developmental in the simultaneous performance of multiple tasks. When it comes to it, this generation trusts and respects authority. At the same time, if they do not understand its meaning, they are ready to challenge the hierarchy and discipline. The Z-generation, however, does not challenge their parents or supervisors primarily, but rather the practices they use. Many papers have said the Zgeneration is impatient: they are waiting overnight for something to happen. This is not simply impatience, however, but a decline in focus in many respects. Representatives of the Z-generation are able to concentrate for an average of eight seconds on one issue (Finch, 2015). Don Tapscott performed research on the Z generation (2010). The research included six thousand young people from across the globe. Generational perceptions and behavioral traits were the subject of the study. Stuff that separate the generation online from other generations. As the eighth generation of the online generation, Tapscott talks about these features. These expectations exist in the world of youth experience and in their interactions with the media. The research revealed exciting characteristics that clearly reflect a radically new way of thought. Equality, customization, scrutiny, honesty, partnership, entertainment, speed, and creativity are the eight principles (Tapscott, 2010).

# Chapter 4 Research Method:

## 4.1 Research Methodology:

According to Ethridge (2004) research is a, "systematic approach to obtaining and confirming new and reliable knowledge." Generally, Research is defined as the development of new knowledge and the use of existing knowledge in a new and innovative way to produce new ideas, methodologies and understandings. This may involve the synthesis and analysis of previous studies to the degree that it contributes to fresh and innovative findings.

There are two known methods of connecting theory and research: the first link is generated when a certain theory leads research and directs researchers, which is called a deductive method; the second link is reversed and means the theory comes as a result of research and is called an inductive approach. For this study, a deductive method was chosen rather than an inductive one, taking into account the fact that the subject of employee engagement and work satisfaction is commonly debated and investigated.

Deductive approach is most often a theory that can be used to evaluate the relation between theory and analysis because, during the deduction process, researchers have announced a hypothesis based on what is already known about the theory. After that, the next step of the process is data collection, which supports or contradicts the hypothesis, and at the end of the process, the original theory will be updated.
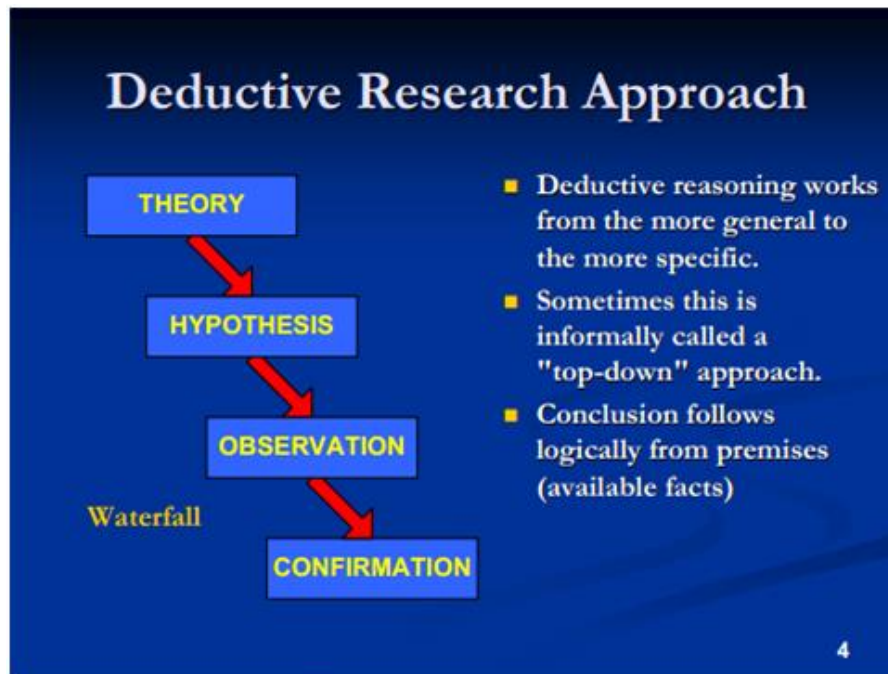
*Figure 1: Deductive Approach Model*

Information for the research could be obtained from two types of sources: primary and secondary. The first category of data, primary, is collected by the researcher and secondary data is the information collected from established resources such as databases, books, papers, statistical databases, etc.

Research methods can be implemented in two ways: qualitative and quantitative. The key difference between these methods is in the data collection process: the quantitative approach checks and offers data to assess the current hypothesis, the qualitative method attempts to establish the hypotheses and does not have any data to measure. Strategies can work together effectively and do not exclude each other mutually, working together as a mixed process, bringing clearer outcomes.

## 4.2 Sampling:

The goal of the research was to examine the opinion of students from Bangladesh between the ages of 18 and 28, the so-called Generation Z, on how they could be motivated at work, what is the best motivator at that age, and how employers can make the workplace more fulfilling for them. The study group for this research has a wide range of ages but suits in braces between 18 and 28 years of age and is based in Bangladesh, however educational institutions were different.

It is widely agreed that the larger sample group offers more accurate results and that the analysis is more reliable with a large amount of data. According to this study, the sample group reflected only the age gap of 18 to 28 years and, as mentioned earlier, the questionnaire was distributed mainly among Brac University students.

## 4.3 Data Reliability and Validity:

Reliability and validity expectations have a strong impact on the view of researchers about the management of the study. In order to authorize and validate the study, certain definitions represent the researcher.

The definition of reliability implies the degree to which data can be counted as trustworthy. Reliability involves using simple questions for questionnaires that have been made, which are easy to understand and have an accurate answer. Using anonymity during the survey can make it possible for respondents to be more honest and impact the results positively.

The definition of validity is the degree to which study tests its own original intent and what idea it was meant to pursue. It is a great miracle to be confident that the collected data from the survey is both accurate and reliable. Valid analysis empowers the linking of precise data.

In order for the survey to be both accurate and effective, the questions asked must be interpreted in the same way by the researcher and respondent, so that no confusion leading to error in the analysis will occur. In addition, the response respondents give to researchers during the survey is necessary to acknowledge and interpret exactly how the respondent means it.

# Chapter 5 Data Analysis:

## 5.1 Data Collection:

Between 1 December 2020 and 19 December 2020, a cover letter from the researcher with a link to the online questionnaire was distributed to students of Brac University of Bachelor of Business Administration and some other students of different universities, although most respondents replied immediately after receiving the letter via Messenger. By means of a Google Form questionnaire, 83 respondents submitted their answers and answered all the questions marked as mandatory questions. In addition to the age braces, there were no questions about the respondents' personal data because research is carried out in order to collect data from Generation Z (18-28 years old), which made the survey anonymous and simpler in their minds.

## 5.2 Results of the questionnaire (Gen Z):

The survey included four questions of which the first two was closed answered questions, the third one was an open answered question and the final question was a multiple answer question where the respondent had to choose at least 6 important factors influencing his/her level of job satisfaction.

### Question 1: Were you born between 1990 to 2010?

Some consider that asking someone's age is rude and impolite. For this reason the researcher did not ask a direct question about respondents age rather asked an indirect question to find out if the respondent is someone who belong to Gen Z.

**Question 2: What is your Gender?**

The second question from the survey was a closed answered question asking for the gender. This question was included to differentiate the motivating factors of both the gender. From my basic question findings, I have found 50.6% of the participants were male and 49.4% were female.

| Gender | Male | 50.6% |
|--------|--------|-------|
|        | Female | 49.4% |

*Table 1: Gender Statistics*

Gender
83 responses
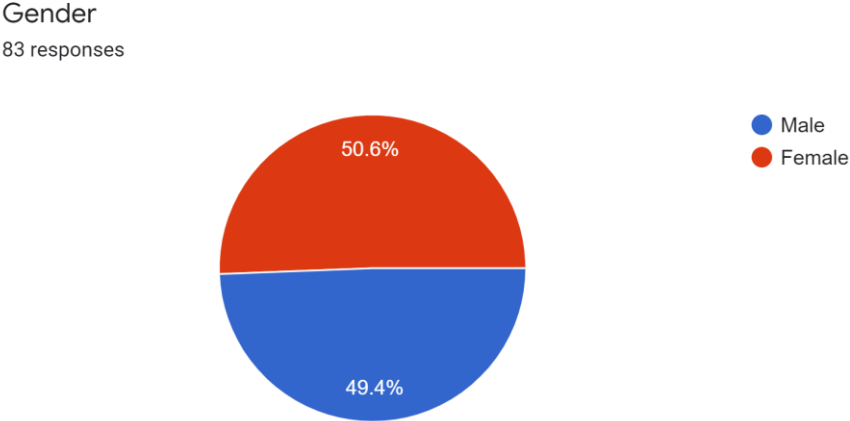


*Figure 2: Gender Statistics*

14

**Question 3: What is your aim in life?**

The third question of the survey was an open answered question to know about the respondents aim in life to find out whether the motivating factors differ with career goal. As this was not a mandatory question, only 76 respondents of 83 responded to this question. Their answers were different from each other. But their motivating factors were similar to each other.

**Question 4: Which are the 6 most important factors for you for your job satisfaction?**

From the point of view of respondents on behalf of Generation Z, the most important factors have been:

1. Respect for me as a person.
2. Good pay.
3. Chance for promotion.
4. Opportunity for self-development and improvement.
5. Opportunity to do interesting work.
6. Feeling my job is important.

| Motivational Factors | Percentage from Survey | Number of People Voted |
|---|---|---|
| Steady employment | 28.90% | 24 |
| Respect for me as a person | 67.50% | 56 |
| Adequate rest periods or coffee breaks | 27.70% | 23 |
| Good pay | 63.9% | 53 |
| Good physical working conditions | 41% | 34 |
| Chance to turn out quality work | 32.50% | 27 |
| Having an employee council | 6% | 5 |
| Attending staff meeting | 16.90% | 14 |
| Having a local employee paper | 4.80% | 4 |
| Chance for promotion | 54.20% | 45 |
| Opportunity to do interesting work | 53% | 44 |
| Pensions and other security benefits | 32.50% | 27 |
| Knowing what is going on in the organization | 31.30% | 26 |
| Feeling my job is important | 43.40% | 36 |
| Having a written job description | 18.10% | 15 |
| Fair vacation arrangements | 42.20% | 35 |
| Being complimented by my boss when I do a good job | 26.50% | 22 |
| Getting a performance rating | 31.30% | 26 |
| Agreement with organization's objectives | 19.30% | 16 |
| Opportunity for self-development and improvement | 54.20% | 45 |
| Knowing I will be disciplined if I do a bad job | 15.70% | 13 |
| Working under close supervision | 12% | 10 |
| Large amount of freedom on the job | 31.30% | 26 |
| Getting along well with others on the job | 25.30% | 21 |
| Not having to work too hard | 12% | 10 |

*Table 2: Motivational Factor Table*

Which are the 6 most important factors for you for your job satisfaction?
83 responses
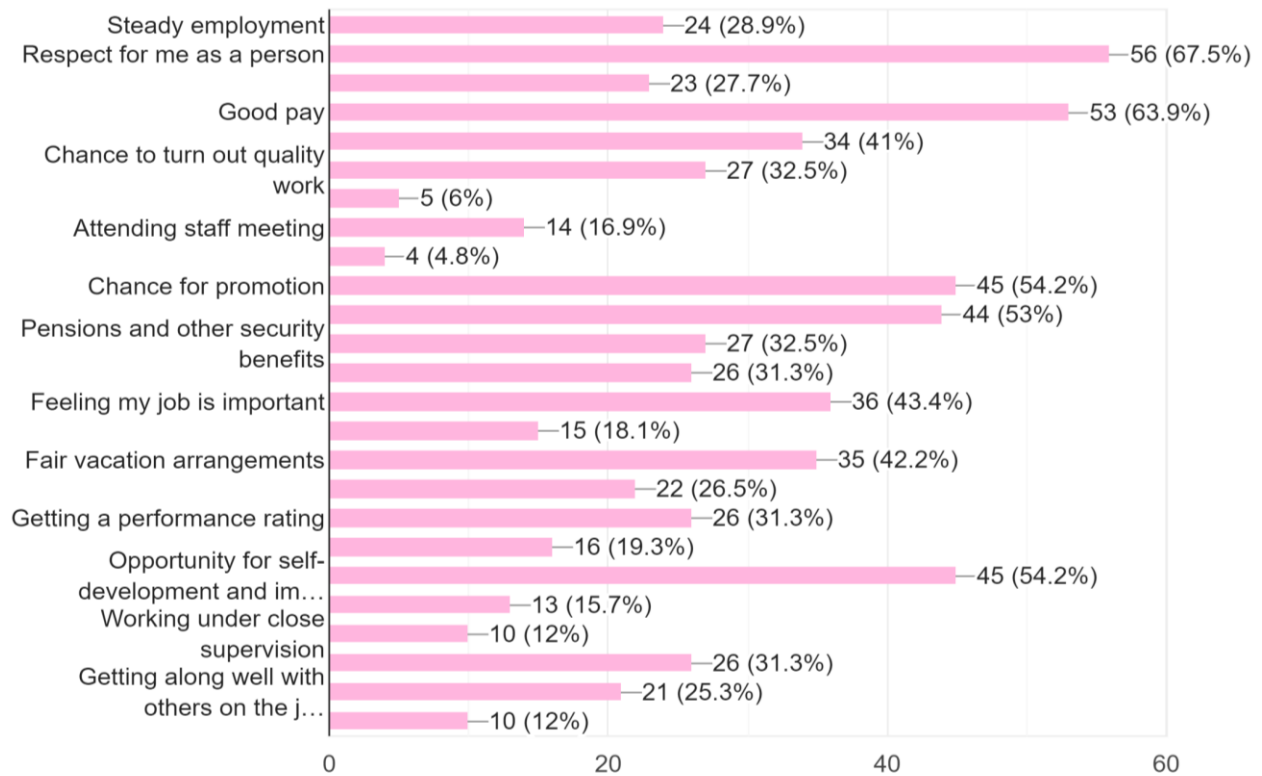


*Figure 3: Motivational Factors Chart*

More than 65 percent of respondents agree to improve their efficiency if the employer motivates them to perform better, based on the results of the questionnaire distributed among students of Brac University of Bachelor of Business Administration at the age of 18 to 28. By using a method such as verbal acknowledgment of the work performed and by implementing the reward scheme such as promotions, the percentage could be improved even further. The author emphasizes the value of creativity as a method to produce a good company result. Generation Z leaders, who want to be respected by the boss, are open to feedback and incentives.

It was obvious from question 4 that money is one of the main motivating factors, and it will always be valuable, but there has been a more important element, which is respecting them as a person.

17

Ultimately, over 63 percent of respondents agreed that money is their strongest motivating factor for now, while at the same time, almost 55 percent ultimately agreed that the key motivation is chance for promotion. For generation Z, it is not only a reward to receive promotion, but more as an indication that he/she is a valued member of the company and workers will try to keep them at work. The questionnaire was distributed among the student of Bangladeshi higher institutions and the author can notice that Bangladeshi students get payments either from their parents or by doing part time jobs or tuitions which means that they do not need to find any work just to survive and they are looking for a job that would interest them and keep in the workplace. It does not mean that they do not want any money. Employers also make a vital mistake in dealing with young people. It is assumed that if such specialists do not have much experience to date, they can save their salary. But generation Z representatives do not want to work where their job would not be appreciated. Generation Z believes in getting a good pay, according to study. It is necessary to get good pay for young professionals. So they feel safe and recognize that their basic needs are understood by the organization. The inclusion of a social package is equally important for generation Z. Candidates are confident that these criteria will be offered by well-known international organizations with a long history of operating in the market, which is why market giants are at the top.

In addition, the author discovered that employee engagement and job satisfaction are securely related to overall workplace performance. Study shows that more than half of respondents conducted an online survey, by having opportunities for self-development and enhancement, would improve their productivity and more than 50 percent of respondents would like to get an opportunity to do interesting work.

Both hygiene and motivation factors have a huge influence on employee performance, and managers should be very clear for today to take care of employee motivation and maintain high levels of their job satisfaction, just so that they can achieve overall success. In the workplace, Generation Z needs to be heard; the employees of that community need to feel their value and importance to the employer.

For employers, all that remains is to learn to trust, transfer expertise, and direct workers on the job. Young professionals are able to listen, to learn and to grow professional skills through practical experience.

The author could recommend that employers take care of the motivational aspect of the work process. It is important for generation Z to be in the company where they feel respected and earn good pay as well as promotions. In order to feel important and develop personally, the job process should be planned in a way that young workers can impact their responsibilities and daily challenges, stepping up the career ladder.

## 5.3 Results of the questionnaire (Recruiter):

The author managed to set a meeting with Miss Lamia Bushra, the head of Human Resource Management department of Brac Bank through a phone call. She gave her valuable time to answer the survey question. As she is a busy person the author asked her two direct open answer questions. The second person interviewed for this survey is Mr. Newaz Osman, the recruiter of Spade Digital who belong to Gen Z himself. He was interviewed via messenger.

**Question 1: What strategies can managers provide to strengthen job satisfaction of Gen Z employees?**

According to Miss Lamia, in Brac Bank they offer good salaries to their employees as well as a good working environment. They do not offer any extra strategies for gen z. On the other hand, Spade Digital are promising a comfortable and friendly working environment for gen z. According to them many other companies may provide a heavy salary but a few organization provide a very friendly environment.

**Question 2: Are the managers well prepared to employ Gen Z?**

According to Ms. Lamia, Brac Bank is well prepared for recruiting Gen Z. In fact, some of their current employee already are Gen Zers and they are quite happy with their jobs.  Mr Newaz had the same opinion as Miss Lamia. Maximum employee of Spade Digital are of Generation Z and they are very happy with their jobs.

## 5.4 Motivators vs. Maintenance Factors:

Psychologist Frederick I. Herzberg distinguished the factors in the workplace that inspire people from the maintenance factors that have the potential to dissatisfy them in his 'Two Factor Theory of Motivation.

Motivation emerges from the challenge of the task, according to Herzberg, through success, appreciation, the work itself, accountability, development and growth. Dissatisfaction, if any, stems from the maintenance factors that will be adequately met reflecting the lower-level needs that workers expect. Examples of such needs are a good manager and good working conditions. Few administrative or technical individuals will say they are most inspired by these work variables. However the minute a supervisor or working conditions become a primary concern, variables such as fascinating job material and promotion prospects lose their motivating strength. In short, productive job performance depends on both motivation and maintenance needs being met.

The motivation of an employee is of course, influenced by his or her age, personal factors, external atmosphere, and the present phase of his or her life and career. For example, during periods of economic instability, "steady employment" and "good pay" often rank higher across all generations. Employees tend to take these maintenance factors for granted when the economy is flourishing; their principal motivators change when unemployment and inflation are high.

| Motivators (Satisfiers) | Maintenance factors (Dissatisfies) |
|---|---|
| Achievement | Organization policy and administration |
| Recognition | Supervision |
| Work itself | Working conditions |
| Responsibility | Interpersonal relations (with superiors, subordinates, and peers) |
| Advancement | Salary |
| Growth | Status |
| | Job security |
| | Personal life |

*Table 3: Motivating and Demotivating Factors in the Workplace*

## 5.5 The Hybrid Factor:

In the authors' survey of Generation Z, "Getting along well with others on the job" is ranked comparatively lower than of Gen Y or even Gen X. For Gen Z, other factors like good physical working conditions, fair vacation arrangements, large amount of freedom on the job, getting a performance rating are more important than "Getting along well with others on the job".

But according to Herzberg, getting along well with others on the job will be listed as a hybrid factor. It has motivational and maintenance components. You will not be too inspired or happy if you cannot get along well with your boss, and if you cannot get along well with your subordinates or colleagues, you will be unhappy at work.

Wouldn't it make sense, therefore to build an atmosphere for managers in which the variables that inspire workers to accomplish will outweigh the maintenance variables, the possible dissatisfies, while both variables are motivating conditions.

## Implications for Management:

The study introduces important themes for Generation Z to plan and maintain an efficient onboarding program. It is important to remember that the variations between generations are normal, and companies have to deal with them. HR practitioners have to bear in mind that this is often an opportunity for their onboarding systems to be revisited, redesigned and readjusted to accommodate the new workers.

The Wall Street Journal's Carol Hymowitz notes that, ""motivating each of these generations to work together requires managers to relinquish a one-style fits-all approach to their subordinates". In order to manage efficiently, understanding the variables that drive each of these different classes is very necessary for managers to understand. Managers should explore opportunities for workers of Generation Z to collaborate more with others on the job, whether in teams, special projects, task forces or committees, in order to improve their interpersonal skills and to reward them for successful collaborative efforts. Moreover in selected cases, more one-on-one coaching and counseling by managers with Generation Z employees may be required. In this regard, it is important to note that the Association to Advance Collegiate Schools of Business International is among the Personal Competencies for Managerial Performance recommended by the AACSB:

- **Leadership**-the ability to influence others to perform tasks
- **Analytical Thinking**- the ability to interpret and explain patters of information
- **Behavioral Flexibility-** the ability to modify personal behavior to reach a goal
- **Oral Communications-** the ability to express ideas clearly in oral presentations
- **Written Communications-** ability to express one's ideas clearly in writing
- **Personal Impact-** the ability to create a good impression and instill confidence

## Limitations:

Sample size and targeted people which have taken for the research is very small in number. The majority of people are from inside the city of Dhaka for primary study. A greater number of regions may have offered better insight. Due to the current pandemic situation, face to face interview was not possible, for which the interviews were taken via phone call and email.

Data were collected from the students who are pursuing final year of undergrads in bachelor of business administration. Some were collected from engineering and medical students of different universities like Islamic University of Technology, Dhaka University, Jahangir Nagar University, East West University, Dhaka Medical etc. Since maximum of the respondents are business students of Brac University findings cannot be generalized to the rest of the cohort as these respondents had a fair idea of what to expect from the organizations.

## Conclusion:

Based on the findings, it can be concluded that in the case of Generation Z, there are certain things to do and to think about employee motivation and work satisfaction. The key idea of this study was to explore Generation Z's overall attitude towards motivation and work satisfaction.

Throughout this report, all the goals have been accomplished and

The findings have been identified and clarified clearly. The study was carried out in the small English sampling community and for Brac University of bachelor of Business Administration students in the 18-28 age group. The results could not be taken as the outcome of the opinion of the entire population of Bangladesh, although this is the very first step in the management of a business to inspire and keep Generation Z happy as employees.

In addition, similar research should be carried out to better understand the situation on the current job market for already working Generation Z members and not only offer what else could be achieved, but also what could be improved from the employer's point of view in the actual workplace. The survey could be carried out using a hybrid approach of qualitative and quantitative analysis and the assistance of Generation Z organizations and young employees.

As a result, companies that can adapt to the needs of the new generation and would have major advantages over rivals. Generation Z will boost the company's business efficiency, but today the company needs to restore its approach.

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# Appendix:

**Cover Letter**

Hello!

I am Finance student of Brac University of Bachelor of Business Administration. For my research, I am examining the motivation of generation Z (18 – 28 years old) specialists. If you are from 18 to 28 years old, I am inviting you to participate in my research study by completing the attached survey. The following research will require max. 5 minutes to complete. Participating in the questionnaire is voluntary and anonymous. I appreciate your answers and guarantee the data I collect will be used only for this research and will be deleted after graduating.

Link to the survey: https://docs.google.com/forms/d/1zZQPMaOpU8bvH3yWq3OUuk5nh-p94gPtvg-jtVbUt1Q/edit?fbclid=IwAR3SoxxLsfCiKQvrjVUrRV-0tr_t4xrr4E3PRfs3dIC0zsupfFOZ8Oq18uE

If you have any questions about research, do not hesitate to ask.

Best regards,

Taki Nawer

**Questionnaire:**

**Where you born between 1990-2010?**

- Yes
- No

**What is your Gender?**

- Male
- Female

**What is your aim in life?**

**Answer:**

**Which are the 6 most important factors for you for your job satisfaction?**

- Steady employment
- Respect for me as a person
- Adequate rest periods or coffee breaks
- Good pay
- Good physical working conditions
- Chance to turn out quality work
- Having an employee council
- Attending staff meeting
- Having a local employee paper
- Chance for promotion
- Opportunity to do interesting work
- Pensions and other security benefits
- Knowing what is going on in the organization
- Feeling my job is important
- Having a written job description
- Fair vacation arrangements
- Being complimented by my boss when I do a good job
- Getting a performance rating
- Agreement with organization's objectives
- Opportunity for self-development and improvement
- Knowing I will be disciplined if I do a bad job
- Working under close supervision
- Large amount of freedom on the job
- Getting along well with others on the job
- Not having to work too hard