**Problem***: Carrer Aspiration of Gen Z*

Generation Z—those born between 1999 and 2012 face many problem when it comes to carrer even there are many negative stereotype that have been surfaced for years. So, Rather focusing on misconception we need to drive data insights as GenZ will soon contribute large percentage to market , companies who want piece of this opportunity will need to understand their tendencies and digital expectations.

Considering the understanding of Carrer aspiration of Gen Z, first view is about ***WHO is getting effected*** by not understanding this ?

* HR: When it comes to recruit Suitable candidate for the position,they must have knowledge about Gen Z demands up to level so they can hire the right candidate according to need who can uplift company growth also it will be time efficient as they are more into new skills and technology .
* Managers: They must be aware of Gen Z thinking ability which will help them in project management and time management to complete task .

Next questionnaire that comes in our mind is ***what happens*** when GenZ carrer aspiration is not followed?

* Unprofitable: By not knowing Gen Z caliber , they not only fails to hire them but also face loss due to lack of advanced technology. When Gen Z are hired , company need to not invest in trainings much .
* Lack of skills : Gen Z are well versed with upgraded skills and familiar with advanced technology.When carrer aspiration of GenZ is not obeyed it turns out in low productivity hence layoff.

There are many ways in ***which it happens :***

* Introduction of AI: AI has the potential to be among the most disruptive technologies across global economies that we will ever develop On other hand AI and machine learning will help workers by creating more occupations than it replaces Gen Z have to have procured the skills necessary to get the job done. GenZ exposed to AI and looking to pivot into an AI-focused role, demonstrating knowledge and experience with AI development can give an edge.
* Pandemic Era : Generation Z is worst affected by Covid 19 as they are more likely to be laid off and their lack of work experience makes it harder for them to land a job also experiencing isolation, loneliness and stress .Pandemic had made their schooling and career aspirations tougher.

***Where is this happening?***

* JOB MARKET: Generation-Z is facing tough challenges in the job market. Many of this cohort could not secure internships or co-ops while the pandemic raged. After virus, Rather than hire a young person without any experience and needing to train them, companies were able to select from hundreds of experienced people who were out of work and desperate for a job.

***Why is that problem?***

* Gen Z’s put work-life balance and personal wellbeing above all other factors that influence their decision-making processes, in work and across all walks of life. Unlike past generations, income and brand reputation are far less important to this group.The connected gen desires to be connected to all things personal even when they are at work. The diversity in age, experience, skills and working styles creates an environment which is dynamic and also volatile at times.

***Objective***

* If companies overlook these core drivers and unique generational desires, attracting and retaining Gen Z employees will be an uphill battle. The competition is fierce, and this generation won’t hesitate in seeking greener pastures.They are Gen Next, multi-talented, well networked, and high on promoting themselves.