**Career Aspiration of Gen-Z**

# Introduction:

Generations form the threads of time, weaving the fabric of society's evolution. Each cohort bears the imprint of its era, shaped by historical events, cultural shifts, and technological advancements. Every generation has individual career aspirations. Career aspirations are often the result of our social, economic and educational background. This leads to having different career aspirations of different generations. Here the question arise that *How many generations are there in workforce and what were their approach towards jobs?* Here is quick view to getting the answer of this question-

**Gen-Z**

1. Technoholics
2. Career Multitasker
3. Want to be boss.

We will just be talking about Gen Z's professional aspirations in this article. The issue now is, "Why Gen Z?" Gen Zers make up 24% of the global population overall, while 30% of Indians is Gen Z, and they have been progressively joining the workforce since 2017. Thus, it is clear that these Gen Zers will make up the majority of the workforce in the near future. For this reason, it's critical to understand their professional goals.

# A Review on Some Characteristics of Gen-Z:

All Generations are influenced by their parenting styles and the environment in which they are brought up. The parenting of generation Z is far more driven in terms of professional input and grooming as compared to earlier generations. The Gen X is raising gen Z with high involvement parenting style. Challenges and Issues of Generation Z further emphasizes that Gen Z (Singh A., 2014), is very active, motivated, goal oriented, extraordinarily competent etc. Gen Z is fully awakened by the social responsibilities towards society, and they are technologically savvy, smart minded, active decision makers. Generation Z has different expectation because they have evolved differently and have different needs from their jobs which involves a lot more than the monetary benefits.

## Highlights:

#### Expectations and aspirations of Gen Z professionals are still not well understood by most organisations.

#### The concern is not really about the job switch but about how an organisation opens its arms to a new generation of employees.

#### Gen Z is an action-oriented generation and prioritises jobs where they can expand their skills, and broaden their talents and experience.

* ***We'll talk about five important topics regarding "Career Aspiration of Gen-Z" in this article:***

• Who is impacted when Gen-Z's professional aspirations are misinterpreted?

• What might occur if the issue is not appropriately resolved?

• When is this taking place?

• Where is this taking place?

• Why is it crucial to understand Gen-Z's career aspirations?

# Who is Impacted When Gen-Z's Professional Aspirations are Misinterpreted?

The lack of understanding of Gen Z's career aspirations has ramifications for various stakeholders, including employers, educational institutions, and parents.

Employers and HR professionals are directly impacted as they are responsible for attracting and retaining talent. Without knowledge of Gen Z's career aspirations, they may struggle to effectively engage with this generation, who prioritize factors beyond salary in their career decisions. Failure to adapt to Gen Z's preferences could hinder companies' ability to recruit top talent and maintain a competitive edge in the marketplace.

Educational institutions also face challenges in designing relevant curriculum and programs tailored to Gen Z's needs. As Gen Z places a premium on practical knowledge and real-world skills, educational institutions must align their offerings accordingly to ensure graduates are adequately prepared for the workforce. Without insight into Gen Z's career aspirations, educational institutions risk falling short in meeting the expectations and demands of this generation.

Parents, who often wield significant influence over their children's career choices, are also impacted by their lack of understanding of Gen Z's aspirations. By imposing their own expectations or traditional career paths on their children without considering their desires, parents may inadvertently steer them towards careers that do not align with their interests or goals. This can lead to dissatisfaction and disengagement in the long run, affecting both the individual and their family dynamics.

In summary, the repercussions of not grasping Gen Z's career aspirations extend beyond the generation itself to encompass key stakeholders such as employers, educational institutions, and parents. Effective engagement and collaboration with Gen Z require a comprehensive understanding of their aspirations and priorities, ensuring mutual benefit for all involved parties.

# What might Occur If the Issue is not Appropriately Resolved?

Neglecting to understand the career aspirations of Gen Z can have far-reaching consequences across various sectors. Firstly, a potential resignation wave threatens companies ill-equipped to comprehend the mind set of their future employees. Gen Z prioritizes factors like work-life balance and purpose over mere salary, as indicated by studies from Deloitte, the World Economic Forum, and the 2022 Lever Report. This generation's inclination to quit jobs that do not align with their values could lead to increased turnover rates, disrupting organizational stability and productivity.

Furthermore, the rise of Ed-tech scams exacerbates Gen Z's pursuit of relevant skills. In India, where traditional educational curricula often lag behind technological advancements, Gen Z turns to online platforms for skill acquisition. However, without proper oversight, many fall victim to fraudulent or substandard courses, impeding their career progression and wasting valuable resources.

Moreover, the prevailing emphasis on degrees over practical skills perpetuates the dilemma. Traditional educational systems in India prioritize formal qualifications, leaving Gen Z individuals with theoretical knowledge but lacking practical experience. Consequently, those seeking alternative avenues to acquire relevant skills—such as online courses or practical projects—may face challenges in proving their capabilities to employers. If companies continue to prioritize formal degrees over practical skills, they risk overlooking talented candidates who possess the necessary proficiencies but lack traditional credentials.

Addressing these issues is crucial for ensuring the success and fulfilment of Gen Z in the workforce. Employers must adapt their hiring and retention strategies to accommodate the values and preferences of this generation. Similarly, educational institutions need to update their curricula to reflect current trends and technologies, equipping Gen Z with the skills needed for success in the modern workplace. Moreover, policymakers should work to bridge the gap between formal education and practical skills training, ensuring that all individuals have equal opportunities to thrive in their chosen careers. Only through comprehensive efforts to understand and address Gen Z's career aspirations can society unlock the full potential of this generation and build a more resilient and dynamic workforce for the future.

# When is this taking place?

The emergence of Gen Z's career aspirations cannot be pinpointed to a specific time, but it's evident that recent years, particularly during the pandemic, have played a significant role in shaping their outlook. As many Gen Z individuals found themselves in their early 20s during the pandemic and subsequent lockdowns, they were thrust into solitude. This period of introspection led them to realize the viability of remote work, as they discovered they could effectively perform their jobs from home. During this time alone, they also had the opportunity to explore their passions and interests, which influenced their career aspirations. It's worth noting that while Gen Z appreciates the flexibility of remote work, they don't necessarily want to work exclusively from home. A study by Asana revealed that 68% of Gen Z individuals prefer a structured hybrid work model, blending both remote and in-office work. Therefore, Gen Z's career aspirations are fluid and may evolve over time, influenced by their experiences and changing preferences.

# Where is this taking place?

The failure of tech companies to grasp their employees' mind set has led to a wave of resignations and layoffs, underscoring the critical importance of understanding Gen Z's career aspirations. This trend isn't confined to tech; educational sectors also face challenges, with teachers prioritizing theoretical knowledge over practical skills, leading to disengagement among students. Furthermore, in urban areas, parents often impose their career preferences on their children, echoing out dated practices. Thus, the lack of awareness regarding Gen Z's career aspirations impacts not only individual households in urban settings but also extends to large corporations, highlighting the widespread ramifications of this oversight.

# Why is it crucial to understand Gen-Z's career aspirations?

Each generation possesses distinct needs and perspectives, aptly illustrated by the anonymous quote: "my father goes to the office by walking to save money, and I go to the office by cab to save time, and we both are correct." This sentiment encapsulates the varied viewpoints across different generations. Presently, younger generations prioritize a healthy work environment and demand options like hybrid work arrangements. Companies that fail to understand the aspirations of their future employees, particularly Gen Z, may struggle to thrive in the long term. Retaining and attracting talent hinges on an organization's ability to align with these aspirations.

Similarly, educational institutions can appeal to prospective students by integrating new technologies and adapting to the career aspirations of the current generation. By staying attuned to these evolving needs, organizations can foster mutual benefits. Prioritizing the fulfilment of current generation's requirements not only enhances their satisfaction but also contributes to the success of organizations.

# Objectives:

1. Understand the career aspirations of Generation Z (Gen-Z) professionals in various sectors.
2. Identify the impact of misinterpreting Gen-Z's professional aspirations on stakeholders such as employers, educational institutions, and parents.
3. Explore the potential consequences of failing to address Gen-Z's career aspirations, including increased turnover rates and educational disparities.
4. Examine the timeframe and context in which Gen-Z's career aspirations have evolved, particularly in response to recent events such as the COVID-19 pandemic.
5. Evaluate the geographical scope of the issue, recognizing its prevalence in both urban and corporate settings.
6. Highlight the significance of comprehending Gen-Z's career aspirations for organizational success and the well-being of the younger workforce.
7. Propose strategies for employers, educational institutions, and policymakers to effectively address Gen-Z's career aspirations and foster mutual benefits.