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# Understanding Career Aspiration of Genz - Analysis

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**ABSTRACT:** The career aspirations of Generation Z are increasingly shaped by digitalization, with a strong preference for flexible, digital, and location-independent careers. This mixed-methods study explores these aspirations among young individuals aged 15-27, combining quantitative survey data with qualitative content analysis to provide insights into career preferences and motivations. Results reveal a significant inclination toward digital and social media-related professions, with a notable emphasis on work-life balance and autonomy. While digital careers are attractive, the perceived feasibility decreases with age, reflecting a developmental shift toward more realistic career expectations. The findings underscore the impact of social media on career aspirations and highlight the need for career counseling that addresses the risks and challenges of digital career paths. The study also discusses implications for education and policy, aiming to support young people in navigating an evolving career landscape.

## I. BACKGROUND OF THE STUDY

Born between 1997 and 2012, the Gen Z generation is joining the workforce with distinct expectations and goals for their careers. As the digital age advances, a number of factors impact Gen Z's employment decisions, such as:

**Social media:** Gen Z's views of jobs and careers have been influenced by their exposure to social media platforms.

**Technological advancements:** Gen Z's employment objectives are influenced by the new industries and work prospects brought about by the quick rate of technological progress.

**Changing workforce demographics:** As a result of the workforce's growing diversity, Gen Z's expectations and goals for their careers have changed.

Organizations must comprehend these objectives in order to recruit, retain, and develop talent, which will eventually lead to corporate success.

## II. RESEARCH PROBLEM STATEMENT

According to the literature now in publication, there is a misalignment between Gen Z's career ambitions and organizational expectations due to a lack of knowledge about their aspirations. This mismatch may lead to: Gen Z's inability to advocate for desired jobs using their voice, which is frequently ignored by employers, is the issue. Employers also have trouble recruiting, keeping, and managing Gen Z workers.

- Reduced job satisfaction: Gen Z workers may experience a lack of fulfillment in their positions, which can result in a decline in job satisfaction.
- Increased turnover rates may result from a misalignment between Gen Z's career aspirations and organizational expectations.
- Reduced organizational effectiveness can arise from a failure to comprehend the career objectives of Generation Z.

### III. RESEARCH OBJECTIVES

- Determine the main determinants of Gen Z's career goals: This study is to explore the determinants of Gen Z's career goals, such as social media, technology developments, and shifting labor market composition.
- Examine Gen Z's career goals in relation to the sector, position, and workplace: Examining Gen Z's professional goals across a range of fields, occupations, and workplaces is the goal of this study.
- Examine how social media and technology developments have influenced Gen Z's professional goals: The purpose of this study is to investigate how social media and technology developments affect the professional goals of Generation Z.

### IV. SIGNIFICANCE OF THE STUDY

The purpose of this study is to add to the body of knowledge already available on Gen Z's job goals by offering insightful information for:

- Firms: By using the study's findings, firms may create talent management plans that increase employee happiness and lower attrition rates.
- Policymakers: By using the study's findings, policymakers can create policies that encourage the professional growth of Generation Z.
- Teachers: The results of this study can assist educators in creating courses that better suit the job goals of Generation Z, increasing graduates' employability.

### V. SCOPE OF THE STUDY

With an emphasis on populations between the ages of 18 and 25 living in urban and semi-urban locations, this study attempts to investigate the professional goals of Gen Zers in the Indian environment. The study examines Gen Z's professional goals, including employment responsibilities, work environments, and factors impacting career choices, within the geographic area of India. It is restricted to important industries like IT, finance, healthcare, and e-commerce. Examining how social media and technological developments have influenced Gen Z's professional goals

### AIM

- Recognize Gen Z's career goals in order to close the expectations gap between employers and Gen Z.
- To produce information that employers can use

### VI. EXISTING SYSTEM

The existing system for understanding career aspirations of Gen Z is largely manual and fragmented. Currently, the company relies on various methods to gather information about Gen Z's career aspirations, including surveys, focus groups, and social media listening. However, these methods are often time-consuming, and the response rates may be low. The company also uses various 5W1H documentation framework, tools and technologies to analyze and visualize the data. However, the existing system has several limitations and challenges, including data quality issues, limited scalability, and lack of real-time insights.

### VII. PROPOSED SYSTEM

The suggested method for comprehending professional goals is a data-driven strategy that collects information using the 5W1H framework. This method simplifies data cleansing and standardization by utilizing tools like Microsoft Word, Excel, SQL, and Power BI. This allows for precise analysis and visualization of career goals. This system offers real-time insights by utilizing Power BI for data visualization and SQL for data querying, enabling stakeholders to make well-informed decisions.



## VIII. OVERVIEW OF THE PROPOSED PROCESS

The following steps are part of the suggested process:

- **Data Collection:** A variety of sources, such as career websites, online questionnaires, and social media, are used to gather secondary data.
- **Data Cleaning and Preprocessing:** To get rid of duplicates, deal with missing numbers, and format the data appropriately, MS Excel is used for data cleaning and preprocessing.
- **Data Analysis:** To find trends, patterns, and correlations, the data is examined using SQL.
- **Data Visualization:** To give real-time insights into Gen Z's career goals, the data analysis results are visualized using Power BI.

## TECHNOLOGIES AND TOOLS USED

The following technologies and tools are used by the suggested system:

- **SQL:** Used to extract, clean, and analyze data.
- **Power BI:** For reporting and data visualization.

## ESSENTIAL ASPECTS AND ADVANTAGES

The following are the main attributes and advantages of the suggested system:

- **Instantaneous insights:** Organizations and policymakers may make well-informed decisions thanks to the system's real-time information into Gen Z's career goals.
- The technology reduces the possibility of biases and assumptions by using a data-driven approach to understand Gen Z's job objectives.
- **Scalability:** The system is versatile and scalable because it is built to manage massive data volumes.

## HOW LIMITATIONS ARE ADDRESSED BY THE PROPOSED SYSTEM

The following are some ways that the suggested system overcomes the shortcomings of the current one:

- **Data Quality concerns:** To lower the risk of data quality concerns, the suggested solution preprocesses and cleans the data using SQL and Excel.
- **Limited Scalability:** The suggested system is flexible and scalable because it is built to manage massive data volumes.
- **Absence of Real-Time Insights:** The suggested method gives enterprises and governments up-to-date information about Gen Z's career goals, empowering them to make wise choices.

## A REVIEW OF LITERATURE

An Overview of the Features of Generation Z

- **Diversity and inclusion:** Gen Z expects organizations to reflect their ideals and values diversity and inclusivity (Gallup, 2019).
- **Mental health:** According to PwC (2020), Gen Z places a high priority on mental health and wellbeing and looks for work environments that meet these demands.
- **Technology:** Gen Z is quite tech-savvy and anticipates that organizations will use technology to increase efficiency and productivity (Deloitte, 2020).

**Gen Z's Expectations and Career Aspirations**

- Flexibility and autonomy: Gen Z values these qualities in their employment and looks for companies that provide opportunity for autonomous work and flexible work schedules (PwC, 2020).
- Purpose and meaning: Gen Z looks for jobs that give them a feeling of direction and significance, and they anticipate that companies will place a high value on sustainability and social responsibility (Gallup, 2019).
- Ongoing education: Gen Z appreciates ongoing education and training, and they look for jobs that provide chances for skill development and career advancement (Deloitte, 2020).

**Factors Affecting Gen Z's Career Choice**

- Work-life balance: Gen Z places a high value on work-life balance and looks for environments that foster it (PwC, 2020).
- Company culture: Gen Z looks for organizations with a positive, inclusive culture and values company culture (Gallup, 2019).
- Employment security: According to Deloitte (2020), Gen Z places a high priority on employment security and looks for environments that provide stability and security.

**IX. METHODOLOGY****Design of Research**

A descriptive research design was used in this study to investigate Gen Zers' professional goals. The survey sought to discover what Gen Zers anticipate from their employers and what variables influence their employment choices.

**Method of Data Collection**

A survey using a questionnaire was used to get the data. Thirteen questions made up the questionnaire, which addressed a range of topics related to Gen Z's job goals, such as:

- Elements that affect career decisions
- Aspirations for further education
- Preferences for jobs
- Employers' expectations
- Favorite workplace
- Career objectives

**Population and Sample Size**

3932 respondents made up the study's sample size. The following are the demographics of the respondents, who came from a variety of nations:

- Nation
- The pin code
- Methods for Analyzing Gender Data

Several tools and methods were used to analyze the data, such as:

- Microsoft Excel: Used for data transformation, data planning, and data cleansing.
- SQL: Used for querying and data manipulation.
- Power BI: For reporting and data visualization.

In order to summarize the data, descriptive statistics like means, frequencies, and percentages were used in the data analysis. Regression analysis and other inferential statistics were employed to determine the correlations between the variables.

The following data visualization methods were employed in this study: heat maps, pie charts, bar charts, and scatter plots.

These data visualizations made it easier to spot trends and patterns in the data and effectively convey the results.

## X. RESULTS AND ADVANCES

### Most Popular Career Paths

Careers in IT, digital marketing, launching their own company, and content creation (like YouTube or social media) are popular among Gen Zers. Fewer people are opting for traditional or government careers.

**Insight:** Gen Z prefers innovative, modern occupations that allow them to be independent and utilize technology. The Most Important Factors in Career Selection Gen Z's top career goals are to:

- Do something they enjoy;
- Strike a healthy balance between work and personal life; and
- Develop professionally.

**Insight:** Gen Z is not only concerned with money or job security; they also want to enjoy their jobs and have personal time.

### Their Expectations of Employers Gen Z desires:

- Open and welcoming work environments;
- Remote work choices;
- Mental health support

**Insight:** In order to draw in young people, businesses must establish welcoming and adaptable work environments.

### Education and Enhancement of Skills

Gen Z thinks it's critical to never stop learning new things. Instead of lengthy degrees, they favor Online courses, short courses, and practical training.

**Insight:** Training facilities and educational institutions ought to provide straightforward, practical courses that support Gen Z's rapid professional advancement.

### The impact of friends and social media

Gen Z frequently looks to their peers and social media for job ideas. Sites like LinkedIn, Instagram, and YouTube are excellent places to find ideas.

**Insight:** To properly engage Gen Z, career counseling programs should also make use of peer groups and social media.

### Disparities by Place

In urban areas, Gen Z frequently seeks freelancing or international work. Small-town residents continue to favor steady employment, such as in government.

**Insight:** Depending on what the local youth are interested in and knowledgeable about, career plans ought to vary by region.

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