

Gen Z most compatible with post Covid-19 new work norms

KUALA LUMPUR: The younger generation, especially Generation Z (Gen Z), will be able to adapt easily to new work norms in the future such as working from home via the use of digital technology such as the Internet and social media networks.

Universiti Putra Malaysia (UPM) Putra Business School chief executive officer Prof Dr Zulkornain Yusop said this was because these technology-savvy age groups are already connected globally in a virtual world that makes them more practical and smarter in electronic gadget usage.

“As a simple example, in e-hailing services, the younger generation dominates the sector because they are learning faster compared to the Baby Boomer generation who have gotten older.

“So, the younger generation, especially Gen Z, are more receptive to new working cultures such as online meetings, less face to face in the process making them an effective workforce in the digital era,”

he said when contacted by Bernama.

Recently, JobStreet.com Malaysia in a data analysis done for business and employee recruitment in facing the Covid-19 outbreak, stated that 72 per cent of Gen X chose to work from home, followed by Gen Y (71 per cent), Gen Z (64 per cent) and Baby Boomers (66 per cent).

Besides this, it noted that all of the generations had put salary and compensation as the highest priority when joining a company at 16.1 per cent, followed by a balanced career and life (12.7 per cent), career development (12.5 per cent) and job security (11.1 per cent).

The study conducted on 10,000 local candidates covered 25 industries to help organisations to strategically plan their workforce, especially in the face of economic uncertainty.

JobStreet.com Malaysia classifies job seekers as Gen Z (aged 18 to 23), Gen Y (24-34), Gen X (35-54) and Baby Boomers (55-65).