

Employee Expectation for Sustainability of Human Resources Management among Gen Z in Vietnam

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Abstract:

In recent times, the Gen Z cohort has emerged as a significant force in the workforce in Vietnam. With their bold thinking and action-oriented approach, they present unique challenges for employers. Hence, the objective of this study is to explore the expectations of Gen Z, and then assist organizations in formulating effective strategies regarding Sustainable Human Resource Management (SHRM). The research follows a two-stage structure: the first stage involves qualitative research, while the second stage focuses on quantitative research. Initially, four mini-focus groups are conducted, comprising three individuals in each group (Undergraduates: no working experience, interns; Graduates: full-time, employment gap). Subsequently, a questionnaire-based survey is developed based on the insights gathered from the initial stage. The survey collects data from 305 variables, which are then analyzed using SPSS 26. The findings indicate that depending on the scale of the organization and occupation field, Gen Z employees show different levels of expectation. Generally, they exhibit a heightened awareness of workplaces aligning with their values and recognition in organizations for future development. These insights provide valuable guidance for businesses seeking to create a work environment that appeals to and retains Gen Z employees.

Keywords:

Employee expectations, Gen Z, Sustainability of Human Resources Management (SHRM), Vietnam.