

INFLUENCE OF GENERATIONS AND GENDERS ON WORK VALUE AND ATTITUDES

By

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A thesis presented to the Department of Management Sciences, Bahria University
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of the MBA degree



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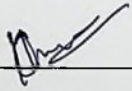
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ABSTRACT

Introduction:

In today's rapidly changing business world, it is not unexpected to observe rich culture, individuals from different corners are employed for a single entity, and people of different ages, having different belongings are a part of one organization. Consequently, increasing demand for people belonging to different age brackets and genders has made it possible for people from diverse working class work under one roof. Even though people from different age groups and belonging to both genders are working together in organizations contemporarily, their approach, values and attitude towards work is often different.

Research Methodology:

In order to gain data, a questionnaire was adopted and then circulated on different social mediums to seek information from the participants. The research is conducted in the city of Karachi in Pakistan. The target population for this research is people who are employed in various organizations. We have a sample size of 405 respondents (around 135 from each generation) that have filled the questionnaire that we floated on different social mediums. The questionnaire was made through Google Forms and then the link to it was floated to different social networking sites to yield responses. The sampling technique is non-probability convenience sampling.

Findings of the Research:

The research was based on different variables of Work attitude and values, which were Work Centrality, Non-Compliance, Technological Challenges, Work Life balance, Power, Leadership and Recognition. The research concluded that different variables impact on different age group. Such as Work centrality and recognition has no impact on generational difference but gender difference was influenced by work centrality. In addition, Non-Compliance, Technological Challenges, Work life balance, Leadership and power has a significant difference on generational differences. In contrast, Non-Compliance, Technological challenges, power and recognition had no significant impact on gender. Leadership and Work life balance was recognized to be significant with respect to gender difference.

Keywords: Generational Difference, Gender Difference, Work Centrality, Non-Compliance, Technological Challenges, Work Life balance, Power, Leadership and Recognition.

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