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A Comparison of The Work Values of Generations / Kuşakların İş Değerleri Açısından Karşılaştırılması

Selay Giray Yakut¹, Müge Leyla Yıldız²¹Akdeniz University, Turkey²Marmara University, Turkey

ABSTRACT

Generational differences in work values influence recruitment training and development, career development, rewards and working arrangements, and management style. As a result of these supposed generational differences in workplace, managers need to advice on how best to manage generational differences at work. Research in western countries proposed that young generations are more individualistic and prefer intrinsic work values such as work autonomy, work identity, challenging jobs, and self-expression. Most of the empirical research had conducted in North American society, however; there is little research on work values of Gen Y in Turkey. The purpose of this paper was to compare the work values of the members of the generations. It was also try to contribute to the Human Resources research field. Data were obtained from a survey of workers in Turkey (total n =700). Work values scale consists of 31 items and was developed by Lyons (2004). The items represent values that people consider to be important in their work. Although reliability and validity of Scale were analyzed by their developer and used and tested in various studies by other researchers, it will be analyzed. Data were analyzed using various multivariate techniques such as multivariate variance analysis (MANOVA) , two- step cluster analysis etc. Results of the study and implications are to be discussed in full paper.

KEYWORDS X and Y Generation; Work Values; Multivariate Statistical Analysis

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