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RECTOR'S MESSAGE



Congratulations Faculty of Business and Management of Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani on the publication of the 6th Volume of FBM Insights!

I am very pleased to know that there are more than 40 authors and more emerging issues are being presented in this latest volume of FBM Insights. This portrays that UiTM Kedah Branch is actively involved in disseminating business related information and knowledge to the public.

I hope this bulletin can provide an opportunity for the Faculty of Business and Management staff to produce more academic materials and develop their skills in academic and creative writing. Furthermore, more initiatives should be launched to support this life-long process.

Again, well done to the Faculty of Business and Management and those who were involved directly and indirectly with the publishing of FBM Insights Vol.6. I wish FBM Insights all the best and continue to grow and move rapidly forward in the future.

Prof. Dr. Roshima Haji Said
Rector
Universiti Teknologi MARA (UiTM)
Cawangan Kedah



السلام عليكم ورحمة الله وبركاته

Assalamualaikum warahmatullahi wabarakatuh

Welcome to the 6th Edition of FBM Insights 2022. This edition boasts 40 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was mooted in 2020 and it came about with the intention to encourage and improve research writing activities among the lecturers of UiTM Kedah's Business and Management Faculty. As the editions progressed, the support from the academics has not faltered. I hope the support continues in editions to come.

I would like to congratulate the editors and the committee for the hard work and perseverance in managing the newsletter. All the best to everyone and thank you again.

Dr. Yanti Aspha Ameira Mustapha
FBM Insights Advisor

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HAPPINESS AT WORK ACROSS GENERATIONS

Rosliza Md Zani

Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Kedah
rosliza568@uitm.edu.my

Intan Nazrenee Ahmad

Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Kedah
intan192@uitm.edu.my

Shakirah Mohd Saad

Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Kedah
shakirahmdsaad@uitm.edu.my

INTRODUCTION

Happiness at work has always been seen as a potential by-product of successful job outcomes rather than as a means of achieving company success. Due to the increased workload brought on by economic uncertainty and increased competitiveness over the past 20 years, maintaining a degree of happiness at work has gained importance and relevance. A rising number of academics and top executives believe that one of the key factors contributing to successful outcomes at work today is happiness. Companies that have happier employees than average actually do better financially and have happier customers. As a result, it is advantageous for businesses to establish and retain leadership and work conditions that will enhance employee happiness (Mukherjee, 2019).

HAPPINESS AT WORK FOR DIFFERENT GENERATIONS

Four generations are currently working together in the workplace. A portion of Generation Z is already joining Generation X and the Millennials in the workforce as the Baby Boomers gradually exit the labor force. Each of these generations has distinct traits and values of their own. They view workplace happiness differently (Obelisk, 2021).

According to Korolevich (2021), a survey was conducted by Goodhire on 4,000 Americans to understand their "real feelings about what work means" and determine whether they were happy and interested in their employment. Baby Boomers, Millennials, Gen-Xers, and Gen-Zers were equally represented in the survey. "Remote work, greater autonomy, everyday flexibility, terminations, and pay cuts have all contributed to a change in the American workforce's perspective." The schedule of working Monday through Friday, nine-to-five, is getting old. "Employees are currently considering the purpose of work" as a result. Millions of workers "vocalize work-related sadness and link work-related unhappiness to personal difficulties" (Kelly, 2021). The survey asked each generation if they are "truly happy at work" in this context. The findings showed that:

- Only 30% of Baby Boomers are entirely satisfied with their compensation, but they are the least happy with working remotely (37%). Only 41% of respondents in the Baby Boomer and Gen-Z age groups said they were extremely satisfied at work. Baby Boomers are known for being diligent, aspirational, and career-focused people who value job security and believe that companies determine careers.
- Slightly more than half of Gen-Xers reported feeling happy. The ideas of entrepreneurship and work-life balance were developed by Generation X, which is regarded as a free-spirited and independent generation. Although they are devoted to their professions, they

do not always remain with the same company since they want to strike a balance between work and life.

- Millennials are the happiest generation, with 57% reporting high levels of happiness at work. Generation Y, or the Millennial generation, are digital entrepreneurs who are looking for fulfilling jobs that are enjoyable and encourage personal growth.
- Gen-Zers, who are the unhappiest generation, reported being unhappy or hating their jobs 22% of the time. In its connections, Generation Z is evolving into a generation that values uniqueness, authenticity, connectivity, and among other things, the aspiration to safety and stability (Obelisk, 2021).

At first glance, it may be hard to believe that Millennials are the happiest at work. They were burdened with college debt, got off to a financial crisis, and many were derailed by the outbreak of the virus. Despite the challenges, this group may see light at the end of the tunnel. Gen-Xers are always on their own island. They had been greatly overshadowed by the larger Baby Boomer and Millennial bookends. They are the oldest members of the group, in their mid to late 50s, and have started thinking about retirement

Gen-Z got off to a bad start, born around 9/11, overcoming the financial crisis, seeing parents get fired, and dealing with bitter politics that tear people apart and made them feel inadequate. These challenges can make the workplace feel terrible to them. As for the Baby Boomers, due to rapid technological advances and remote work, this generation may feel separated from their environment. A record showed that a number of older workers have withdrawn from the labor market. Some have done so due to the financial strength of the stock boom from late 2020 to the present, as well as soaring home prices. Wealthy boomers were flooded with money and felt they could retire or curl up at the end of the day until things got so messy that they could not continue working (Kelly, 2021).

CONCLUSION

Happiness at work is no doubt very critical in today's working environment. The survey conducted shows a distinct generational divide when it comes to the different aspects of work and life. Since four different generations are currently working side by side, it is crucial to understand how these generations view happiness at work as they have distinct traits and values of their own. This is due to the fact that companies with happier employees perform better financially and have happier customers.

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