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The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this bulletin.

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RECTOR'S MESSAGE



I would like to extend my gratitude for your visit to FBM Insights Volume 8, a publication brought forth by the esteemed Faculty of Business and Management, UiTM Kedah Branch. This bulletin endeavours to present a concise and beneficial collection of important insights and research findings derived from the domain of social sciences.

FBM Insights aims to simplify complex social science concepts into easily digestible bullet points, making valuable knowledge more accessible to a wider audience. In this bulletin, each article provides a glimpse into the diverse and dynamic world of social sciences, including psychology, sociology, economics, finance, and other pertinent fields. Through concise and informative summaries, the intention is to promote a deeper understanding of human behaviour, societal trends and the multifarious factors that shape our world.

My heartfelt appreciation is proffered to the dedicated researchers and scholars whose works form the foundation of this bulletin, contributing significantly to the ever-changing landscape of knowledge in social sciences. In navigating the modern era's challenges and opportunities, the intrinsic value of social science research in guiding policy decisions and fostering social cohesion cannot be overstated.

I sincerely hope that this bulletin will spark readers' curiosity and inspire them to delve deeper into the myriad facets of human society and behaviour. Irrespective of whether you are a student, educator, or policymaker, I firmly believe that this publication will serve as an invaluable resource in your quest for knowledge.

Once again, thank you for embarking on this journey of discovery with us. Together, let us explore the captivating world of social sciences and its profound impact on our lives.

Thank you.

Prof. Dr. Roshima Haji Said

Rector
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GENERATION Y EMPLOYEES: UNDERSTANDING THEIR WORKPLACE DESIRES

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INTRODUCTION

Generation Y, also known as millennials, constitutes a sizable portion of the modern labor force. As this generation continues to dominate the job market, it is essential for organizations to understand their workplace preferences and expectations.

This generation comprised of individuals born between the early 1980s and the late 1990s, and they have been described as a group seeking purpose, autonomy, and work-life balance. Understanding the desires of Generation Y in the workplace necessitates a holistic approach that takes into account various aspects of their professional lives. From purpose and meaning to work-life balance, career growth opportunities to technology and collaboration, feedback and recognition to diversity and inclusion, Generation Y employees have expectations that are distinct from those of prior generations in which they offer distinctive perspectives and values that could shape their careers. It is essential to foster a positive and productive work environment to identify and resolve their specific workplace desires.

GENERATION Y WORKPLACE DESIRES

As the largest cohort in the workforce today, Generation Y or the millennials have specific expectations and demands that have influenced how organizations operate. This section describes the desires of this generation in the workplace.

1. Purpose and Meaning

Employees of Generation Y are motivated by the desire to make a meaningful impact on society. They pursue employment that is consistent with their values and allows them to contribute to the greater good. Organizations that emphasize social responsibility and offer employees opportunities to make a difference are more likely to attract and retain Generation Y talent (Twenge et al., 2012).

2. Work-life Balance

Deloitte (2019) in their annual survey found that Generation Y is unlike previous generations. This group believes that work-life balance is an essential component that ensures their well-being in which they are able to prioritize flexible working hours and have the ability to balance personal and professional responsibilities. Employers who provide flexible work arrangements, remote work options, and support for work-life integration will find it simpler to attract and retain Gen Y workers than other generations.

3. Career Growth and Learning Opportunities

To demonstrate commitment to the advancement of their employees, employers should provide career paths, mentoring programs, and training opportunities. Furthermore, personnel of

Generation Y are seen to be very interested in ongoing learning and development, and this was acknowledged through a survey conducted by PwC (2019). It also found that, employees of the generation give preference to organizations that provide opportunities for advancement and invest in their professional development.

4. Technology and Collaboration

Having grown up in the digital age, Generation Y employees are extremely tech-savvy and certainly expect the availability of modern workplace technologies. Indeed, they thrive in environments that encourage collaboration and communication. Hence, employers should leverage technological platforms and tools to facilitate seamless collaboration and virtual interaction (Deloitte, 2020).

5. Feedback and Recognition

According to Gallup (2016), Generation Y workers desire feedback and recognition for their contributions. They value their superiors' frequent communication, guidance, and constructive feedback. Organizations should establish a culture of regular performance appraisals and punctual recognition and rewards in order to motivate employees and acknowledge their efforts.

6. Diversity and Inclusion

In the workplace, Generation Y values diversity and inclusion. They seek environments that promote equality, respect, and the incorporation of diverse viewpoints. To attract and retain Generation Y talent, employers should promote diversity initiatives, develop inclusive policies, and guarantee equal opportunities for all employees (PwC, 2019).

CONCLUSION

When it comes to the work environment, Generation Y employees have unique preferences and expectations. Therefore, organizations must comprehend their motivations and aspirations to establish an engaging and supportive work environment. Employers can effectively recruit, retain, and maximize the potential of Generation Y talent in the modern workforce by prioritizing purpose, work-life balance, career advancement, technology, feedback, recognition, and diversity. Recognizing and addressing the unique requirements of Generation Y employees will be essential for long-term success and competitive advantage, especially as organizations seek to adapt to changing workforce dynamics.

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