



**GENERATION Y WORKPLACE NEEDS AND PREFERRED LEADERSHIP
AT TELEKOM MALAYSIA**

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JULY 2015

DECLARATION OF ORIGINAL WORK



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UNIVERSITI TEKNOLOGI MARA
MELAKA CITY CAMPUS**

“DECLARATION OF ORIGINAL WORK”

I, NURUL ‘IZZAH BINTI MOHD SANUSI, (I/C Number: 921230-08-5414)

Hereby declare that,

- **This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.**
- **This project paper is the result of our independent work and investigation, except where otherwise stated.**
- **All verbatim extracts have been distinguished by quotation marks and sources of our information have specifically knowledge.**

Signature:

Date:

LETTER OF SUBMISSION

3rd July 2015

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title '**GENERATION Y WORKPLACE NEEDS AND PREFERRED LEADERSHIP STYLE AT TELEKOM MALAYSIA**' to fulfill the requirement as needed by the Faculty of Business Management of Universiti Teknologi Mara.

Thank you.

Yours Sincerely

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ABSTRACT

The recruitment of Generation Y of the individuals that were born between the year 1980-2000 are increasing in the workplace at Telekom Malaysia making it imperative for the employers or managers to understand their needs to retain them working effectively for the company. Although there are many Gen Y characteristics and needs that are published in the existing literature, the researcher believe that the most preferred leadership is still not clear among this generation that can actually support their workplace needs. This study aims to answer two-research question: What are the Gen Y needs in the Workplace at Telekom Malaysia and what type of leadership best supports these needs at Telekom Malaysia. The researcher had distributed the survey that was emailed to 110 employees of Gen Y's at Telekom Malaysia Perak Branch. Out of the 110, 103 online surveys were completed. Communication was found to be the highest priority needs, followed by flexibility, technology, teamwork and challenging work that was also considered high priority towards the Gen Y's at Telekom Malaysia. The researcher found that Gen Y'S at Telekom Malaysia have high preferences to work with a leader that implemented Participative Leadership and Transformational. From the final results, all of the objectives are achieved and a positive feedback was given from the respondents.

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