



Workplace Motivators in Millennials and Generation Z: An Austrian and South African Perspective

Bachelor Thesis for Obtaining the Degree
Bachelor of Science in
International Management

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Vienna, 22 January 2023

Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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Abstract

As older generations retire and younger generations enter the workforce workplace values and motivation factors amongst workers may differ. Consequently, it is important that managers stay updated on current work trends and behavior. This is especially true for the present-day workplace as the covid-19 pandemic has seen many workers willingly leave their jobs in search of better work opportunities or have stopped working altogether (known as the Great Resignation). This has resulted in a tight labor market as companies seek to motivate and retain their employees. The purpose of this research paper is to examine how companies may achieve employee motivation and retention by exploring the contemporary workplace values and motivation factors of younger generations living in Austria and South Africa. An online survey was created to gather data on millennials and generation z which was then analyzed to determine which workplace values were considered most important. In addition to this, the researcher also examined whether any differences would occur between Austrian and South African workers. Results indicated that the only difference in workplace values between millennials and generation z was work-life balance while there were no differences between Austrian and South African workers. Furthermore, the researcher found that respondents considered intrinsic values most important and would also lead to higher levels of motivation. Based on these findings, managers should focus more on intrinsic values in the workplace in order to increase employee motivation.

Keywords: Workplace Values, Motivation Factors, Generations, Millennials, Generation z, Austria, South Africa, Intrinsic Values, The Great Resignation