

## OPPORTUNITIES AND CHALLENGES OF ALPHA GENERATION AT WORKPLACE

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### ABSTRACT

Every successive generation proves itself smarter than the previous generation. This is the significant reason of evaluation of human beings. Humans have a short span of life time and with the help of our evolved teaching methods, previous knowledge and learnings are inculcated to new generation so that they can devote their life to learn something new which they will impart to their successive generation. Present generation Y and Z are very well aware about the technology and its usage at workplace. Upcoming cohort generation Alpha (born between year 2010-2025) is two steps ahead of previous generation in usage of technology. Covid-19 Pandemic created a situation which gave full exposure of technology and internet to the generation alpha. Thus we need smarter ways to deal with this smarter generation.

This paper is a descriptive analysis of issues being faced by managers related to generation Z at the workplace. By analysing these issues we will be prepared for the upcoming challenges of Alpha generation to attract them for the vacancies and to retain them in the organisation as this generation cannot be dealt with traditional strategies of human resource management.

**Keywords:** Generation Alpha, Strategic HRM, Attrition

### INTRODUCTION

Generation can be explained as group of all the people born and living at about the same period. This period is generally described as time between 20 to 30 years during which children are born and grown up and become adult. Generally, we observe three to four generations which are alive in our society as our parents, grand parents and great grand parents but if we consider the last century, generations can be divided into following categories;

- a. Greatest generation (1901-1927)
- b. Silent Generation (1928-1945)

- c. Baby Boomers (1946-1964)
- d. Generation X (1965-1980)
- e. Generation Y (1981-1995)
- f. Generation Z (1996-2010)
- g. Generation Alpha (2011-2025)

Generation Y are also known as Millennials while generation Alpha is also known as i-generation. This generation is most influential generation which is tech savvy and setting benchmarks for the social media. This is the generation which witnessed pandemic situation of Covid-19. It was a cultural and social shock for the generation. This situation not only connected generation Y and Z toward digitalisation to virtually connect with their offices

but their children also got wide exposure of digitalisation in the form of online education. Now when workplaces are opening on full-swing but employees are addicted with their mobile phones. Managers at workplace are facing many challenges due to this situation.

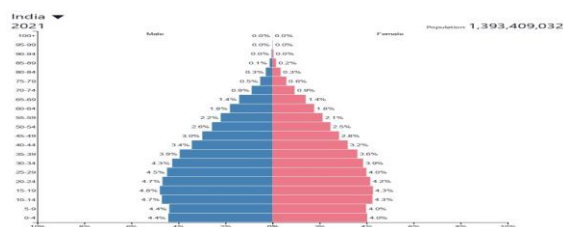
Sherry E. Sullivan (2007) says new generation focuses on challenges first and balance at last. This generation is very fond of technology. H. Tootell (2014) found that with the help of digital games new generation can be taught with effective way though digitalisation did something wrong as well. Selvi (2022) discussed that Generation Z and Generation Alpha are less aware of affections, devotions, traditions, relationships, and cultures that form the basis for a civilisation because they spend lot of time alone online instead of spending time with their family

## METHODOLOGY

This descriptive research study is based on secondary data. Main objective of the study was to find out contemporary issues related to generation Z and their children as potential future employees. To understand issues related to new generation employees at workplace we interviewed few managers of the service and manufacturing industries.

## DEMOGRAPHIC SITUATION

Analysis of population pyramid of year 2021 shows that most of the composition of population is shared by generation Z and Alpha. Age group of 0-4, 5-9 and 10-14 years are generation Alpha while 15-19, 20-24 and 25-29 year may be categorised as Generation Z. This new



(Source: <https://www.populationpyramid.net/india/2021/>)

and skilled generation is aware about their right and have more job opportunities in comparison to previous generation. With the help of social media and other employment portals this generation connects with the industry to know the trends being followed in the industry. In the country where unemployment rate is so high youth is talking about The Great Resignation which is phenomenon benign observed in United States. During covid, in US people realised that this mortal life is so fragile thus work life balance is very important. This realisation started a social movement to change and quit the jobs, which is known as the Great Resignation. In India youth got aware about this trend from social media.

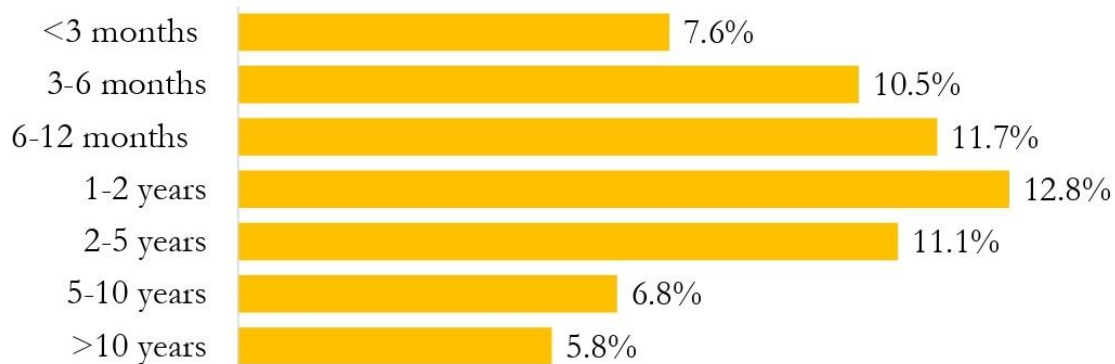
## EMPLOYMENT

The financial year 22 Attrition Benchmarking Study was conducted in October 2021, of over 70 participating organisations across sectors focuses to assess trends in attrition, level of management and gender across companies. This was a benchmark study which is based on previous data to forecast future trends.

Attrition rate is ratio of number of employees left the organisation and average number of employees remain in the organisation. Benchmark study shows that most of the attrition can be observed among the individual having experience of 6 month to 5 year. These individual belong to generation Z. Age wise attrition rate also shows age group of 26-35 year (Generation Z) This shows that new generation is more prone to change their jobs in compar to previous generation thus it become essential for the managers to sustain the workforce specially Generation Z which is more vulnerable.

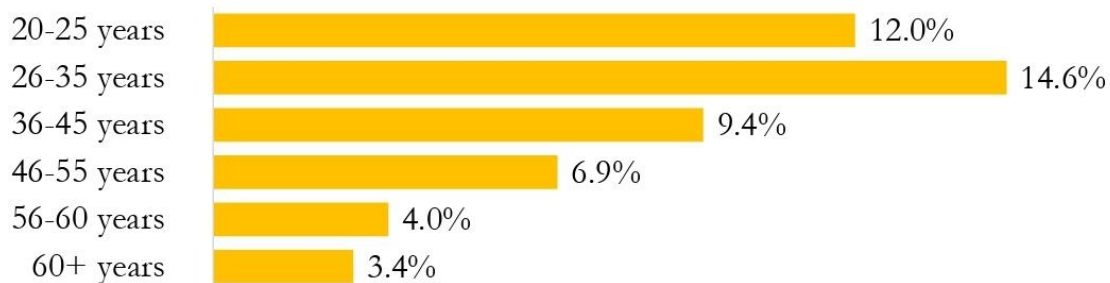
Traditional methods to attract and retain the potential employees are proving ineffective with this new generation Loyalty toward the organisation is decreasing and fulfilment of personal goals is ang among the employees

## Expected Attrition FY22: By Experience



(Source: <https://www.ima india.com/microsite/Attrition Survey/Brochure Attrition Survey.pdf>)

## Expected Attrition FY22: By Age



(Source: <https://www.uma india.com/microsite/Attrition Survey/Brochure Attrition Survey.pdf>)

## ISSUES RELATED TO GENERATION Z

As we can observe that New generation is aware about new trends of the industry. Managers shared that there are following challenge of new generation;

1. **Awareness about KPIs (Key Performance Indicators):** KPIs are significant factors which help in determining the performance of any individual at workplace. Comparatively new generation remains aware about their role in the organisation.

Due to cut throat competition they get fair idea about standard KPIs of the industry and try to achieve them. This is a favourable situation for the management.

2. **Transparency:** New generation expects that all the process should be transparent and nothing should be hidden to them. From salary structure to the policies of the organisation should be transparent.
3. **Grievance Redressal:** Grievances are common disputes which occur at workplace. To redress the grievance a set

protocol is used where dispute is solved step by step. New generation has access to social media and sometimes try to escalate the issues directly to the top management. This situation creates a communication gap between the mentors and employees.

4. **Excessive Use social media:** where use of social media is making new generation aware about the new trends of the industry on the other hand excessive use of social media is affecting the productivity negatively. Most of the time due to enthusiasm employees share sensitive information of the organisation with outside public. Excessive use of social media at workplace also reduces the quality and production of work
5. **Sharing information through social media:** It is being observed that social media like Whatsapp are being used like official e mail applications. These platforms are being used to share the messages instantly. New generation like this idea of sharing information in real time but somehow such practices having negative impact on work life balance.
6. **Safety laues:** Usage of mobile phone at workplace specially in manufacturing sector is creating a serious threat in front of management. Not only usage of mobile phone while working with machines reduces concentration but it nay creating a life hazard situation.

## CONCLUSION

Alpha generation is offspring of generation 2 which is tech savvy generation. Thus we can easily assume that Alpha generation will be more aware about the technology. To retain such talents, management should adopt different HR strategies. This generation will be more aware about their right thus management should be more transparent about their policies. Management should focus more

towards the participative management to enhance sense of belongingness among the employees. Mentors should establish more cordial and personal relations with their employees e stead of master servant relationship so that instead of sharing their problem at on line platforms they discuss it with their mentors first. We can not stop this generation from using technology at workplace thus we need to train them to how to use it in the more positive ways. There are various functional social media platforms like Linked in, Yammer where employees can connect with each other and can learn some fruitful knowledge but with discipline. This is the reason that organisations focusing on social media literacy, Aftermaths of this discussion is that as new generation is being smarter than the previous generation management needs to identify new smarter ways to deal with them.

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