

## GENERATION Y VS. GENERATION Z REPRESENTATIVES AS JOB SEEKERS IN LATVIA

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### Abstract

**Purpose** – the scientific review contains peculiarities and comparison of the generation Y and Z representatives as job seekers in Latvia that would help identify some similarities and differences to consider when recruiting and selecting HR.

**Design/methodology/approach** – the author reviews available quantitative and qualitative data collected as a result of the surveys of students in Latvia that reflect particularities of generation Y and Z representatives from Latvia as job seekers.

**Finding** – there are differences between generation Y and Z representatives as job seeker in Latvia that are based on the motivation factors and values of the different generation representatives. For example, when choosing an employer for generation Y representatives from Latvia it is important what kind of organisation it is, if it offers advancement opportunities, and what kind of working environment it has (Stariņeca, 2017). For generation Z representatives from Latvia – if the organisation provides flexible schedule, professional advancement opportunities, growth opportunities, and if the company carries out publicly important duties (Vecumniece, 2019). Generation Z representatives prefer checking information from social networks (Vecumniece, 2019), while generation Y representatives prefer to use personal contacts (friends, family members etc.) as the main source when searching for a new job (Stariņeca, 2017).

**Research limitations/implications** – the review is based on the small number (two) of the research data on generation Y and Z in Latvia as an object of Human Resource Management. Some of the surveys reviewed are limited e.g. to collect data some researchers used convenience samples. Respondents who participated in the surveys rather work or like to work in public/business administration, management, and economics.

**Practical implications** – the review could be used as a base for the further research on generation Z representatives as job seekers considering their motivation on the

workplace. This kind of research can help to solve the challenges connected to motivation and attraction of generation Z representatives.

**Originality/Value** – the review is focused on the peculiarities of two youngest generations of job seekers in the labor market of Latvia.

**Keywords:** Generation Y, generation Z, HR recruitment and selection.

**Research type:** general review.

## References

Stariņeca, O. (2017). *Holistic Approach to Human Resource Recruitment and Selection for Public Administration Organisations of Latvia*. Riga: University of Latvia.

Vecumniece, E. (2019). *Motivation of Generation Z employees in companies in Latvia*. Riga: Riga Stradiņš University.