

Role of Technology in Enhancing Performance of Generation Z at workplace

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Abstract

Frequent technological advances have brought in many new innovative things for future generations. Generation Z, advanced technology and technologically advanced electronic gadgets are inseparable. Generation Z has a deep understanding and is also well aware that how the technology can have a large impact on the way they work and live. This generation is different from those who have grown up without or reached adulthood without the use of social media, smart phones and other technologically driven devices. So, the motive of this research paper is to test the effect of progress in technology on Generation Z's performance at the workplace. With the technological boom, organizations should be able to foresee and construct appropriate workplaces, which in turn will affect the employee performance and further the organizational efficiency. This will change the paradigm by advancing technology that challenges the traditional system and as we know that Gen Z people are digital natives i.e. born in the digital period, so it is very crucial for the organizations to adjust to the innovative technologies so as to get the best out from the Gen Z workforce. In this paper we will examine the effect of technology on Gen Z employee's job performance, productivity and proficiency. For this study total of 150 questionnaires has been distributed among the generation Z workforce and out of which 100 were found to be relevant. After a careful review of the results, it has been seen that technology does have a significant influence on employee job performance, productivity at workplace and employee proficiency.

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I. INTRODUCTION

While it is difficult for employers to recognize and realize the requirements of older generations, i.e. X and Y, they now got a totally unique generation which is generation Z. Generation Z, often called as I-Generation, is a post-Millennium cohort born in the mid-90s to mid-2000s and being born in an age of the high speed internet will surprise you with their ability to use the new technology [1]. Generation Z has features that vary from previous generations due to different values, beliefs and interactions. Organizations now need not only to strike a balance between the existing and the new generation but also has to anticipate the workplace needs of the generation z so that groups consisting

of different generations can work together effectively.

This research tries to inspect the influence of technology on factors like performance, proficiency and productivity of generation Z. People often confuse proficiency and productivity. Proficiency is one's ability to perform the requisite tasks with the right know-how or skills while performance refers to the extent to which the assigned tasks are performed by employees and whether it exceeds or meet the expectations. In performance measurement, it is about creating simple standards in the form of measures, which are what they look like and then fulfill those standards while the measures of

proficiency includes measuring the skills that are required to perform the tasks.

Gen Z is multi-taskers and is extremely hooked up with technology. They have already proven their ability to succeed and to respond more than ever to uncertainty. In any workplace they require easy access to technology and technological driven devices to get their work done [3]. Unlimited use of technology and the Internet has turned Gen Zers into a hyper optimization mindset. They do not want to follow a straight-forward career path and look for a career which is exciting enough for them. They want to write their own job description. Gen Zers dream of running own business [2].

The employer needs to identify innovative ways to use this diversity of the Gen z people effectively with technology[4].As per report 59 percent of Gen Zers preferred using YouTube as compared with 55% of the millennial who preferred the same. Also only 47% of Gen Z has said that they preferred books to study as compared to 60% of millennial who responded in favour of studying through hard copies of books [5].

Generation Z cannot be separated from technology and it is embedded in all facets of Gen Z communications. Innovations do not confuse them, and in terms of cutting-edge technology and applications they sure have enhanced grasping ability.Technology is not a requirement for Gen Z; it is a way of living and an extension of oneself. Intelligent devices and technology helps them remain connected to the world.

II. LITERATURE REVIEW

Generation Z is digital native: The Internet, social networks and mobile platforms are accessible to them from their early days. Gen Z understands profoundly how technology can change their way of working and living. For this reason, 80% said they want to work with state-of - the-art technology. 91% said that innovations would impact job choice among similar jobs and 80% said that they believe that technology and automation would create a fairer working environment. A study has shown that they

work to reinvent rules; they are inclined to careers that have both purpose and practicality. They are more altruist then previous generations and hence they believe that their job have greater meanings. Generation Z is more business-like, optimistic, compassionate, less money-motivated than Gen Y [2]. Technology is an important and crucial part of their lives and they are inclined to companies which support and enable them to communicate, edit and advance documentation irrespective of time and geography obstacles.

They face difficulties in terms of face to face communication and interaction with others [6]. While with technology it becomes very easy for them to communicate using online tools and gadgets.This generation is considered as the smartest generation due to access to certain facilities like technology, theinternet, strategic games, etc [7]. So the companies should consider updating their development programs and technologyand dedicated spaces to promote internal start-up schools and entrepreneurial workshops to better support these goals and ambitions of the Gen Z workforce as it will further help in improving employee engagement, performance and productivity.

Accountability, autonomy, versatility and freedom of the individual are some of the aspects of the work ethics of generation z that cannot be negotiated and ignoring these could lead to discontent between co-employees; decreases in productivity; low morality and lack of involvement among employees [8].As we know that Gen Z is tech-savvy, so when it is effectively utilized by the HR's it can lead to increased efficiency or improved performance at workplace[9].

Employee performance relates to how workers or employees accomplish the tasks or the duties assigned to them. Performance can refer to an employee work effectiveness, quality and efficiency at the workplace for a particular task [10]. Generation Z is more involved in performance at work and multi-tasking as the generational age, and we also see how this generation is using technology

to switch from typical traditional roles in the workplace [11].

Technology is an essential part of their lives and as per Sparks & Honey, 91% of the Generation Z members also claim that they use their electronic gadgets before sleeping. They use face book, Skype, etc as the way of face-to-face communication .We can say that they have redefined what interpersonal contact is all about[12]. 54% of Generation Z people claim they aspire to have a worldwide impact. 57 per cent of Generation Z Small business owners say they intend to make a positive contribution to the world [13]. The intention of this generation is to tackle the root cause of the problems rather than the symptoms of problems [14].

Technological advancement comes from the internal drive to perform using the latest tools and technology [15], and internal progress comes from the ability of employees. We all are aware how technologically advanced Gen Z is, so we can say that for the Generation Z employees at the workplace, technological advancement and employee performance are closely related [16].

57 % of the Generation Z feels that technology helps them to be more productive at the workplace and 91 % of the Gen Z agreed that technologically progressive organizations are more preferred by them as compared to other organizations which are less technologically advanced[17].

Generation Z wants to be independent and they are not afraid to collaborate because they know very well that they can easily connect with others as well as gadgets [18]. As mature individuals they like to be respected and understood, and thus they see no difference in working from home as compared to working from office. The Gen Z finds it easier to work from anywhere using new and advanced technology. Research also reveals that employees are extremely efficient while they are working away from office, thus getting rid of the argument of whether they should work within the comforts of home or from the office. Generation Z is not afraid to learn and spend time exploring and learning new things using Smartphone, laptops or other devices

[19]. So, it is very crucial for the organizations to figure out their needs and work upon on it to improve their productivity. They hope to be valued and encouraged to learn and incorporate useful and new ideas into the company.

In the life of generation Z, technology plays a vital role as this generation wants everything to be fast and up to date. These days as new machines and devices have started understanding human voices, HR is expected to adapt to new technologies and the use of technology is very justified for communicating with Generation Z. Technology helps them to be more productive in the workplace.

Generation Z look for an employment which is unique and reliable, a job which has a motive and provides opportunity for innovation, new skills and freedom for personal expression. They are always ready to pick up new problems and find solutions to it i.e. they are go-getters [20] and provides opportunities for learning and technology helps them achieve this and make them more proficient at work. They love to experiment and face challenges. They want to carry out vital tasks. They also enjoy volunteering for various activities. They are highly ambitious in their ability to make an impact and they often look for harmony and work-life balance [3].

Technology is one of the most important parts of the life of Generation Z and they are tech-savvy as well [21]. Gen Zers will naturally be going to give priority to working with companies which remain at the forefront of technological developments. Businesses should move towards full digital modernization in the workplace rather than obsolete legacy systems. In addition, continuing the increasingly rapid technological advances will also lead to effective workplace productivity from the Gen Z employees.

Today's digital generation turns to Google, Alexa or YouTube instead of their managers to answer every query. Managers must therefore change their methodology and act as a guide, thus providing them with self-directed learning, help them learn from failures and achievements and success. This will help them in self-learning as this generation doesn't

like to be interrupted much but they too take feedback positively.

III. RESEARCH METHODOLOGY

A. Data Collection

All facts and figures for this research are accumulated through the primary sources. The first thing that was done is to identify the Generation Z employees and then survey containing questions were floated. After that the necessary data was collected from the Gen Z employees. The survey was focused on the 150 Generation Z employees but only 100 valid responses were received. After collecting data from all the survey, regression analysis has been performed on the dependent and the independent variables to inspect the effectiveness of the hypothesis.

B. Hypothesis

The hypothesis given below was taken to measure the impact of technology on various parameters like Generation Z employee performance, productivity and proficiency.

Hypothesis 1:

H0: There is not much of considerable association between technology and Gen Z employee performance.

H1: There is considerable association between technology and Gen Z employee performance.

Hypothesis 2:

H0: There is not much of considerable association between technology and Gen Z employee productivity.

H1: There is considerable association between technology and Gen Z employee productivity.

Hypothesis 3:

H0: There is not much of considerable association between technology and Gen Z employee proficiency.

H1: There is considerable association between technology and Gen Z employee proficiency.

IV. RESULTS AND DISCUSSION

The given table below depicts the relationship between technology and Generation Z performance at work.

	Co-efficient	Standard Error	T-Stat	P-value	Adjusted R square
Intercept	1.791	0.693	2.58	0.0125	0.189
Technology	0.305	0.082	3.68	0.0004	

In the above table, the dependent variable is technology and the independent variable is Generation Z performance at work. The P-value which we got after the regression is 0.0004, which proves that a strong relationship between technology and Gen Z performance. The Coefficient of regression depicts that with one unit increase in technology, the Gen Z employee performance will hike by 0.305 units. The adjusted R square value also displays that with one unit increase in technology, the Gen Z performance at the workplace will hike or increase by 18.91%. Therefore, from the above observation, it is clear that technology has influence on the performance of the Gen Z employees at the workplace. So, alternate hypothesis stands true.

The given table below depicts the relationship between technology and Generation Z productivity at work.

	Co-efficient	Standard Error	T-Stat	P-value	Adjusted R square
Intercept	3.357	0.698	4.803	0.0125	0.0391
Technology	0.107	0.083	1.281	0.0205	

In the above table, the dependent variable is technology and the independent variable is Generation Z productivity at work. The P-value which we got after the regression is 0.0205, which proves that a strong relationship between technology and Gen Z performance. The Coefficient of

regression depicts that with one unit increase in technology, the Gen Z employee performance will hike by 0.107 units. The adjusted R square value also displays that with one unit increase in technology, the Gen Z performance at the workplace will hike or increase by 3.91%. Therefore, from the above observation, it is clear that technology have influence on the productivity of the Gen Z employees at the workplace. So, alternate hypothesis stands true.

The given table below depicts the relationship between technology and Generation Z proficiency at work.

	Co-efficient	Standard Error	T-Stat	P-value	Adjusted R square
Intercept	3.138	0.609	5.150	0.0003	0.0723
Technology	0.166	0.072	2.282	0.0264	

In the above table, the dependent variable is technology and the independent variable is Generation Z proficiency at work. The P-value which we got after the regression is 0.0264, which proves that strong relationship between technology and Gen Z performance. The Coefficient of regression depicts that with one unit increase in technology, the Gen Z employee performance will hike by 0.166 units. The adjusted R square value also displays that with one unit increase in technology, the Gen Z performance at the workplace will hike or increase by 7.23%. Therefore, from the above observation, it is clear that technology have influence on the proficiency of the Gen Z employees at the workplace. So, alternate hypothesis stands true.

From the above hypothesis it is clear that technology has a major influence on the employee performance and then on proficiency and lastly on the employee's productivity.

V. CONCLUSION

Generations Z seems to vary from earlier generations and they have different motivating factors as compared to other generations. This

generation is born in the age of technology and has seen all the technological advancements while growing up, so they embrace technology and are truly connected to it. On entering the organizations, this generation builds up expectations from the workplace. So as to create a company's culture and a workplace in order to gather a distinctive advantage in pursuit of top talent employees from Generation Z, which will retain the organization's development and growth, it is important for the company to analyze in advance that what is important to them in order to get the best out of the Generation Z employees and also to increase attractiveness both within and outside companies.

Gen Zs looks forward to technology to make their lives simpler. So, the organizations should understand that technology is very important as the Generation z is the future workforce. If correctly handled, this technology can be the key for workers to handle the "moments of significance" quickly throughout their career which will help to improve the performance of the employees as well as the organizations.

The strengths of Generation Z are the workplaces that foster their entrepreneurial potential and provide a work environment which is comfortable and versatile. Technology is an important part of their lives and they prefer organizations that support and motivate them to communicate and work regardless of any obstructions. The organizations should prioritize technology at the workplace that meets future expectations. It is one of the most important parts of the life of Generation Z as they are tech-savvy. Performance, productivity and proficiency all depends upon the use of latest technology. So the Hr's need to be prepared for this technologically engaged generation as the constant connectivity that this generation has with the latest technology makes it's difficult for most of the organizations to make a shift to the latest technological trends to attract and engage the generation z talent. This transition will help companies overcome the challenges and bring about attractive opportunities for the generation z.

With Gen Zs entering the workforce increasingly, organizations should not only be prepared to develop a workplace culture that fits their needs, but also should use technology for simplifying their working lives.

Companies must listen, learn and contribute to the creation of an atmosphere and culture that will not only strengthen and grow Gen Zs, but also allow its managers to meet their demands.

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