

## Understanding Work-Related Values of Generation Z: The Lessons for Employers

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**Abstract :** The paper presents the results of a study on work-related values of Generation Z, comprised of young people born between the late 1990s and 2010. Following Millennials, Generation Z is the first generation of digital natives. This is the reason, along with some other circumstances that accompanied them during their growing up, why Generation Z has somewhat different work-related values than previous generations. Since they are just beginning to enter the labor market, and will be the majority of the workforce in the next decade or two, it is very important and useful for their employers to understand what Generation Z values when it comes to work. The study was conducted by surveying the students of the Faculty of Economics, University of Belgrade, Serbia during 2022 and 2023. The research results show that Generation Z values safety, achievement, and status the most at the workplace. From the individual perspective, future employees consider it most important that their job provides good working conditions, recognition for the work performed, and the possibility of achievement. It is noticeable that Generation Z students, to a significant extent, expect to be protected and safe at work in the future, both in terms of the job itself and in terms of social relations. According to the research findings, Generation Z is relatively homogeneous, and no significant differences in work-related values were found among them, except by gender.

**Keywords :** generation Z, work related values, students, Serbia

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