

## Generation Y in Organizations: Distinctive Characteristics and Behavior at Work of Moroccan YERs

**Authors :** Fatima Ezzahra Siragi, Omar Benaini

**Abstract :** For many years, Generation Y has been at the center of controversies. This topic made the buzz in the Media as well as in scientific literature. Previous research led to contradictory results; some scholars considered this population a wealth for companies, while the others believe it constitutes a young danger in need of proper control. Existing literature has almost studied Generation Y in developed countries; very rare studies were conducted in developing countries. To our knowledge, no published articles have treated Generation Y in Morocco. The purpose of this research is to examine the distinctive characteristics of Generation Y in Morocco as well as their behavior at work. Using quantitative method, the study was conducted on a sample of 250 Moroccan employees that have a high educational level and who belong to Generation Y. Our results have shown high resemblance between Moroccan and Occidental Yers (France, USA, Canada ...)

**Keywords :** Behavior in Organizations, Generation Y, Key Characteristics, Moroccan Yers, Motivation

**Conference Title :** ICBEM 2015 : International Conference on Business, Economics and Management

**Conference Location :** London, United Kingdom

**Conference Dates :** December 10-11, 2015