



Anforderungen an die zukünftige Arbeitswelt hinsichtlich der Generation Y (German Edition)

Max Leo Rodeck

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Bachelorarbeit aus dem Jahr 2014 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,8, Rheinische Fachhochschule Köln, Sprache: Deutsch, Abstract: In den letzten Jahren fand ein gesellschaftlicher Wertewandel statt, welcher unter anderem mit der demographischen Entwicklung und mit der Digitalisierung und Virtualisierung der Arbeit zusammenhängt. Die akademisch gebildeten Menschen in der westlichen Welt der Jahrgänge 1981 bis 2000 stellen immer mehr den Sinn ihres Schaffens in Frage. Diese werden deshalb als Generation Y, wobei das „Y“ für das englische „why“ steht, also für das Hinterfragen und Fragen nach dem „warum“. Da

Unternehmen auf diesen Wertewandel reagieren sollten, hat der Autor dieser Arbeit das Ziel, Lösungsansätze für Unternehmen im Umgang mit ihren Mitarbeitern zu formulieren, um das Optimum für beide Parteien zu erreichen. [...]

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Hilda Szymanski:

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