

ODKAZY NA ZDROJE

¹ iGEN je projekt, který mapuje trendy vývoje mladé nastupující generace do zaměstnání (tzv. GEN Z). Rozsáhlý průzkum v populaci studentů, mladých zaměstnanců a zaměstnavatelů realizoval dotazníková šetření, řízené rozhovory mezi studenty, zaměstnanci, vlastníky firem, manažery lidských zdrojů a vedoucími týmů mladých zaměstnanců. V sedmi evropských zemích se k problémům zaměstnanosti a zaměstnavatelnosti mladé generace Z vyslovilo 392 kvalifikovaných respondentů z podnikové praxe. Výzkum sledoval zejména (1) společenské faktory, ovlivňující rozhodování příslušníků generace Z, hlavní přednosti i nedostatky z hlediska požadavků trhu práce. (2) Jak překlenout generační rozdíly mezi zaměstnanci na pracovišti a jak podpořit vzájemnou komunikaci. (3) Jak podporovat a motivovat mladé zaměstnance, aby v zaměstnání našli svoji budoucnost. (4) Jak aplikovat efektivně manažerské nástroje při náboru zaměstnanců a jejich zapojení do života podniku. Projekt iGEN přináší poznatky a náměty k zamyšlení, které mohou inspirovat další pracovníky, působící v managementech podniků, ve školství i v oblastech státní administrativy a řízení. Projektu se účastní sedm partnerských zemí: ČR, Španělsko, Kypr, Polsko, Velká Británie, Maďarsko a Portugalsko.

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