

ABSTRACT

A recruitment strategy plays a key role for every health-care establishment because a lack of health-care professionals, especially general nurses, is a problem for many hospital wards. On the ground, this mainly means the recruitment strategy implemented on generation Y and generation X. This thesis is supposed to help the HR of the hospital and the charge nurses to recruit the general nurses of generation Y without losing the staff of generation X.

Generation X (1961–1980) and generation Y (1981–1999) are now largely encountering each other and cooperating in the workplace. In the intergenerational encounters, differences between representatives of each generation in perception and interpretation of professional situations are often more prominently manifested. One of the factors, supposedly to distinctly impact the intergenerational professional interactivity, is “managing” the information technology. While generation Y is in many sources defined as a generation which had been growing up with the Internet and modern technologies, generation X had to learn using the technologies while growing up. (Berg 2020)

Contradictory outcomes arise from many sources, regards the work motivation and preferences of the generations. Generally speaking, every generation representatives have their typical behaviour, expectations, and factors which motivate them. Researches are showing that people are to a considerable extent impacted by the period they had been growing up in. Therefore, every generation has its distinctive properties and values. (Hammil, 2005)

Value orientations, typical for an individual, may be distorted by life situations. According to Schwartz (2006), an individual tends to adapt their values to life situations. Factors impacting life situations are age, education, sex, and other characteristics. This includes the socialization process, experience, social roles belonging to them, expectations and penalties they encounter, and options of development. Differences in the background represent the diversity of life circumstances that impact the value orientations.

It can be said about every generation that its representatives have typical behaviour, expectations, habits, and factors motivating them in life. Researches prove that people are to some extent impacted by the time they had been growing up in, therefore every generation has its distinctive properties and values (Hammil, 2005). Defining the motivational motives and priorities of each generation representatives is the sub-objective of this thesis.

The main objective of this thesis is to find factors that affect the selection of a certain ward by nurses of generation Y, and that affect their remaining there.

The research had five phases.

In the first phase, information has been collected, relying on academic literature and internal information from the hospital.

In the second phase, questionnaires have been made for general nurses of generation X and Y to compare their work values. The collected data have been processed into charts.

In the third phase, questionnaires have been made for third-year-students of general nursing, who are representatives of generation Y, to reveal their motivational factors at commencement to the hospital. The collected data have been processed into charts.

In the fourth phase, questions have been prepared for semi-structured interviews with general nurses of generation X, to identify their opinion about younger general nurses, ergo their colleagues of generation Y. The interviews have been transcribed from audio records and the found data have been coded into thematic areas.

In the fifth phase, questions have been prepared for semi-structured interviews with general nurses of generation Y. The research intention was to identify the factors that motivate nurses to stay in the specific ward long-term. The interviews have been also transcribed from audio records and coded.

The practical outcome of the identified data from the research is a file of stabilizing factors for the HR of a hospital.

Key words: Generation Y, generation X, millennials, recruitment strategy, general nurse, hospital