

Abstract

This bachelor's thesis deals with the issue of work values and motivations of Generations Z and Y in the Czech Republic. As Generation Z enters the job market, researching their values and motivations becomes increasingly relevant. A good understanding of generational values helps create a work environment suitable for optimizing performance and satisfaction. This work builds upon foreign research of generations and seeks to explore this topic further within the Czech population. In the first part, the thesis is grounded in theory. Both generations are described, including their characteristics and differences on a general level, as well as already researched work value characteristics. The thesis is also anchored in the study of values, and three dimensions are conceptualized, forming the basis for subsequent analysis: internal, external, and socio-relational values. Data from ISSP modules Work orientations III and IV from 2005 and 2015 are utilized for the analysis. The analysis in the IBM SPSS program is based on crosstabs tables supplemented with the Chi-square test. Factorial and cluster analyses are then performed, testing the consistency, strength, and structure of the conceptualized dimensions and variables. In conclusion, the results of the analysis, the limitations of the work, and possibilities for further research are described.