

Abstract

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Millennials' Motivation to Work, the First Digital Generation "Y".

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In corporations all over the world, the first digital generation (Millennials), commonly known as the "Y" generation, are motivated to work due to it being considered a priority as well as their perspective towards it. Factors motivating young people to work are much different from those motivating previous generations. In many cases, what motivates women is different than what motivates men. The availability of modern technology means that Millennials can be very efficient employees. Internet technology has become part of the strategy of life, survival and development in the 21st century. The "Digital" generation look to make quick solutions.

This dissertation aims to identify intangible criteria and sub-criteria used by Millennials as they make decisions triggering motivational systems and compare and contrast these factors across Poland and the United States. The paper attempts to apply multiple decision-making methods including the Analytical Hierarchical Process (AHP), in-depth interviews and case study. AHP is a decision theory framework which is one of the most well-known and first developed. It enables the introduction of a relative scale of scores or priorities and quantitative and non-quantitative criteria. Interviews, based on the AHP questionnaire, were conducted among students of the Jagiellonian University in Cracow, Poland and students at Florida International University in Miami, FL, USA.

The results of the study confirmed the validity of the analysis of the incentive system used by Millennials and revealed the differences and similarities among the groups in Poland and the United States. The study led to the creation of alternative models and the first incentive system for the "Digital" generation. Based on the numerical analysis, the most important factors motivating young people to work are: the method of remuneration and availability of professional development.

These results may be used in retention, recruitment, and motivation within the field of human resource management Organizations can employ these type of newly developed incentive systems in order to retain committed Millennials and to enable them to develop their own competencies.

The thematic solutions contained in the dissertation may be applied by employers. They will increase the overall level of employee satisfaction, making them more willing to stay and build their career in the organization. In this way, the organization can minimize the chance of losing talented people and thereby increase its competitive edge and decrease the cost of turnover and hiring.

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A handwritten signature in blue ink, appearing to read 'A. Lander'.