

Determination of Business Life Characteristics and Expectations of Generation Z Students: The Sample of Ankara University

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The concept of generation refers to individuals born in the same years and living the conditions of the same age. There may be differences between generations in the business life characteristics and expectations of individuals who are affected by similar environmental conditions. In the present study, it was aimed to determine the business life characteristics and expectations of generation Z individuals. For this purpose, a questionnaire was applied to the students of Ankara University Health Management Department. In the questionnaire form used, a scale consisting of expressions that will reveal the business life characteristics and expectations of students was employed. The Cronbach's Alpha reliability coefficient was found to be 0.947 for the 20-item scale used. As a result of the study, it was concluded that Generation Z students mostly preferred to work flexibly, social life is as important as business life, they do not hesitate to use information and communication technologies, do not hesitate to change jobs when necessary, do not like long and tiring working hours and are not inclined to take orders. In line with these results, it has been suggested to make some regulations in educational institutions and workplaces.