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SUSTAINABLE WORK AND VALUE ALIGNMENT: UNDERSTANDING GENERATION Z'S PERCEPTIONS OF ORGANIZATIONAL RESPONSIBILITY IN ROMANIA

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Abstract

The present study focuses on the challenges faced by Generation Z in relation to work and organizational sustainability within the Romanian context. The study explores the extent to which misalignments between workplace expectations, sustainable business practices, and career motivations affect young employees' attitudes and behaviours at work. The present study utilized a sample of 428 Generation Z employees, employing a range of analytical techniques, including descriptive statistics, Pearson's correlation coefficient, regression, and moderation analysis, to comprehensively examine the predictive relationships and conditional effects within the data. The findings indicate that weak perceptions of corporate sustainability are linked to lower job satisfaction, higher burnout, and greater turnover intention. Furthermore, factors such as misaligned values and a lack of workplace flexibility serve to exacerbate negative outcomes, thereby emphasizing the vulnerability of younger employees to organizational shortcomings. Concurrently, flexible work arrangements have been demonstrated to mitigate certain repercussions, thereby assisting in the preservation of engagement even in less favourable sustainability contexts. The results of this research indicate that Generation Z places a strong emphasis on the requirement for organizations to integrate sustainability principles in a meaningful manner. This integration should encompass a balance between people, planet, and profit. It is imperative for organizations to recognize that this integration is not merely a corporate responsibility strategy, but rather a prerequisite for attracting, engaging, and retaining the workforce of the future.

Keywords: generation Z, organization, sustainability, work practices

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