



A Research on Post-Covid-19 Career Perception and Business Life Expectations of Generation Z: The Case of the Tourism and Business Faculties

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Abstract

The Covid-19 Pandemic, which emerged in Wuhan, China in December 2019 and spread all over the world, caused the illness and death of many people. However, this pandemic has had its effects on many dimensions from private life to business life from economy to lifestyle and culture, moreover caused uncertainties and concerns about the future. One of the important populations affected by these uncertainties and anxieties is the individuals who are called Generation Z and will be entering business life soon. The purpose of this study is to determine the effect of the Covid-19 Pandemic on the career perceptions and expectations of Generation Z for business life. In this context, a questionnaire was applied to third and fourth year undergraduate students of Generation Z who study in various departments of the tourism and business faculties of the state universities in Konya and the health management department within the health sciences faculty in Konya. 63,9% of the representatives of Generation Z participating in the research think that the business world and business life will reshape post-Covid-19 Pandemic. 50.2% of Generation Z representatives stated that the Covid-19 Pandemic had a negative impact on future business plans and career goals. 37.3% of the participants stated that the Covid-19 Pandemic changed their priority business preferences for their future business lives and careers. 52.6% of the participants stated that their priority job preferences changed as "being a public employee", 19.27% "working in the private sector" and 28.13% "starting their own business".

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INTRODUCTION

Covid-19 disease, which emerged in Wuhan, China's Hubei Province in December 2019 and spread to all continents in a short time, was declared as a global pandemic by the World Health Organization on March 11, 2020 (Marahatta & Paudel, 2020; Nakiboğlu & Işık, 2020; Varghese & John, 2020; Özlü & Öztaş, 2020). In the world corona table on January 18, 2021; 95,598,542 confirmed cases, 68,293,550 healed patients, and 2,041,998 people died. (Worldometer, 2021). On the other hand, the process of combating the pandemic has constituted an important test in terms of the health systems and economic competence of countries around the world. This situation caused countries to take some measures rapidly during the pandemic process (Silva et al., 2020). The measures taken to prevent the spread of the pandemic have led to the reduction of the workforce and the unemployment of people in many sectors of the economy (Bingül Ak, Türk & Ak, 2020; Sönmez, 2020). In addition, the Covid-19 Pandemic process is thought to have many effects on Generation Z, who have just entered the business life and are waiting to be recognized, as well as on existing employees.

The phenomenon of generation is very important to understand and explain people and society sociologically (Bayhan, 2016, p. 313; Pilcher, 1994). Many knowledge, skills and cultural elements have been passed down from generation to generation, throughout human history. This situation has formed the basis for people to live in better conditions (Taş, Demirdöğmez & Küçüköğlü, 2017, p. 1031; Lyons & Kuron, 2014). The fact that people living in certain periods have similar characteristics and the effects of the events of each period on human attitudes and behaviors have enabled researchers to focus on the concept of generation (Adıgüzel, Batur & Ekşili, 2014, p. 165; Kowske, Rasch & Wiley, 2010, p. 266). Each generation has its own characteristics, value judgments, strengths and weaknesses depending on the events of its own period. However, while defining generations, it would not be correct to claim that each individual within that generation has the same characteristics (Lower & Schwarz, 2008).

Today, the concept of generation has become a research topic by many disciplines. One of these disciplines is business and management science. In today's business world, it is possible to employ rapidly changing generations in one place, to keep their motivation high and to gain efficiency from them, to know the generations, to learn their characteristics and to act according to these characteristics (Berkup, 2014). Unlike other people, the members of Generation Z are individuals who like to work independently, stay away from bureaucracy and seek flexible job opportunities to achieve work-life balance (Jurkiewicz & Brown, 1998). However, it should not be forgotten that these are only estimates, because their business life is not active, so we do not have certain information. Therefore, it can be said that it is very difficult to determine their strengths and weaknesses in the business world and to determine their effects on the current business conditions and competition. However, it is important to make accurate predictions about the future, provide a strategic view to the science of management, and identify possible opportunities and threats, strengths and weaknesses of future organizations.

It can be said that the economic effects of Covid-19 are felt even more by younger generations. Despite its youth and optimism, younger generations have felt the greatest financial impact of Covid-19 than their older counterparts (Covid-19 Emerging Generations Report, 2020; Schawbel, 2020). In a study, nearly one third of Generation Z lost their jobs during the Covid-19 Pandemic, compared with 19% of Generation Y, 18% of Generation X, and 13% of Baby Boomers (Schawbel, 2020). According to a report published by the Economic Policy Institute in October 2020, the unemployment rate between the ages of 16 and 24 in the United States increased by 3 times from 2019 to 2020,

reaching 24.4%. It is also predicted that this situation will not be temporary for the employment of Generation Z (Davies, 2020). Generation Z members may feel the effects of the economic downturn caused by Covid-19 for decades to come. At best, this generation faces an uncertain future (Parker & Igielnik 2020).

In a study, 33% of Generation Z participants stated that they will get worse when the pandemic is over, and 40% are rethinking their careers due to the pandemic (The State of Gen Z, 2020). According to research, 35% of Generation Z participants stated that the Covid-19 Pandemic affected their career paths. In addition, they stated that they are reconsidering their career choices as the Covid-19 Pandemic negatively affected some industries (Tallo Survey, 2020; Colletta, 2020).

Since Generation Z only recently started entering the workforce, there is very limited research on how they perform in a professional environment. When the literature is examined, it is seen that there is a big gap in what Generation Z thinks about business life post-Covid-19 Pandemic, the possible consequences of which are still uncertain. In addition, it is suggested that the Covid-19 Pandemic affects many industries in different ways (positively or negatively). This research provides us with information about the sectoral perceptions and expectations of Generation Z representatives, who are in the final stage of their training, for business life after the Covid-19 Pandemic.

The aim of this study is to examine Generation Z's career perceptions and expectations for business life after the Covid-19 Pandemic and therefore to lead other studies in the literature. In this context, initially, the Covid-19 Pandemic process and its effects on business and economic life are explained. Secondly, the situation, expectations and behavioral approaches of Generation Z in business life are emphasized. Finally, the results of the questionnaire applied to 3rd and 4th grade undergraduate students within the scope of Generation Z, who continue their education in state universities in Konya province are evaluated.

Conceptual Framework

In the literature part of the research, the theoretical and conducted researches on the Covid-19 process, the effects of this process on business life, the Z generation and its characteristics and the effects of the Covid-19 process on the Z generation are explained.

Covid-19 Pandemic Process

The world first recognized the Covid-19 Outbreak in December 2019 (Marahatta & Paudel, 2020), with the World Health Organization's statement about the emergence of a mysterious respiratory disease of unknown origin in the city of Wuhan (Nakiboğlu & Işık, 2020) in China's Hubei Province (Varghese & John, 2020). The process, which was initially perceived as a pandemic affecting China and its surroundings, was declared as a global pandemic by the World Health Organization on March 11, 2020, with the spread of the virus from Asia to other continents over time (Özlü & Öztaş, 2020). The process of combating the pandemic has constituted an important test in terms of the health systems and economic adequacy of the countries around the world. In the pandemic in which many countries were caught unprepared, many developed countries, including European countries and the United States, experienced periods of stagnation in health systems. On the other hand, countries have quickly implemented some measures during the pandemic process (Silva et al., 2020). The latest figures relating to Covid-19 Pandemic in Turkey as of January 18, 2021; there are 2,392,963 confirmed cases, 2,270,769 healed patients and 24,161 people who died (T.C.

Ministry of Health, 2021) As of the same date, the corona table in the world is 95,598,542 confirmed cases, 68,293,550 healed patients and 2,041,998 people who died (Worldometer, 2021).

The Effects of the Covid-19 Pandemic Process on the Economy and Working Life

Throughout history, pandemics, in which human beings have struggled and where mass deaths have been experienced, have been carried to very different dimensions, which have a great impact on the economic and social fields today, together with the phenomenon of globalization. Covid-19 Pandemic has been the most effective pandemic of the last century in both health and economic terms (Bingül Ak, Türk & Ak, 2020). Health measures implemented to control the pandemic process are very important to stop the spread of the Covid-19 Pandemic. However, these constraints bring short and long term economic costs. Research results show that restrictions such as closing workplaces and going out are effective in reducing the negative effects of the pandemic on human health, but have some negative effects on economic activities and business life (Deb et al., 2020).

The rapid spread of the Covid-19 Pandemic has aroused fear of economic crisis and recession as well as health concerns in people (Bingül Ak, Türk & Ak, 2020). Measures such as curfews and quarantine practices during the pandemic (Sönmez, 2020) have led to a decrease in trade in many sectors and a large number of people being unemployed. In this process, the need for some products in the sectoral sense has decreased and the service sector has experienced great losses. On the other hand, due to the increased need for medical supplies during the pandemic, there has been an intense dynamism in the health sector. As a result of the panic in the society, there was an excessive demand for food and market products, and the stocking understanding of the individuals positively affected the retail industry (Nicola et al., 2020). The financial problems of the families of the individuals who lost their lives in the pandemic, increasing poverty, deteriorating psychological life (Aşkın, Bozkurt & Zeybek, 2020), career uncertainties and increasing social unrest affect the global economy negatively. With the closure of the borders between countries, trade has come to a standstill all over the world, especially in the service, education, transportation and entertainment sectors (Chinnazi, 2020).

In particular, businesses that offer their employees good opportunities and meet their satisfaction under normal conditions expect their employees to be more self-sacrificing in times of crisis (List & Momeni, 2017). In this process, businesses that have positive relationships with their employees provide more efficiency, while businesses with poor relations with their employees find it difficult to motivate them (Au, Dong & Tremlay, 2019). The Covid-19 Pandemic has deeply affected people's working systems as well as their private lives. With the pandemic, general isolation practices were introduced all over the world and measures were implemented at the same pace in business life (Zümbül, 2020). In the Covid-19 process, businesses have implemented alternative measures such as giving unpaid leave, firing or working remotely to protect their employees' health or combat economic difficulties (Zümbül, 2020; Akbaş Tuna & Türkmendağ, 2020). Bartik et al. (2020) in their studies; it revealed that small businesses in the United States of America (USA) employ 50% of the labor market, and 43% of these businesses were temporarily closed as of March 2020 during the Covid-19 Pandemic process, and 40% of the employees lost their jobs. In Shan and Tang (2020) studies; they concluded that the morale of employees during the Covid-19 process is effective in the resilience of businesses against adverse economic conditions, and that businesses with high employee satisfaction are less economically affected by the pandemic. They stated that this result is more pronounced in enterprises with a

high number of employees and that the satisfaction levels of the employees have a positive effect on the desire to work remotely.

It can be said that the effects of Covid-19 are felt even more by younger generations. In a study, nearly one third of Generation Z lost their jobs during the Covid-19 Pandemic, compared with 19% of Generation Y, 18% of Generation X, and 13% of Baby Boomers (Covid-19 Emerging Generations Report, 2020; Schawbel, 2020). It is also predicted that this situation will not be temporary for the employment of Generation Z (Davies, 2020). Generation Z members may feel the effects of the economic downturn caused by Covid-19 for decades to come (Parker & Igielnik 2020).

Generation Z

Generation can be defined as a group that shares birth and important life events at critical developmental stages. It includes those who share historical or social life experiences whose effects are relatively stable throughout their lives. These experiences determine people's feelings for management and the organization, their desires, and what they value in their work. (Kupperschmidt, 2000; Jurkiewicz & Brown, 1998). Individuals from the same generation show similar reactions to events as they are born quite close to each other (Adıgüzel, Batur & Ekşili 2014, p. 167; Schuman & Scott, 1989). Studies on the concept of generation were first carried out by Auguste Comte in 1830-1840 (Gürbüz, 2015, p. 43). Since the twentieth century, the generational classification has been “The Silent Generation”, “Baby Boomers”, “Generation X”, “Generation Y”, “Generation Z” and “Alpha Generation” (Berkup, 2014).

Generation Z generally has outstanding human values associated with universalism, benevolence, self-management, success and security (Sakdiyakorn, Golubovskaya & Solnet, 2021). However, it must be admitted that little is known about Generation Z as they are just starting to enter the workforce (Jung, Jung & Yoon, 2021).

Generation Z individuals are intertwined with technology. Members of this generation use mobile phones, computers, etc. instead of toys. They prefer to play with technological devices. They often establish friendships through the virtual world (Büyüksulu, 2017, p. 12-13; Okumuş, 2016, p. 12). Thanks to the internet, they can access the information they want immediately (Seymen, 2017, p. 473; Lupton, 2016). Generation Z individuals are more flexible, more collaborative, interactive and innovative in terms of business and personal life (Diaconu & Dutu, 2020, p. 114). Generation Z members are very fond of their independence (Bencsik, Horváth & Juhász, 2016). When evaluated according to consumption habits, it can be said that Generation Z attaches importance to quality, loves creativity and innovation, deals with different cultures, has the ability to make multiple decisions, consumes fast and has low brand loyalty (Altuntuğ, 2012; Berkup, 2014; Yiğit, 2016).

Differences of Generation Z from Other Generations

The rapid changes and globalization experienced in the 21st century have affected the society, cultural structure and working life in many ways. This situation has also caused the formation of differences between generations (Taş, Demirdöğmez & Küçüköğlü, 2017, p. 1031). Instead of employees who are content with the few in the past and accept authority without question, a new generation workforce is more knowledgeable, not content with less, questioning when necessary, having different expectations and needs, and finding it important to take time for themselves (Sadullah, 2010, p. 7). Generation X defends hierarchy with an orderly and balanced life. Unable to accept responsibility and authority, Generation Y individuals preferred to have their own jobs instead of giving up jobs they

did not like (Kaplan & Çarıkçı, 2018, p. 30-31; De Cooman & Dries, 2012). When we look at the differences of Generation Z, which is the last generation in business life, compared to other generations, it is seen that individuals belonging to this generation are more interested in technology. They can deal with more than one subject at the same time (Çetin & Karalar, 2016, p. 161). This generation was born in the field of technology and witnessed the advancement of technology and had easy access to information (Berkup, 2014, p. 224).

Unlike other generations, Generation Z was born at a time when high digital technology was widely used. This is a period when an intensive and widespread technology and web-based applications and a platform such as social media are active and affect all areas of life. This situation is dragging Generation Z into a life that they cannot live without internet, computer and mobile phone (Turner, 2015; Taş, Demirdöğmez & Küçükoğlu, 2017, p. 1033). Individuals belonging to Generation Z have the ability to interpret learned information faster than other generations (Çetin & Karalar, 2016, p. 161; Lupton, 2016). Individuals of this generation are spoiled for being children. They are afraid of taking risks and are protected by their parents (Biztatar, 2017, p. 40). Despite all these differences, these generations always show tolerance and understanding for each other.

Characteristics and Expectations of Generation Z in Business Life

Technological developments in today's business world have caused the change of employment trends. Current trends suggest that advances in artificial intelligence and robotics will not result in mass unemployment, but these technological advances may actually create highly skilled jobs. However, to take advantage of this situation, a person needs a culture and education system that encourages lifelong learning. Skills that machines cannot yet master such as teamwork and effective communication will be very important (Kasriel, 2019; Zao-Sanders & Palmer, 2019). Generation Z is preparing to enter the workforce, and have not encountered life difficulties due to their ages. Besides, managers will face new challenges in dealing with generational differences (Pulevska-Ivanovska et al., 2017, p. 3; Demirkaya et al., 2015, p. 189). In the future, many long-standing rules will change as this generation becomes active in business life (Büyüksulu, 2017, p. 13). However, it is an undoubted fact that this generation will determine the direction of the future business world and will be in a decisive position in all areas of economic life. When we look at the studies on Generation Z for the business world, it is seen that these studies are generally related to the consumption habits of this generation. For example; In the study conducted by İçil and Şahin (2019) on university students, it was determined that the differences between generations affect the purchasing process. Accordingly, it has been revealed that Generation Z individuals adopt faster, more practical and online purchasing methods. In another study, Aşık (2019) revealed that Generation X behave health-oriented while Generation Z has a hedonistic approach in food preferences.

According to Bascha (2011), the concepts of transparency, independence, flexibility, personal freedom are some of the indisputable aspects of their business ethics for Generation Z. It is claimed that Generation Z has a structure that is more pragmatic than previous generations, likes to attract people's attention, cautious, social, enthusiastic, fast, and does not like to take risks. One of the positive features of Generation Z is that they can deal with more than one subject at the same time. This generation likes to add creativity to events and games. The most prominent features are socialization on the internet, fast consumption, practicality and speed, interaction, efficiency and result orientation. Generation Z's self-confidence is higher than that of other generations (Berkup, 2014). Generation Z is alone generation who discovered the power of social networks and placed technology at the center of their lives

(Kaplan & Çarıkçı, 2018, p. 30-31; Adıgüzel, Batur & Ekşili, 2014, p. 174). Generation Z accepted social media as the center of their lives. Because they accept the virtual and real world as a whole, they treat their friends from social media as if they were their friends in the physical world. (Oral, 2013, p. 19-20; Taş, Demirdöğmez & Küçüköğlü, 2017, p. 1034). Generation Z individuals generally avoid mutual communication. Even when they come together with their friends, their conversation topics are again on social media (Coşkun, 2019, p. 51). Since Generation Z is thought to be more successful in individual work rather than teamwork, authority and responsibility should be given accordingly and they should be provided with a work environment where they will work independently (Akar, 2015, p. 39).

Generation Z has adopted the concept of individuality. They have always preferred to act independently while doing business. They have a competitive structure (Altuntuğ, 2012, p. 206). According to Peterson (2014), Generation Z prefers to work alone. He enjoys learning by himself and solving problems alone, rather than learning a job from others. For this reason, it would be correct to say that the office provided for this generation is specific to the employee and will be effective in their performance. Since Generation Z has a more realistic structure, it is more career-oriented and effective than Generation Y. They quickly adapt to new technology to work (Alp, 2019, p. 806). The ranking, brand value and social opportunities of the company where Generation Z will work in business life are considered to be important for them (Sarıoğlu & Özgen, 2017). Generation Z is extremely entrepreneurial. Therefore, a known and meaningful job is more attractive to them. Generation Z, who witnessed that parents and the elderly are not appreciated in their workplaces, should be mutually reinforced between the company and the employees (Taş & Kaçar, 2019, p. 658). This generation of individuals prefer to do jobs that they will enjoy because they have a structure that gets bored quickly. They usually aim to establish a business for their hobbies. They want to make a difference with the jobs they operate. There may be more than one career goals (Altuntuğ, 2012, p. 206).

Since individuals belonging to Generation Z have an innovative structure, they want a reduction in their workplace and working time. As in other generations, they completely refuse to work 24/7. This generation of individuals want to have the opportunity to quit when they get bored (Arar, 2016, p. 104-105). Generation Z adopts flexible working methods in order to innovate and differentiate in every working environment, to accept team-oriented and project-oriented working techniques and to accept the rotation of the tasks within the group (Taş, Demirdöğmez & Küçüköğlü, 2017). It is estimated that Generation Z will take place in the employer and leader positions in the business world of the future, due to their innovative and technological know-how (Senbir, 2004, p. 27-28). Generation Z employees expect encouragement, motivation, and recognition from leaders and managers for their success. They also hopes to take the initiative by taking into account the active responsibility in management. In this respect, Generation Z rejects authoritarian rule that promotes independence and freedom. For this reason, the democratic management style is thought to be more suitable for Generation Z (Taş & Kaçar, 2019, p. 668). Generation Z attaches importance to honesty and prefers to work with honest leaders (Half, 2015). Generation Z expects rapid growth because they are young, active, energetic and adaptable individuals. At the same time, Generation Z prefers to work in a social and collaborative way. This generation adopts a more democratic and leadership structure; does not like authoritarian management (Taş & Kaçar, 2019, p. 669). Having a meaningful job is a more important motivation for Generation Z. The business itself is not a goal but has profound meaning for achieving specific goals (Alp, 2019, p. 806). For today's younger generation, innovative work is more motivating than money. Therefore,

external awards have a lower value for Generation Z members (Twenge & Campbell, 2010). They place more emphasis on promotion than wages in the early stages of their career (Taş & Kaçar, 2019, p. 669).

Generation Z in Process of Covid-19 Pandemic

The Covid-19 Pandemic has caused an unprecedented crisis in all industries around the world (Jung, Jung & Yoon, 2021). Moreover, this pandemic is an important global event that requires individuals, organizations and nations to take the necessary steps to cope (Guan, Deng, & Zhou, 2020).

It is necessary to develop a comprehensive and systematic understanding of the impact of the Covid-19 Pandemic on individuals' career development and possible coping strategies. The Covid-19 Pandemic is emerging as a stressful and even traumatic event that requires individuals to understand the new situation and choose appropriate coping actions (Guan, Deng & Zhou, 2020). It is predicted that the Covid-19 Pandemic will increase Generation Z's concerns about security and success (Sakdiyakorn, Golubovskaya & Solnet, 2021).

According to a study called 'The Brave Face of Gen Z', 73% of Generation Z experience high stress levels due to the Covid-19 Pandemic, and 57% say that their mental health has deteriorated. 71% of Generation Z states that the economic fallout of Covid-19 negatively affects their mental health and well-being (Lim, 2020).

Generation Z is extremely uncertain about how the pandemic will affect their careers, according to a study called "Generation Z Career Outlook Post-Covid-19" by College.Finance.com. They stated that 31% of the respondents were actually looking forward to thinking about new careers and jobs (Mendoza, 2020). In the same study, 65% of Generation Z participants indicated the option of staying or going back to school (Duke, 2020).

The effects of the Covid-19 Pandemic on many industries have been highly disproportionate. For example; while accommodation and travel workers faced layoffs and wage cuts, there has been a hiring boom in food packaging, e-commerce and other industries. This dynamic affects potential employees (Colletta, 2020). In this process, the two sectors that Generation Z is most interested in are: 1) workforce safety and health and 2) marketing sales and content production, cloud computing and the internet of things. According to Generation Z, the sectors that will be most adversely affected and least likely to pursue a career include construction and restaurant / catering services (Tallo Survey, 2020).

METHOD

Purpose of Research

This study is a cross-sectional and descriptive study. The purpose of this study is to examine the career perceptions and expectations of Generation Z towards business life post-Covid-19 Pandemic.

The Universe and Sample of the Research

The universe of research consists of 3rd and 4th grade students studying in the health management departments of health sciences faculties together with all departments in the tourism and business faculties of the state universities in Konya. The sample of the study consists of students who study and voluntarily participate in Business, Economics, Management Information Systems, International Trade, Tourism Management, Gastronomy and Culinary Arts, Travel Management and Tourism Guidance, Recreation Management and Health Management departments in these faculties. The questionnaire was applied to a total of 534 students studying in the departments. Since it is not easy

to reach the students due to the pandemic, the easy sampling method, which is one of the non-random sampling methods, was preferred in the study. Research data were collected on January 2021. For the survey study, permission was obtained from the Scientific Research and Publication Ethics Committee of Selcuk University on 06/01/2021.

Research Hypotheses

Within the scope of the research, the following hypotheses have been created and tested.

H₁: According to Generation Z members, business life will reshape post-Covid-19 Pandemic.

H₂: According to Generation Z members, the Covid-19 Pandemic has an impact on future business plans and career goals.

H₃: There is a relationship between the department where Generation Z members study and the impact of the Covid-19 Pandemic on that industry.

H₄: There is a relationship between the department where Generation Z members study and the situation of finding new opportunities in business life post-Covid-19 Pandemic.

H₅: There is a relationship between the department where Generation Z members study and the situation of making changes in future business plans and career goals for the post-Covid-19 Pandemic.

H₆: Generation Z members are preparing for business life, which is thought to be reshaped post-Covid-19 Pandemic.

H₇: There has been a change in the priority business preferences of Generation Z members for post-Covid-19 Pandemic.

Data Collection Tools

The questionnaire consists of 19 questions in total. 6 of the questions are about the demographic characteristics of the participants. The other 13 questions were developed by the authors of the study and aimed to evaluate the perceptions and expectations of Generation Z of the Covid 19 Pandemic regarding their future business lives. The survey questions determined by the authors were created from the literature where the Covid-19 agenda, its effects on business life, the expectations and career perceptions of Generation Z from business life, and the effects of Covid-19 on them. The research data were evaluated in the SPSS 25.0 (Statistical Package for Social Sciences) program. The data were interpreted with frequency and percentage analysis and Chi-square test in the SPSS program.

Findings

Data regarding the socio-demographic and descriptive characteristics of the participants in the study are given below.

Table 1: Distribution of participants by socio-demographic and descriptive variables

Department	N	%	Gender	N	%
Management Information Systems	105	18,3	Female	313	54,5
International Trade and Business	77	13,4	Male	261	45,5
Healthcare Management	77	13,4	Class	N	%
Tourism Management	67	11,7	3rd class	214	37,3
Gastronomy and Culinary Arts	64	11,1	4th class	360	62,7
Economy	56	9,8	Ages	N	%
Business	43	7,5	18-20 age group	47	8,2
Travel Management and Tourism Guidance	43	7,5	21-23 age group	415	72,3
Recreation Management	42	7,3	24-26 age group	112	19,5
Academic Grade	N	%	Where have you spent most of your life?	N	%
Between 1.00-1.99	25	4,4	Village / Town	75	13,1
Between 2.00-2.49	90	15,7	District	137	23,9
Between 2.50-2.99	235	40,9	Province	124	21,6
Between 3.00-3.49	165	28,7	Big city	238	41,5
Between 3.50-4.00	59	10,3	Total	574	100

Considering the socio-demographic and descriptive characteristics of Generation Z participants, 18.3% of the participants studied Management Information Systems, 13.4% International Trade and Business Administration, 13.4% Health Management, 11.7% Tourism Management, 11.1% Gastronomy and Culinary Arts, 9.8% Economics, 7.5% Travel Management and Tourism Guidance, 7.5% Business Administration and 7.3% Recreation Management students were determined. 54.5 of the participants are women; 62.7% of them are 4th grade students; 72.3% are in the 21-23 age range. 41.5% of them spent most of their lives in the metropolitan area. It was determined that 40.9% of them had a grade point average (GPA) between 2.50-2.99.

Table 2: The reshaping status of business world and business life post-Covid-19 Pandemic according to Generation Z

Do you think the business world and business life will reshape post-Covid-19 Pandemic?	N	%
Yes	373	65,4
Some	144	25,3
No	53	9,3
Total	570	100,0

When asked to the representatives of Generation Z, who participated in the study, "Do you think the business world and business life will reshape post-Covid-19 Pandemic?", 65.4% of the participants answered "Yes", 25.3% of the participants "Awhile" and 9.3% of the participants answered "No". Accordingly, H1 hypothesis was accepted.

Table 3: Top three sectors that can affect positively and negatively in business life post-Covid-19 Pandemic according to Generation Z

Sectors	Sectors that will be affected positively		Sectors that will be affected negatively	
	(n)	%	(n)	%
Tourism	369	21,5%	185	11,1%
Health / Medicine	299	17,4%	158	9,5%
Service	297	17,3%	170	10,2%
Food	219	12,8%	144	8,6%
Information Technology	198	11,6%	168	10,1%
Transport	151	8,8%	245	14,7%

Table 3: Top three sectors that can affect positively and negatively in business life post-Covid-19 Pandemic according to Generation Z (Continuation)

Industry	87	5,1%	162	9,7%
Logistics	60	3,5%	236	14,2%
Agriculture and Livestock	34	2,0%	198	11,9%
Total	1.594	100,0%	1.546	100,0%

According to the representatives of Generation Z who participated in the study, the top three sectors that will be positively affected in business life post-Covid-19 Pandemic are the tourism sector (21.5%), the health / pharmaceutical sector (17.4%) and the service sector (17.3%). Participants stated that the first three sectors that could be adversely affected after the pandemic the transportation sector (14.7%), the logistics sector (14.2%) and the agriculture and livestock sector (11.9%).

Table 4: The impact of Covid-19 Pandemic on Generation Z's business plan for the future and career goals

What impact has the Covid-19 Pandemic had on your business plan and career goals for the future?	N	%
Negatively affected	277	48,3
It affected a little negatively	161	28,1
Didn't make any changes	78	13,6
Somewhat positively affected	34	5,9
Positively affected	23	4,0
Total	573	100,0

48.3% of the participants stated that the Covid-19 Pandemic had a negative impact on their business plan and career goals for the future; 28.1% of them that it affected slightly negatively; 13.6% of them that it did not make any changes; 5.9% of them stated that it had effected a little positive and 4% positively. Accordingly, H2 hypothesis was accepted.

Table 5: Possible future impact of the Covid-19 Pandemic on the department where Generation Z is educated

How do you think the sector of your department will be affected post-Covid-19 Pandemic?	Negatively	It will not have any effect	Positively	Total	Chi-square values
Business	17 39,5%	13 30,2%	13 30,2%	43 100,0%	$x^2= 108,756$ Sd= 16 p=0,001
Economy	22 40,0%	13 23,6%	20 36,4%	55 100,0%	
International Trade and Business	19 25,3%	13 17,3%	43 57,3%	75 100,0%	
Tourism Management	20 31,3%	1 1,6%	43 67,2%	64 100,0%	
Gastronomy and Culinary Arts	28 43,8%	7 10,9%	29 45,3%	64 100,0%	
Management Information Systems	15 14,3%	41 39,0%	49 46,7%	105 100,0%	
Healthcare Management	14 18,2%	28 36,4%	35 45,5%	77 100,0%	
Travel Management and Tourism Guidance	8 19,5%	4 9,8%	29 70,7%	41 100,0%	
Recreation Management	1 2,4%	2 4,8%	39 92,9%	42 100,0%	
Total	144 25,4%	122 21,6%	300 53,0%	566 100,0%	

When asked "How do you think the industry you are studying will be affected post-Covid-19 Pandemic?", 53% of the participants stated that the departments where they were trained would be positively affected by the Covid-19 Pandemic, 25.4% would be adversely affected and 21.6% would not be effected. 43.8% of the students of the Gastronomy and Culinary Arts Department, 40% of the students of the Department of Economics and 40% of the students of the Department of Business Administration said it would be affected positively. 39% of the students of the Department of Management Information Systems and 36.4% of the students of the Department of Health Management stated that the pandemic would not have any effect. However, 92.9% of the Recreation Management Department students, 70.7% of the Travel Management and Tourism Guidance Department students, 67.2% of the Tourism Management Department students, and 57.3% of the International Trade and Business Department students stated that their departments would be positively affected post-Covid-19 Pandemic. Accordingly, H3 hypothesis was rejected.

Table 6: Generation Z's status of seizing new opportunities in professional life post-Covid-19 Pandemic

Do you think you will find new opportunities in your professional life post-Covid-19 Pandemic?	No	Yes	Total	Chi-square values
Business	21	22	43	$\chi^2 = 43,976$ sd= 8 p=0,001
	48,8%	51,2%	100,0%	
Economy	29	26	55	
	52,7%	47,3%	100,0%	
International Trade and Business	33	44	77	
	42,9%	57,1%	100,0%	
Tourism Management	26	40	66	
	39,4%	60,6%	100,0%	
Gastronomy and Culinary Arts	37	27	64	
	57,8%	42,2%	100,0%	
Management Information Systems	49	56	105	
	46,7%	53,3%	100,0%	
Healthcare Management	43	34	77	
	55,8%	44,2%	100,0%	
Travel Management and Tourism Guidance	7	34	41	
	17,1%	82,9%	100,0%	
Recreation Management	4	37	41	
	9,8%	90,2%	100,0%	
Total	249	320	569	
	43,8%	56,2%	100,0%	

While 56.2% of the participants thought they would find new opportunities in business life post-Covid-19 Pandemic, 43.8% stated that they would not find new opportunities. 57.8% of the Gastronomy and Culinary Arts Department students and 55.8% of the Health Management Department students stated that they would not find new opportunities in their professional life post-Covid-19 Pandemic. However, 75, 90.2% of the Recreation Management Department students and 82.9% of the Travel Management and Tourism Guidance Department students stated that they would find new opportunities in their professional life post-Covid-19 Pandemic. Accordingly, H₄ hypothesis was accepted.

Table 7: Generation Z's work life and career plan changes post-Covid-19 Pandemic

Have you made any changes in your business life and career plan post-Covid-19 Pandemic (such as changing the sector)?	No	Yes	Total	Chi-square values
Business	23 54,8%	19 45,2%	42 100,0%	x ² = 11,610 sd= 8 p=0,169
Economy	35 64,8%	19 35,2%	54 100,0%	
International Trade and Business	55 72,4%	21 27,6%	76 100,0%	
Tourism Management	42 62,7%	25 37,3%	67 100,0%	
Gastronomy and Culinary Arts	37 59,7%	25 40,3%	62 100,0%	
Management Information Systems	72 68,6%	33 31,4%	105 100,0%	
Healthcare Management	58 75,3%	19 24,7%	77 100,0%	
Travel Management and Tourism Guidance	24 61,5%	15 38,5%	39 100,0%	
Recreation Management	23 53,5%	20 46,5%	43 100,0%	
Total	369 65,3%	196 34,7%	565 100,0%	

34.7% of the participants stated that they made a change in their work life and career plan post-Covid-19 Pandemic; 65.3% stated that they did not make any changes. Post-Covid-19, 75.3% of the Health Management Department students, 72.4% of the International Trade and Business Department students, and 68.6% of the Management Information Systems Department students stated that they did not make any changes in their work life and career plan. Accordingly, H5 hypothesis was rejected.

Table 8: Making a preparation for business life that is considered to be reshaped post-Covid-19 Pandemic according to Generation Z

Are you preparing for business life, which is thought to reshape post-Covid-19 Pandemic? (Attending training, courses, seminars and doing research etc.)	N	%
Yes	286	49,8
Some	180	31,4
No	107	18,6
Total	573	100,0

49.8% of the participants stated that they made a preparation (training, course, participation in seminars and research etc.) for the business life that is thought to be reshaped post-Covid-19 Pandemic; 31.4% of them stated that they were prepared a little and 18.6% were not. Accordingly, H6 hypothesis was accepted.

Table 9: Priority business preferences for Generation Z's business life and career

What is your priority job choice for your business life and career?	N	%
Working in the public sector	235	41,7
Working in the private sector	200	35,5
Establishing your own business	128	22,7
Total	523	563

Asked to Generation Z representatives participating in the research, "What is your priority job choice for your business life and career?" 41.7% of the participants were found to be "working in the public sector", 35.5% "working in the private sector" and 22.7% "establishing your own business".

Table 10: Changes in the priority work preferences of Generation Z for business life and career post-Covid-19 Pandemic

Post-Covid-19 Pandemic has there been a change in your priority job preference for your business life and career? If so, what has changed?	N	%	In-group %
There was no change	359	63,30	
There has been a change	208	36,70	
Working in the public sector	114	20,10	54,81
Working in the private sector	39	6,90	18,75
Establishing your own business	55	9,70	26,44
Total	527	567	100

When asked to Generation Z representatives participating in the research, "Has there been a change in your priority job preference for your business life and career post-Covid-19 Pandemic? If so, what has changed?" 63.3% of the participants answered "no change" and 36.70% "changed". Among those who have a change in their priority job preference for business life and career, 54.81% of them are 'public employees', 18.75% are "working in the private sector" and 26.44% are 'starting their own business' seems to have changed. Accordingly, H7 hypothesis was accepted.

Discussion and Conclusion

In this study, which was conducted to examine the career perceptions and expectations of Generation Z regarding business life after the Covid-19 Pandemic, a questionnaire was applied to a total of 574 undergraduate students studying at 3rd and 4th grade business, tourism and health faculties of public universities in Konya. The sample of the study consists of students who study and voluntarily participate in Business, Economics, Management Information Systems, International Trade, Tourism Management, Gastronomy and Culinary Arts, Travel Management and Tourism Guidance, Recreation Management and Health Management departments in these faculties. The small number of studies in this field was considered as a constraint in terms of comparing the results of the study. Research results are given below.

- 65.4% of Generation Z representatives participating in the study think that business and business life will reshape post-Covid-19 Pandemic. 25.3% of the participants answered "It will change a little bit", 9.3% of them "No, it will not change". With the Covid-19 Pandemic, many important changes have occurred in the employees' working methods, the shopping tools and production methods of the consumers to reduce the pandemic risk. It is inevitable for the business world to renew itself against such unpredictable pandemic-like global events. It is seen that Generation Z is participating in this subject, which is constantly emphasized in the media.
- According to the representatives of Generation Z who participated in the study, the top three sectors that will be positively affected in business life post-Covid-19 Pandemic are the tourism sector (21.5%), the health / pharmaceutical sector (17.4%) and the service sector (17.3%). Participants stated as the first three sectors that could be adversely affected after the pandemic as the transportation sector (14.7%), the logistics sector

(14.2%) and the agriculture and livestock sector (11.9%). The effects of the Covid-19 Pandemic on many industries have been highly disproportionate. For example; while accommodation and travel workers face layoffs and wage cuts; there has been a recruitment boom in food packaging, e-commerce and other industries. This situation affects potential employees (Colletta, 2020). In this process, the two sectors that Generation Z is most interested in are: 1) workforce safety and health and 2) marketing sales and content production, cloud computing and the internet of things. According to Generation Z, the sectors that will be most adversely affected and least likely to make a career are construction and restaurant / catering services (Tallo Survey, 2020). In another study, areas such as accommodation, catering and retail were shown as important sectors that Generation Z is considering transitioning in their career paths. It was stated that 27% of Generation Z participants were considering transitioning to basic worker roles, 16% to technology, 10% to healthcare and 8% to finance (Duke, 2020).

- 48.3% of the participants stated that the Covid-19 Pandemic had a negative impact on their business plan and career goals for the future; 28.1% of them that it affected slightly negatively; 13.6% of them that it did not make any changes; 5.9% of them stated that it had effected a little positive and 4% positively. When looking at the stress sources in the Covid-19 process in a study conducted in Generation Z in Asia Pacific; family pressures were effective 65%, career pressures 48%, and relationships with friends 41%. 71% of Generation Z say that the economic effects of Covid-19 negatively affect mental health and well-being (Lim, 2020).
- When asked "How do you think the industry you are studying will be affected after the Covid-19 Pandemic?", 53% of the participants stated that the departments where they were trained would be positively affected by the Covid-19 Pandemic, 25.4% would be adversely affected and 21.6% had no effect. 43.8% of the students of the Gastronomy and Culinary Arts Department, 40% of the students of the Department of Economics and 40% of the students of the Department of Business Administration said it would affect positively. 39% of Management Information Systems Department students and 36.4% of Health Management Department students think that the pandemic will not have an effect. However, 92.9% of the Travel Management and Tourism Guidance Department students, 70.7% of the Travel Management and Tourism Guidance Department students, 67.2% of the Tourism Management Department students, and 57.3% of the International Trade and Business Department students stated that their departments will be positively affected post-Covid-19 Pandemic.
- While 53.2% of the participants thought they would find new opportunities in business life post-Covid-19 Pandemic, 46.8% stated that they would not find new opportunities. 57.8% of the Gastronomy and Culinary Arts Department students and 55.8% of the Health Management Department students stated that they will not find new opportunities in your professional life post Covid-19 Pandemic. However, 75,6% of the Travel Management and Tourism Guidance Department students, 60.6% of the Tourism Management Department students, and 57,1% of the International Trade And Business Department students stated that they will find new opportunities in their professional life post-Covid-19 Pandemic.
- 65.3% of the participants stated that they made a change in their work life and career plan post-Covid-19 Pandemic; 34.7% stated that they did not make any changes. Post-Covid-19, 75.3% of the Health Management Department students, 72.4% of the International Trade and Business Department students, and

68.6% of the Management Information Systems Department students stated that they did not make any changes in their work life and career plan. This result of the study seems to be consistent with the results of other studies. In researches, 35% (Tallo Survey, 2020; Colletta, 2020), 40% (The State of Gen Z, 2020), 31% (Mendoza, 2020) of Generation Z participants made their career choices due to the negative impact of some sectors from the Covid-19 Pandemic. They reported that they reviewed again.

- 49.8% of the participants stated that they made a preparation (training, course, participation in seminars and research etc.) for the business life that is thought to be reshaped post-Covid-19 Pandemic; 31.4% of them stated that they were prepared a little and 18.6% were not.
- The question "What is your priority job choice for your business life and career?" was asked to the participants. 41.7% of the participants answered "working in the public sector", 35.5% as "working in the private sector" and 22.7% as "starting their own business". In the study conducted by Demir, Yıldız and Fırat (2020), 44.5% of the students stated that they wanted to work in the public sector. In the study conducted by Güven (2020) on business faculty students, the public sector is seen as a priority job choice over the private sector. According to Eroksal (2017), Generation Y is less willing to work in the public sector than previous generations. An important reason for this is the view that getting a job in the public sector is more difficult than in the private sector. In the study conducted by Uysal and Atmaca (2020) on university students, the most important factor affecting working in the private sector is the hopelessness in getting a job in the public sector.
- The question "Has there been a change in your priority job preference for your business life and career post-Covid-19 Pandemic? was asked to the participants. If so, what has changed?" 63.3% of the participants answered "no change" and 36.70% "changed". Those who think of a change in their priority job preference for business life and career stated that their job preferences have changed as 54.81% 'working in the public sector', 18.75% 'working in the private sector' and 26.44% "starting their own business. According to this result of the study, it is seen that the representatives of Generation Z want to work in the public sector after the crisis period. As it is known, state institutions do not implement practices such as layoffs, unpaid leave, wage reductions in crisis situations such as the private sector. The reason for this answer of Generation Z can be shown to be that the job security of the public sector is higher than the private sector.

Research has shown that the Covid-19 process has affected Generation Z more negatively than other generations, and it is stated that this effect will continue in the coming decades. In the ever-changing and renewed business world, Generation Z is faced with both uncertainty about its future and the difficulties of an unprepared crisis like Covid-19. At this point, motivating Generation Z and preparing it for business life is of vital importance in today's highly competitive global market. If managers, leaders and educators want to effectively prepare Generation Z for the future; they must have an accurate understanding of their basic characteristics, motivational needs and behavior. In particular, explaining the Covid-19 process and its effects to the representatives of Generation Z who are preparing for business life in an accurate and detailed way will help to alleviate their concerns.

In addition, the Covid-19 process and subsequent career meetings and trainings for business life will make them more ready for this process. In the future, studies that will measure the effects of Covid-19 on Generation Z in

different geographies and different samples will contribute to a better understanding of the subject and to the literature.

Declaration

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