Abstract:

This thesis focuses on generation difference between work attitude and diversity management. The aim of this work is to describe generation differences between work attitudes and subsequently implement diversity management as a tool to improve labour productivity in working groups of diverse ages.

Demographic changes lead to extension of the average life expectancy and the resulting ageing population. An ageing population has an impact on economics, as well as the social sphere. People will go into retirement later than they used to and multiple generations will encounter each other at one workplace. Diversity management should meet some of generation individual requirements to encourage their work satisfaction that could lead to higher work efficiency. Companies focused on the diversity of their work force will profit from higher competitiveness and achieve the label of socially responsible company.

Data from the “Aktér 2008” research were analysed using secondary analysis. This analysis found 5 areas in which generation differences appeared. These differences were: wage value, career growth, security of work, variety of work and personal and work life balance. The field of work attitude has not been researched extensively for the time being. Research has confirmed that there are more similarities than differences between the generations and that the majority has no sharply defined work attitude.

Keywords:

Generation, demographic changes, generation differences, attitudes to work, diversity management, equal opportunities policy, age diversity, individuals 50+