

## From Aspirations to Impact: How Generation Z's Career Goals Drive Workplace Engagement and Performance

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### Abstract

The dynamic and diverse nature of Generation Z in the workforce presents unique challenges and opportunities for organizations. As this generation prioritizes purpose-driven work and professional growth, understanding the role of career aspirations becomes crucial in enhancing their workplace performance. This study explores the impact of aligning career aspirations with organizational goals, highlighting how such alignment drives motivation, engagement, and productivity among Generation Z employees. By leveraging insights from recent research, the paper examines the factors influencing career aspirations, including personal values, technological adaptability, and work-life balance. It also investigates how organizations can empower this cohort through tailored career development programs and supportive work environments. The findings provide actionable strategies for businesses to optimize the performance of their Gen Z workforce while fostering a culture of innovation and continuous learning. Ultimately, this study underscores the critical role of career aspirations in shaping the future of work and sustaining competitive advantage in a rapidly evolving marketplace.

**Keywords:** Generation Z, Career Aspirations, Employee Performance, Career Development, Organizational Goals, Workforce Productivity, Work-Life Balance.

### INTRODUCTION

The entry of Generation Z into the workforce has sparked significant interest among researchers and practitioners, given this generation's distinct characteristics, values, and work expectations. As digital natives, Gen Z employees have grown up in a fast-paced, tech-driven environment, making them highly adaptable, innovative, and focused on career growth. They value purpose-driven work, continuous learning, and workplaces that align with their personal values and aspirations. In this context, career aspirations emerge as a critical factor influencing their workplace performance, shaping their engagement, motivation, and overall job satisfaction. Job satisfaction, as defined by Warr (2002) and Jalagat (2016), refers to an individual's overall contentment with their job, driven by the extent to which their expectations are met. It is influenced by several factors, including leadership style, motivation, and organizational culture (Paais & Pattiruhu, 2020). Satisfied employees are more likely to exhibit intrinsic motivation and engagement, which in turn lead to organizational citizenship behavior and improved performance (Mahmoud et al., 2021). Judge and Klinger (2008) argue that job satisfaction is a multi-faceted construct, affecting cognitive, affective, and behavioral aspects of employees. It not only impacts organizational performance but also contributes to employees' subjective well-being, both at work and in their personal lives.

Engagement, a closely related concept, refers to how involved and passionate employees feel about their work. Empowered employees, who are given autonomy and respect in their roles, tend to exhibit higher levels of engagement, which translates into better performance and commitment to organizational goals (Nagy & Tomm, 2023). Commitment, on the other hand, reflects employees' loyalty and dedication to their organization. Committed employees are not only engaged but also deeply invested in their company's success, willing to contribute their time and skills to help achieve its mission. Organizations that actively promote their values and align them with those of their employees create a motivating environment that fosters both engagement and commitment.

Despite a growing body of research on Generation Z and their workplace dynamics, gaps remain. Benítez-Márquez et al. (2022) highlight the relatively slow but sustained growth of research in this field. Thematic clusters around "Generation Z," "workplace," "career," and "performance" have shown volatility, indicating evolving research interests. However,

several areas, such as the impact of technological advancements on workplace dynamics and the leadership potential of Gen Z, remain underexplored. Understanding how Gen Z leaders transfer their knowledge and skills to future generations and how organizations can adapt to their tech-savvy needs is critical for future research. This study aims to bridge these gaps by exploring the role of career aspirations in driving workplace performance among Generation Z employees. It investigates how job satisfaction, engagement, and commitment intersect with career aspirations to influence organizational outcomes. Furthermore, the study provides actionable insights for organizations seeking to empower their Gen Z workforce, fostering a culture of innovation, growth, and sustained performance in an increasingly competitive and technology-driven business landscape.

### **THE IMPORTANCE OF CAREER ASPIRATIONS**

Career aspirations play a pivotal role in shaping an individual's professional journey and overall contribution to the workplace. They serve as a driving force that motivates employees to pursue personal and organizational goals, influencing their engagement, performance, and satisfaction. For employees, particularly those from Generation Z, career aspirations are not limited to achieving higher positions or financial rewards; they are deeply rooted in the desire for meaningful work, continuous learning, and personal growth. Career aspirations provide a sense of direction and purpose, enabling individuals to set clear goals and work towards them with focus and determination. Organizations that recognize and support these aspirations are better positioned to retain talent, enhance productivity, and foster innovation. Moreover, aligning employees' career goals with organizational objectives creates a win-win situation, where both parties benefit from mutual growth and success. For Generation Z, career aspirations are intertwined with their expectations for flexibility, work-life balance, and opportunities for professional development. They value roles that not only leverage their skills but also allow them to make a tangible impact. Thus, understanding and nurturing these aspirations is critical for organizations aiming to engage and empower this dynamic workforce. In essence, career aspirations act as a cornerstone for building a motivated, committed, and high-performing workforce. By fostering an environment that supports individual ambitions, organizations can drive employee satisfaction and long-term success.

### **CAREER ASPIRATIONS IN DRIVING WORKPLACE PERFORMANCE**

Career aspirations serve as a crucial motivator in shaping workplace performance. They reflect an individual's long-term professional goals and ambitions, which influence their day-to-day actions, decision-making, and overall contribution to organizational success. When employees have clear career aspirations, they are more likely to exhibit higher levels of engagement, motivation, and commitment to their roles. This, in turn, enhances their productivity and performance, benefiting both the individual and the organization. For Generation Z, career aspirations go beyond traditional markers of success such as promotions or salary increments. This cohort seeks roles that align with their personal values, provide opportunities for continuous learning, and offer meaningful contributions to society. Organizations that acknowledge and support these aspirations are more likely to foster a motivated and highperforming workforce. Moreover, aligning career aspirations with organizational goals can create a culture of innovation and growth. When employees feel their ambitions are supported, they are more likely to take initiative, seek out challenges, and invest in their professional development. This proactive approach not only enhances individual performance but also drives team and organizational success. In summary, career aspirations are a key driver of workplace performance. By understanding and nurturing these aspirations, organizations can unlock their employees' full potential, leading to sustained growth and competitive advantage.

### **REVIEW OF LITERATURE**

Generation Z is the generation born from mid-1990s to early 2010s, where the exact dates vary depending on the chosen author, but most commonly is the 1995–2010. Gen Z is known to be the first true “digital native” generation (Lanier, 2017), as they have been born and have been grown in a digital and technological environment, learning how to use technology, and interacting in social networks since the very young age, and even tend to be seen as addicted to technology. The members of this generation have also been called “Gen Zers,” “postMillennials,” or “iGen” (Maganò et al., 2020).

Some articles studied the relationship between of employees, and companies or positions. The first one would be a personorganization fit model, so that the characteristics of the companies are congruent with the needs and wants of their employees (Graczyk-Kucharska and Erickson, 2020). The second would be an employee-job fit, with the aim of attaining a job satisfaction, as well as the work engagement and performance (Truxillo et al., 2012).

For the second period, year 2018, there are six clusters: “Generation-Z,” “Generation-Y,” “career,” “consumers,” “teams,” and “organizational.” The “Generation-Z” cluster is the only one maintained from the 2009–2017 period, gaining relevance within the research made during 2018 because it is placed in a better location in the strategic diagram, with higher centrality and density values, being the motor theme of this period. This was materialized in articles such as “A workforce to be reckoned with: The emerging pivotal Generation Z hospitality workforce” (Goh and Lee, 2018), or

“Generation Z’s Sustainable Volunteering: Motivations, Attitudes and Job Performance” (Cho et al., 2018). The “Generation-Y” cluster has a linkage with the previous “management” and “leadership” clusters. Additionally, the leadership cluster has also a strong and direct relationship with the cluster “teams” from the first period. The “career” cluster is the most relevant by grouping documents based on the number of citations. However, since the density and the centrality of the career do not have a defined role in this theme yet, its evolution in the following periods remains uncertain.

The roots of employee empowerment are to be found in democratic supervision and participatory management. These issues have been studied since the 1930s in relation to strategic planning, total quality management and quality circles. Lewin et al. (1939) and Herzberg (1964) contributed to defining the concept of job enrichment, supporting the importance of involving employees in decision-making processes and giving them autonomy and control, which have proved to be essential aspects of empowerment. Other contributions to empowerment come from authors such as Bennis (2009) and Kanter (1979), who see empowerment as an effective organisational management technique.

Suresh Kumar et al. (2018) highlights a significant positive relationship between employee performance and their satisfaction with career planning and development. The study emphasizes that as employee performance improves, satisfaction towards career planning and development also increases. This indicates that higher performance levels contribute positively to employees’ perceptions of their career growth opportunities, reinforcing the importance of aligning performance metrics with career development initiatives. The authors underscore the critical role of performance in enhancing employee satisfaction in this domain, demonstrating its relevance in organizational talent management strategies.

A talent management strategy embraces multiple activities concerning the acquisition and development of high-potential people. Within this area of the HR function, succession planning is a particularly important process because it enables the organisation to meet its business needs. Career management activities are also important because they enable employees to meet their professional needs and career aspirations. However, from the interviews conducted with Generation Z employees, it has emerged that empowerment-based relationships require updating the approach to talent management, because organisations often pay more attention to succession planning than to career management (Bratton et al., 2022), although they are both essential processes in that succession planning and career management were described by the interviewees as capable of determining a significant impact in terms of performance, engagement and retention.

Bhattacharyya, R. (2017), in his article *Aspirations & Wants of Generation Z: A Study on the Workforce of the Future*, describes Generation Z, also known as iGeneration, Gen Tech, or Digital Natives, as a cohort shaped by advanced technologies and mobile communication. This generation values workplace flexibility, remote collaboration, and seamless device integration. They seek meaningful impact, respect, and have little tolerance for authoritarian corporate cultures. The article highlights Gen Z’s leadership, innovation, intelligence, and decisionmaking abilities, emphasizing the importance of instilling values and ethics to help them balance personal and professional lives. Bhattacharyya argues that leveraging Gen Z’s potential is crucial for a nation’s future success.

Suneetha Naisa and Suresh Kumar (2024) emphasize the dual importance of communication skills and contextual factors in shaping employability. Their study highlights that while both elements are crucial, their relative significance varies depending on the perspective. For business schools, this underscores the necessity of integrating practical communication skills, such as email proficiency and decision-making, into their curricula. The authors advocate for aligning educational content with HR managers’ expectations and the realities of the job market to improve graduate employability. Ultimately, the study calls for a balanced approach in business education, focusing on both communication and practical business competencies to meet graduates’ career aspirations and industry demands.

## **STATEMENT OF THE PROBLEM**

In today’s dynamic and competitive work environment, understanding and fostering career aspirations have become critical for enhancing workplace performance. For Generation Z employees, career aspirations are not merely about climbing the corporate ladder but are deeply tied to their desire for meaningful work, professional growth, and alignment with personal values. Despite the growing presence of Gen Z in the workforce, many organizations struggle to effectively engage and support this generation, leading to challenges such as reduced job satisfaction, low engagement, and high turnover rates. Moreover, the mismatch between organizational structures and the career expectations of Gen Z employees often results in underutilized talent and decreased productivity. While organizations recognize the importance of performance and engagement, there is limited understanding of how career aspirations directly influence these outcomes. Additionally, existing career development frameworks may not adequately address the unique needs and expectations of this generation. This study seeks to address these gaps by exploring the role of career aspirations in driving workplace performance among Generation Z employees. It aims to identify the key factors influencing their aspirations, assess the

impact on engagement and productivity, and provide actionable insights for organizations to align career development initiatives with the evolving expectations of this new workforce.

### **OBJECTIVES OF THE STUDY**

To examine the influence of career aspirations on workplace performance among Generation Z employees.

1. To explore the role of organizational support in aligning career aspirations with employee engagement and productivity.

### **RESEARCH METHODOLOGY**

The study adopts a mixed-methods approach, combining both quantitative and qualitative research methods to gain a comprehensive understanding of how career aspirations influence workplace performance among Generation Z employees.

#### **1. Research Design**

A descriptive and analytical research design is used to investigate the relationship between career aspirations and workplace performance. The study also explores the role of organizational support in fostering career aspirations.

#### **2. Data Collection Methods**

**Quantitative Data:** A structured survey is administered to Generation Z employees across various industries to collect data on their career aspirations, job satisfaction, engagement, and performance.

- **Qualitative Data:** In-depth interviews are conducted with HR managers and Gen Z employees to gather insights on organizational practices, career development initiatives, and employees' expectations.

#### **3. Sampling Method**

A purposive sampling technique is employed to select respondents. The sample includes Generation Z employees (born between 1997 and 2012) and HR professionals from organizations that employ Gen Z workers. The sample size is determined based on statistical considerations to ensure reliable and valid results.

#### **4. Data Analysis Techniques**

- **Quantitative Data Analysis:** Statistical tools such as regression analysis, correlation, and descriptive statistics are used to identify relationships between career aspirations and workplace performance.
- **Qualitative Data Analysis:** Thematic analysis is applied to identify key themes and patterns from the interview data, providing deeper insights into organizational practices and employee expectations.

#### **5. Research Instrument**

A standardized questionnaire is developed to measure variables such as career aspirations, job satisfaction, engagement, and performance. The questionnaire includes both closed and open-ended questions to capture a wide range of data.

#### **6. Ethical Considerations**

Confidentiality and anonymity of the respondents are maintained throughout the study. Participants are informed about the purpose of the research and their right to withdraw at any time. This methodology ensures a robust and comprehensive analysis of the impact of career aspirations on workplace performance among Generation Z employees.

### **LIMITATIONS OF THE STUDY**

1. **Sample Size and Generalizability:** The study's findings are based on a limited sample, which may not fully represent the diverse experiences and aspirations of Generation Z employees across different industries and regions.
2. **Self-Reported Data:** The reliance on self-reported data through surveys and interviews may introduce biases, potentially affecting the accuracy and reliability of the results.

### **CONCEPTUAL MODEL FIT FOR THE IMPORTANCE OF CAREER ASPIRATIONS IN ENHANCING WORKPLACE PERFORMANCE AMONG GENERATION Z EMPLOYEES BY USING STRUCTURAL EQUATION MODEL**

In today's rapidly evolving workplace, Generation Z employees bring fresh perspectives and unique expectations. Born between the late 1990s and early 2010s, this cohort has grown up in a world shaped by technological advancements, globalization, and a fast-paced digital environment. As they enter the workforce, their career aspirations significantly influence their workplace behavior, performance, and engagement. Unlike previous generations, Gen Z prioritizes

purpose-driven work, flexibility, and opportunities for continuous learning and development. Career aspirations play a crucial role in driving workplace performance by serving as a motivational force that aligns individual goals with organizational objectives. These aspirations reflect an employee’s long-term vision for their career, encompassing ambitions such as achieving leadership roles, maintaining work-life balance, pursuing further education, and making a societal impact. Understanding and supporting these aspirations is critical for organizations aiming to foster a highly engaged and productive workforce. Structural Equation Modeling (SEM) provides a robust framework to explore the complex relationships between career aspirations, job satisfaction, and workplace performance. By examining these interconnections, this study seeks to provide valuable insights into how organizations can harness the potential of Gen Z employees, aligning their career goals with business outcomes to create a mutually beneficial work environment.

**The variables used in the structural equation model are Observed, endogenous variables**

1. Employees' opinions on the Importance of career aspirations
2. Overall Performance of the Employees

**Observed, exogenous variables**

1. Achieving a leadership position
2. Pursuing further education and certifications
3. Work-life balance
4. High salary and financial stability
5. Job security
6. International career opportunities
7. Making a positive impact on society

**Unobserved, exogenous variables**

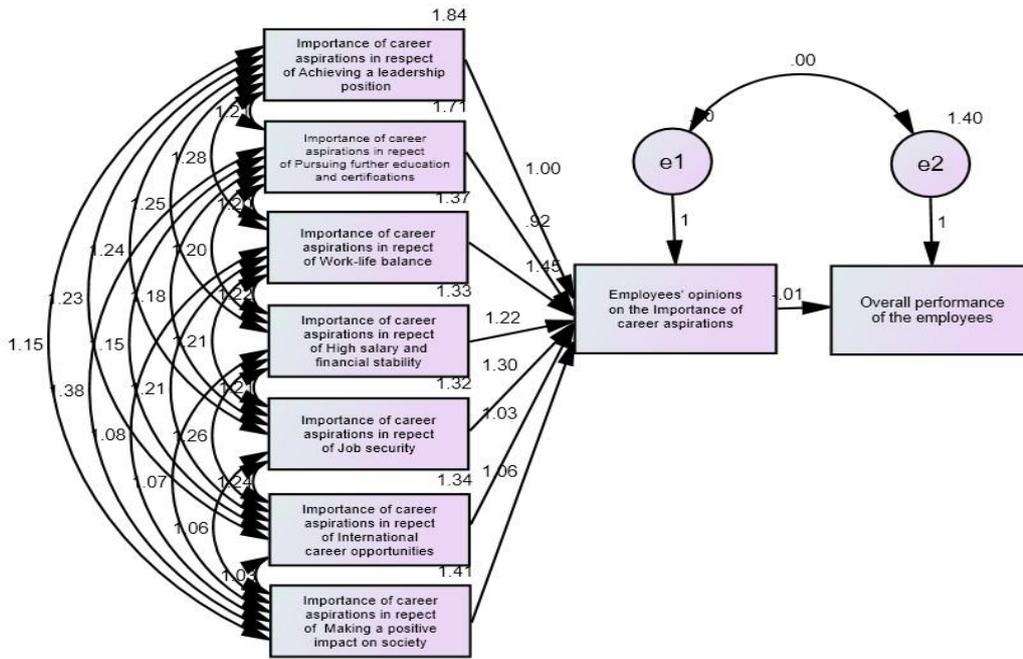
1. Error 1 for Employees' opinions on the Importance of career aspirations
2. Error 2 for Overall Performance of the Employees

**Table – 1**  
**Summary of the variables used for the analysis**

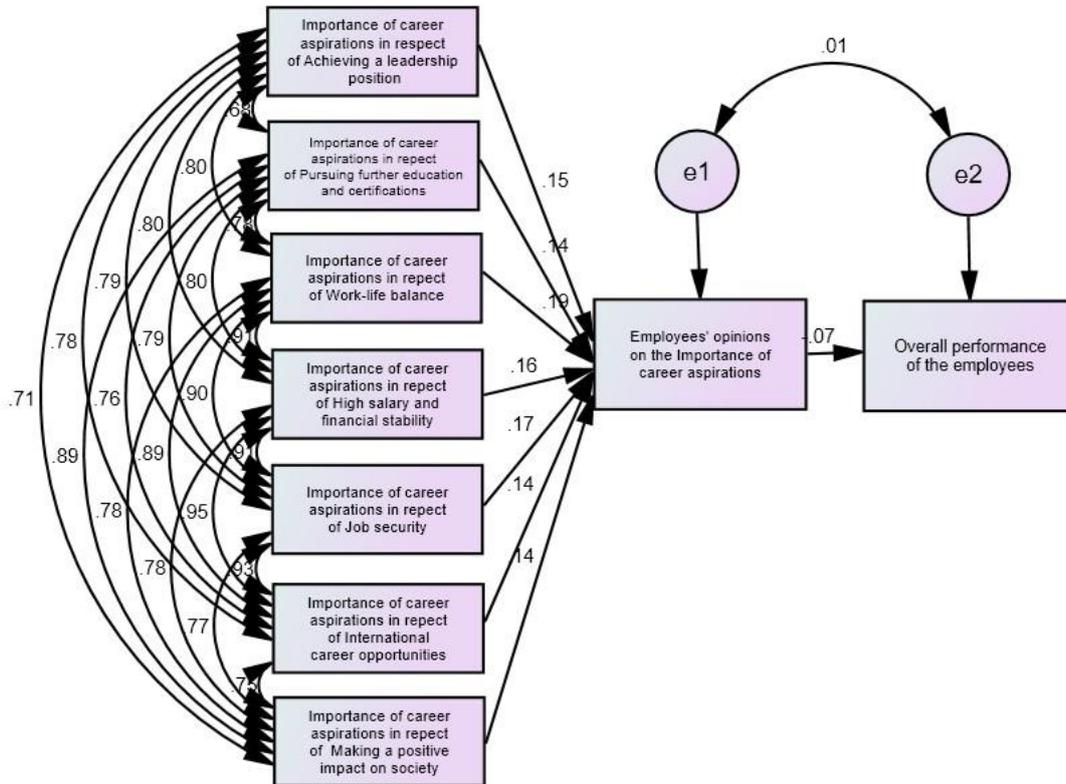
	1.
	2.
Number of variables in your model	11
Number of observed variables	9
Number of unobserved variables	2
Number of exogenous variables	9
Number of endogenous variables	2

Source: Output generated from Amos 20.

**Figure – 1**  
**Unstandardized estimate for Structural Equation Model of the importance of career aspirations in enhancing workplace performance among generation z employees**



**Figure – 1**  
**Standardized estimate for Structural Equation Model of the importance of career aspirations in enhancing workplace performance among generation z employees**



**Table – 2**  
**Regression weights for Structural Equation Model of the importance of career aspirations in enhancing workplace performance among generation z employees**

Regression Weights	Unstandardized estimate	Standardized estimate	S.E.	C.R.	P Value
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Employees' opinions on the Importance of career aspirations <--- Achieving a leadership position	.998	.153	.015	66.813	***
Employees' opinions on the Importance of career aspirations <--- Pursuing further education and certifications	.918	.135	.021	44.477	***
Employees' opinions on the Importance of career aspirations <--- Work-life balance	1.452	.192	.027	54.758	***
Employees' opinions on the Importance of career aspirations <--- High salary and financial stability	1.223	.159	.036	34.418	***
Employees' opinions on the Importance of career aspirations <--- Job security	1.302	.169	.031	42.484	***
<b>Regression Weights</b>	<b>Unstandardized estimate</b>	<b>Standardized estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P Value</b>
Employees' opinions on the Importance of career aspirations <--- International career opportunities	1.033	.135	.035	29.643	***
Employees' opinions on the Importance of career aspirations <--- Making a positive impact on society	1.064	.143	.022	48.126	***
Overall performance of the employees <--- Employees' opinions on the Importance of career	-.009	-.068	.005	-1.859	.063

Source: Output Generated from Amos 26

The regression analysis for the Structural Equation Model indicates a significant and positive relationship between "Achieving a Leadership Position" and "Employees' Opinions on the Importance of Career Aspirations." The unstandardized estimate of 0.998 suggests that for every unit increase in the leadership aspiration, the perceived importance of career aspirations increases by nearly one unit, holding other factors constant. The standardized estimate of 0.153 highlights a moderate positive effect, emphasizing that leadership ambitions moderately contribute to shaping employees' perceptions of career aspirations. With a critical ratio (C.R.) of 66.813 and a highly significant p-value (\*\*\*), the results confirm the statistical robustness of this relationship. These findings underscore the critical role of leadership goals in enhancing employees' views on the importance of career aspirations, which, in turn, can positively influence workplace performance among Generation Z employees.

The regression analysis highlights a significant positive relationship between "Pursuing Further Education and Certifications" and "Employees' Opinions on the Importance of Career Aspirations." The unstandardized estimate of 0.918 indicates that for every one-unit increase in the pursuit of further education and certifications, the perceived importance of career aspirations increases by 0.918 units, keeping all other variables constant. The standardized estimate of 0.135 suggests a moderate positive effect, demonstrating that educational and professional development ambitions play a significant role in shaping employees' perceptions of career aspirations. The critical ratio (C.R.) of 44.477, coupled with a highly significant pvalue (\*\*\*), confirms the robustness and statistical significance of this relationship. These findings emphasize that Generation Z employees view further education and certifications as a vital component of their career aspirations, directly contributing to their workplace performance and professional growth.

The regression analysis reveals a strong and significant positive relationship between "WorkLife Balance" and "Employees' Opinions on the Importance of Career Aspirations." The unstandardized estimate of 1.452 indicates that for every one-unit increase in the emphasis on work-life balance, the perceived importance of career aspirations increases by 1.452 units, holding other variables constant. The standardized estimate of 0.192 reflects a moderate-tostrong positive

effect, highlighting the critical role of work-life balance in shaping employees' career aspirations. The critical ratio (C.R.) of 54.758 and a highly significant p-value (\*\*\*), indicate the statistical robustness of this relationship. These results underline the fact that Generation Z employees place a high value on achieving a balance between their professional and personal lives, viewing it as a fundamental component of their career aspirations and overall workplace satisfaction.

The regression analysis indicates a significant positive relationship between "High Salary and Financial Stability" and "Employees' Opinions on the Importance of Career Aspirations." The unstandardized estimate of 1.223 shows that for every one-unit increase in the emphasis on financial stability, the perceived importance of career aspirations increases by 1.223 units, with other variables held constant. The standardized estimate of 0.159 highlights a moderate positive effect, demonstrating that financial goals are a crucial aspect of employees' career aspirations. The critical ratio (C.R.) of 34.418 and a highly significant p-value (\*\*\*), confirm the robustness and significance of this relationship. These findings emphasize that Generation Z employees view high salary and financial stability as key motivators, strongly influencing their career aspirations and workplace performance.

The regression analysis demonstrates a significant positive relationship between "Job Security" and "Employees' Opinions on the Importance of Career Aspirations." The unstandardized estimate of 1.302 indicates that for every one-unit increase in the importance placed on job security, the perceived importance of career aspirations rises by 1.302 units, assuming other factors remain constant. The standardized estimate of 0.169 suggests a moderate positive effect, underscoring job security as a vital component of career aspirations. With a critical ratio (C.R.) of 42.484 and a highly significant p-value (\*\*\*), the relationship is both statistically robust and meaningful. This highlights that Generation Z employees prioritize job security as a crucial factor, significantly shaping their career aspirations and influencing their engagement and performance in the workplace.

The regression analysis reveals a significant positive relationship between "International Career Opportunities" and "Employees' Opinions on the Importance of Career Aspirations." The unstandardized estimate of 1.033 indicates that for every one-unit increase in the emphasis on international career opportunities, the perceived importance of career aspirations rises by 1.033 units, with other variables held constant. The standardized estimate of 0.135 reflects a moderate positive effect, suggesting that global career prospects play a notable role in shaping employees' career aspirations. The critical ratio (C.R.) of 29.643 and the highly significant p-value (\*\*\*), confirm the statistical significance of this relationship. These findings highlight that Generation Z employees place considerable value on international opportunities, viewing them as an essential element of their career aspirations and a means to enhance their professional growth and workplace performance.

The regression analysis shows a significant positive relationship between "Making a Positive Impact on Society" and "Employees' Opinions on the Importance of Career Aspirations." The unstandardized estimate of 1.064 indicates that for every one-unit increase in the value placed on societal impact, the perceived importance of career aspirations rises by 1.064 units, holding other factors constant. The standardized estimate of 0.143 reflects a moderate positive effect, highlighting that the desire to make a societal impact is a meaningful component of career aspirations. The critical ratio (C.R.) of 48.126 and a highly significant p-value (\*\*\*), affirm the statistical robustness of this relationship. These results suggest that Generation Z employees highly value the ability to contribute positively to society, viewing it as an integral part of their career aspirations and overall workplace engagement.

The regression analysis indicates a negative but not statistically significant relationship between "Employees' Opinions on the Importance of Career Aspirations" and "Overall Performance of the Employees." The unstandardized estimate of -0.009 suggests that for every one-unit increase in the perceived importance of career aspirations, overall performance decreases by 0.009 units, assuming other factors remain constant. The standardized estimate of -0.068 reflects a weak negative effect. The critical ratio (C.R.) of -1.859 and a p-value of 0.063 indicate that the relationship is not significant at the conventional 5% level. This implies that employees' opinions on the importance of career aspirations do not have a statistically significant direct impact on their overall performance in this model. However, this result may warrant further investigation to explore potential indirect effects or other influencing factors.

## RECOMMENDATIONS

**Enhance Career Development Programs:** Organizations should design and implement comprehensive career development initiatives that align with employees' aspirations. These programs should focus on leadership development, opportunities for further education, and international career prospects to cater to Generation Z's diverse career goals.

1. **Promote Work-Life Balance:** Given the strong influence of work-life balance on career aspirations, companies should adopt policies that promote flexible working hours, remote work options, and wellness programs. This will help improve job satisfaction and boost overall workplace performance.

2. **Foster Job Security and Financial Stability:** Organizations should prioritize creating a stable work environment by offering competitive salaries and clear career progression paths. Transparent communication about job security can enhance employees' trust and commitment.
3. **Encourage Social Impact Initiatives:** Since making a positive societal impact is a key aspiration for many Generation Z employees, organizations should provide opportunities for employees to engage in corporate social responsibility (CSR) activities and community development projects.
4. **Provide Global Exposure:** To meet the demand for international career opportunities, companies can offer short-term assignments, exchange programs, and international training sessions. This will not only satisfy employee aspirations but also help organizations build a globally competent workforce.
5. **Continuous Feedback and Support:** Regular performance reviews and career counseling sessions can help employees align their aspirations with organizational goals. Providing mentorship and guidance ensures employees feel supported in their professional growth.
6. **Tailor Approaches to Individual Needs:** Recognizing that career aspirations vary among individuals, organizations should adopt personalized strategies to support each employee's unique goals. This can enhance engagement and maximize their contribution to workplace performance.

## CONCLUSION

This study highlights the critical role of career aspirations in shaping workplace performance, particularly among Generation Z employees. Career aspirations such as leadership ambition, work-life balance, financial stability, and societal impact significantly influence employees' engagement, job satisfaction, and overall contribution to organizational success. Understanding these aspirations allows organizations to align their strategies with employees' personal and professional goals, fostering a more motivated and high-performing workforce. The findings underscore the importance of creating an environment that supports employees' career development through tailored programs, flexible work policies, and opportunities for global exposure. While the direct impact of career aspirations on performance may vary, the indirect effects through enhanced satisfaction and engagement are substantial. By recognizing and nurturing these aspirations, organizations can not only improve individual performance but also drive long-term business success in a competitive and evolving workplace.

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