

40. Future Entrepreneurs: Who Are They?

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Introduction. According to the research, the new generation or, as we call it now, the gen Z, has quite serious misunderstandings with their parents, teachers and even employers. The reason is that the gen Z has a set of social characteristics that make them completely different from people from other generations. To avoid “conflicts of generations” and to build adequate and productive cooperation, it is necessary to find out the main features of the modern generation.

Methods and materials. For the study, such research methods were used: system-based analytical method; statistical and economical method, trends of innovative activity of enterprises; analysis and synthesis methods; the abstract and logical method.

Results. The generation that was born in 1996 or later is considered to be the future successful entrepreneurs. This generation has another point of view on how to run the business properly. Such companies like Airbnb and Uber show how one can earn money, telling others how to solve travel and transport issues. As a result, the freelancing activity became more popular and it led to the development of startups. The new generation is a group of people who know what innovation, invention, enterprise, and economy are.

Absolutely, Gen Z is not just a group of consumers. They are the next generation of business owners. Various social projects involve children into the development. For instance, the Ukrainian social PR campaign "Gres-Todorchuk" is known for "Museum of News" project in the Botanical Garden, attracts children to create new useful things that will be used in everyday life.

Gen Z does not leave their houses without a phone. These people are dependent on the digital boom. They create new technologies that will be used for economic development. This generation is looking for the new innovative ways of work structure, so companies have to change their views and management strategy. Brands that want to be developed should use the creative minds of people from Gen Z.

The main difference from the X generation is that they do not seek the ways to earn more money to be able to buy more, they are eager to earn more money to invest them in the development of the world. For example, Google Company hires young professionals and pays a high salary not because they work well but because the company is able to do it. Google pays for the fact that employees are at work and try their best to change the world for the better.

Conclusion. People from Generation Z: 1. Do not ask questions, they use the Internet. They are independent of anyone's opinion; 2. Quickly find the answer, rejecting unnecessary information; 3. Do not know what a deadline is, office work from 9 a.m. to 6 p.m. is not for them; 4. Multitasking generation; 5. Socially active, free to find connections; 6. Want to change life for the better; 7. Do not want to be connected with the authorities, do not want to become deputies. They believe that it's possible to improve the economy. The only thing one needs to do is to run business honestly.

References

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