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## **A GENERATION-SPECIFIC ANALYSIS OF CHOOSING A JOB, EMPLOYEE LOYALTY AND MOTIVATION AFTER THE CORONAVIRUS**

### **Abstract:**

In the present study, we analyzed the preference system for job choice under the influence of the coronavirus from a generation-specific perspective.

Employer branding, retention and motivation of employees is an increasing challenge for employers. Changing labour market conditions, the generational divide and the specific values of the new generation have in themselves posed significant challenges for employers. This has been exacerbated by the multidimensional negative macro-effects of the coronavirus, which have significantly reshaped labour market conditions. Working conditions and attitudes to work have been transformed by the pandemic, as has the issue and meaning of loyalty.

In addition to the difficulties of recruitment and retention, the difficulties of cooperation between different generations have presented HR professionals with new challenges.

It is very difficult to create a climate of trust that can be both optimal, attractive and stimulating for employees with different values and socialisation backgrounds.

It is no coincidence that in recent decades a growing body of research has examined how the ranking of incentives for employees has changed. Given that, the HR profession has witnessed an increasing intensity of change.

Within the framework of this study, quantitative data were collected in the framework of primary research using a pre-tested standardised questionnaire. The analysis of the responses obtained from the random sampling allowed us to conclude that the generational gap in perceptions of the world of work has been further exacerbated by the pandemic, which has further encouraged employers to think about differentiated solutions and employer branding strategies rather than generic solutions.

### **Keywords:**

generations, workplace preference, quantitative research