

# **Different leadership styles and their impact on Generation Z employees' motivation**

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Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration in

International Management

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## Abstract

The aim of this bachelor thesis is to describe different leadership styles and investigate their influence on employees' motivation at workplace. Motivated workforce within an organization is essential factor for establishing and maintaining healthy work environment. For an organization to be successful, its leaders need to understand the needs of their employees and continuously adapt the corporate structure and business strategies.

Various technological advancements changed the way new generations are raised. Such evolving youth has different characteristics, needs and attitudes both in everyday life and at the workplace. Leadership styles which were effective in past are becoming unsatisfactory and unacceptable to new generations, especially generation Z, which will be the focus of this thesis. According to Zemke et al. (2000), generation Z involves people born between 1995 and 2010. In relation to that, for leaders and managers to be able to attract and engage new employees within organization and take its advantage, they need to understand the changes in their motivating factors, as well as their behaviour patterns.

Research question is as follows: 'What is the impact of different leadership styles on employees' motivation to work and achieve organizational objectives?'. Thesis will be based on qualitative research design and interviews will be used as a tool for collecting, analyzing and interpreting the results from the sample size consisting of business and management students of the Generation Z within Europe, who previously had some working experience.