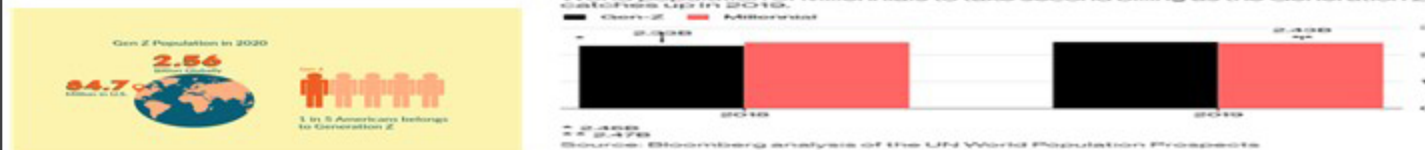


GEN-Z EFFECT: NEW OPPORTUNITIES OF EMPLOYEE COLLABORATION AND KNOWLEDGE SHARING ON SERVICE INNOVATION IN MALAYSIA.

Background

Generation Z also known as zoomers, is the demographic cohort succeeding Millennials and preceding Generation Alpha. In order to prepare these new talents, it is timely to open up to new approaches that work for different generations as Gen-Z wants to choose what to learn and how they want to learn it in a way that feels right to them.



Literature Review

This section also pays great attention to all of the study's links and goes through each one in depth. Knowledge sharing (KS) as the action in which employees spreading the relevant information to others within the organisation. By sharing of knowledge, collaboration. this will lead to a joint-decision making to problem resolution where power is shared and stakeholders of the organisation take collective responsibility for the actions taken and the followed outcomes of it. The research topic of service innovation is covering more areas which include leadership, strategy, and management in service innovation. Participative work environment—one that encourages and values employees' ideas, shares new knowledge and information; without penalizing them for potentially ineffective ones highly encourages the employee collaboration as employees feel empowered. Additionally, to facilitate and share knowledge among employees, the firm must possess the three dimension of market orientation and only then the employees have the market-sensing capability to fulfil the market's need.

Conclusion

Synergy is built when employees from different generations work together to utilise their complementary skills and competencies. With the entry of Gen-Z in the workforce, top management can tremendously gain by investing in plans that promote constructive involvement of different generations. Therefore, organizations should devise some distinctive strategies that they can help enhance Gen-Z employees' job satisfaction and engagement levels will reshape our society sooner than we expect, an era of global disruption, faster technology innovation and progress which will allow any human being to be connected on a global stage.



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