

A Study on The Workplace Values and Work Attitudes of Post-00s

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Abstract. In recent years, as "post-00s are rectifying the workplace" has become a hot topic in society, the post-00s generation has gradually entered the workplace, and their professional values and work attitudes have attracted widespread attention from academia and enterprises. Compared with the post-70s generation, who focused on stability and responsibility, the post-80s generation, who emphasized promotion and material rewards, and the post-90s generation, who pursued balance and autonomy, the post-00s generation grew up in the context of the Internet and globalization, and has a more open, diverse and flexible value orientation. They place more emphasis on career significance, self-realization and personal growth, attach importance to work-life balance, and show a positive attitude towards flexible working methods and diverse workplace culture. This article explores the workplace values and work attitudes of post-2000s and offers insights into human resource management. The research finds that understanding and respecting the values of the post-2000s is crucial for optimizing organizational management, improving employee satisfaction, and promoting sustainable corporate development.

Keywords: Post-2000s, workplace values, work attitude, career significance.

1. Introduction

With the social and economic transformation and technological innovation, the labor market continues to show new work attitudes and values of the post-00s. Compared with those born in the 1970s, they weaken the priority of stability and responsibility, and emphasize the realization of self-worth. Compared with those born in the 1980s, they are less obsessed with salary and position, but pay more attention to corporate social responsibility and consistency of values [1]. Compared with those born in the 1990s, they place greater emphasis on flexibility and mental health, reject excessive competition and the "hard-working culture", and are more concerned with long-term stability and career significance [2].

In recent years, the topic of "post-00s clean up the workplace" has frequently appeared on hot searches on social media, reflecting that this group has different attitudes and behavior patterns when entering the workplace than previous generations. As the "natives" of informatization and globalization, the post-00s have been deeply influenced by Internet culture, diverse social thoughts and educational concepts in the process of shaping their values. Compared with the traditional value orientation of pursuing stability, material rewards or social status, the post-00s are more concerned about individual development, career significance and quality of life. From an academic perspective, most existing research focuses on the post-90s generation. For example, Jin Leifa and Li Yueheng briefly discussed the management of post-90s employees, and later Guo Linglong studied the impact of narcissistic leadership on post-90s employees [3, 4]. However, systematic research on the post-00s generation is still relatively insufficient. As this group gradually becomes the core force in the workplace, exploring the characteristics of their workplace values and work attitudes will help deepen our understanding of this group and provide a basis for organizational management practices. From a practical perspective, if companies can accurately grasp the value needs of the post-00s generation and develop management and incentive mechanisms that are more in line with their expectations, it will help enhance the attractiveness and cohesion of the organization. This study aims to answer the following questions: What are the characteristics of the workplace values and work attitudes of the post-2000

generation? How should companies adjust their management strategies to adapt to the characteristics of the post-2000 generation?

2. Characteristics of the Workplace Values and Work Attitudes of Post-00s

Workplace values refer to an individual's stable preferences for goals and meaning in their work, primarily involving external rewards (salary, promotion, stability) and internal needs (career significance, personal growth, self-realization) [5]. The following analysis of the workplace values of the post-2000s will be based on this theory.

2.1. Emphasize Career Significance and Self-realization

On the Internet, there are often niche professions that most people have never heard of, such as "doll restorer". Doll restorers, also known as doll doctors, are responsible for repairing or cleaning clients' damaged or old dolls. By restoring the dolls, they give them a new soul, while also releasing the client's deepest memories and emotions. Restoring a client's dolls isn't so much about repairing their meaningful spiritual connection as it is about restoring their spiritual connection. This profession brings an inspiring experience to understand the spirit of the career significance and self-realization.

No profession values the workplace values of the post-00 generation as much as this one as, career significance and self-realization. While the workplace values of the baby boomers and Generation X are stability or cash, social values are the top priority for the post-2000 generation [5]. Their workplace values survey showed that most of the post-2000s expected their employers to demonstrate their social responsibility and sustainable development in their corporate vision, and social responsibility and sustainable development have become one of the most important criteria for post-2000s in their career choices [1]. For this survey, more than 60% of the respondents were willing to accept a little less salary, but required concrete commitment from the company in terms of environmental protection or social responsibility. Post-2000s have begun to regard the sense of career significance as a basic requirement. The social responsibility practices of business leaders and organizations are very important to this. When led by Tim Cook, Apple has requested that carbon neutrality be achieved for its entire business and supply chain by 2030, and it continues to promote recycling and renewable energy strategies. Not only does this show that Apple foresaw environmental issues 10 years ago, but also it makes young employees get recognition not only from their daily work, but also beyond their daily work. It makes them feel that they are contributing to global sustainable development in their positions. Apple's practice of positioning environmental protection at the corporate level satisfies the social significance pursued by this post-2000 generation and personal mission.

2.2. Value Flexibility and Work-Life Balance

Flexibility is another prominent feature of the post-00s generation. A study by Johns Hopkins University found that 73% of employees born after 2000 want to retain flexible working options in the long term [6]. Flexible working means flexible working hours or flexible working locations. First, in terms of work schedule arrangement, those born after 2000 prefer flexible working hours and remote work, and show a positive attitude towards innovative models such as compressed work weeks. For example, Microsoft's pilot program in Japan for a four-day work week not only significantly improved employee satisfaction but also led to productivity growth, demonstrating that flexible working hours do not reduce efficiency but rather promote employee engagement. Secondly, in terms of the workplace, the development of digital tools has made hybrid working and digital nomadism possible. Companies like Google and Meta have strengthened remote collaboration mechanisms, enabling employees to remain efficient at home, in shared spaces, and even across borders. This degree of freedom fits perfectly with the post-00 generation's pursuit of autonomy.

The post-2000 generation tends to coordinate work with their personal pace of life and interests, rather than passively adapting to a rigid system. A questionnaire survey conducted by Tong Yuqi et al. on

some post-2000s in China showed that the top three work attributes that post-2000s value most are a sense of job significance, career development opportunities, and work-life balance [7]. Unlike the "work-centered" tendency of those born in the 1970s and 1980s and the "balancing career and life" attitude of those born in the 1990s, those born in the 2000s place more emphasis on maintaining clear boundaries in the workplace. They generally believe that work should not be everything in life. Career development is important, but personal interests, health and family should not be ignored.

2.3. The Influence of Internet Culture and Diverse Values

As digital natives, those born after 2000 grew up under the influence of Internet culture and are naturally sensitive to information and inclusive of multiculturalism. Traditional recruitment ads include job responsibilities and recruitment requirements, which are certainly important, but now more companies are "targeting" the characteristics of the post-00s, making recruitment ads more in line with the expression style of "surfers" so that they can see and identify with the concept of their own brand. Tencent has a recruitment advertisement video that uses exaggerated body language, brainwashing video background music and abstract visual expression to visualize young people's complaints about the workplace in just over a minute. Tencent use dramatic videos to attract the attention of post-00s, and at the end of the video, shows the brand concept of "more interesting than you think". Such creative recruitment ads are undoubtedly more likely to attract the attention of post-00s than traditional recruitment ads.

Research from the Stanford Report shows that the post-2000 generation has significantly higher demands for diversity, equity, and inclusion (DEI) than previous generations [8]. They are more inclined to choose companies that emphasize diversity and fairness in recruitment and organizational culture, which forces many companies to highlight inclusive values in employer brand building. ByteDance is a global internet company that has always regarded "diversity and inclusion" as its core concept. Its employees come from more than 150 countries and regions. The convergence of cross-cultural backgrounds has injected diverse thinking and experience into the organization. For those born after 2000, this environment means that they can naturally be exposed to different voices on an open platform, breaking the limitations of the traditional workplace that emphasizes consistency, and thus better realizing their self-worth. It is worth noting that ByteDance does not just stop at the slogan level, but implements diversity through institutional design. For example, in TikTok's global operations, the company has established a diversity committee that focuses specifically on user and employee groups from different cultural backgrounds. This mechanism not only ensures the product's inclusiveness to global users, but also reflects the company's genuine emphasis on diversity. This "internal and external consistency" approach is particularly important for the post-00 generation, who emphasize authenticity and consistency in action. It assures them that the culture advocated by the company is not a form, but a real value commitment.

2.4. Focus on Mental Health and Long-Term Development

Unlike the post-90s generation, who are closely associated with the "hard work culture", the post-00s generation places more emphasis on mental health and long-term career development. They are unwilling to sacrifice their leisure and emotional life indefinitely for the company. health, interests, freedom and self-realization are more important than a simple rise in income or title.

At the same time, according to a survey of Business Insider, post-2000s have less interest in classic superior and subordinate roles of management positions [9]. They more like to shape their own developing ways of a autonomous and flexible model rather than a high speed promoting model. If the companies do not provide the necessary psychological care and development space, it is hard to keep this kind of employees for a long time.

In a word, the above-mentioned four characters of workplace of post-2000s are presented in the following aspects: meaning, flexible, diversified and psychological well-being. These four characters

not only influence the specific career choice of these employees, but also bring new requirements for the human resource management and organization culture of the companies.

3. Management Implications and Future Prospects

In the current workplace environment, companies need to effectively leverage their recruitment and incentive systems, according to the specific circumstances of post-2000 employees, in order to attract and retain employees. Post-2000 employees were born after 2000. Work for this group is not just a means of realization, but also an important avenue for achieving self-realization. In addition, assigning a meaning to work is very important for this group. Therefore, when recruiting employees, companies need to create a sense of career significance, and the design of work should align with the values of employees [6]. When Salesforce was first founded, it set a goal of donating 1% of its equity, 1% of its products/technology, and 1% of its employees' time to society, communities, and public welfare projects. This model later evolved into a global movement called Pledge 1%, which promotes the practice of "companies making giving back to the community their DNA." "Employees do not just work for the company's profits, but can participate in social welfare and contribute to greater value with the support of the company outside of their own work. Some employees said they felt that what they were doing was not just "selling software to customers," but also "having a positive impact on the community, education, and the environment." "If employees can understand that what they do can create social value and personal value, employees will be happy to work for Salesforce and be loyal, rather than just offering a high salary. In addition, a flexible career path is also one of the most important things that employees after 2000 attach great importance to [10]. Compared with the fixed career ladder in the past, employees born after 2000 prefer diversity and freedom. Therefore, companies should offer employees more choices of careers and development directions. This will not only help attract young talents with potential, but also help employees position themselves according to their personal interests and career goals, respect their individual differences, and thus promote their career growth.

Furthermore, companies also need to strengthen the construction of the corporate culture, especially the atmosphere of open, inclusive and diverse work environment for the post-2000 generation [1]. Post-00s were born and raised in the era of informatization and globalization. They like to work in the work environment which can respect the difference of individuals and encourage creativity and cooperation. Therefore, companies should actively promote the integration of various cultures and establish the corporate culture with the integration of various cultures and thoughts. This will not only increase the job satisfaction and alienation of post-00s, but also enhance the cohesion and efficiency of the team. A very open and inclusive atmosphere will make post-00s feel their unique position and value, and they will be more willing to cooperate with other colleagues to complete the work in the long-term development of the company. By adopting the above specific management measures, companies can attract the post-2000 talents, and at the same time, provide a better stage for the development of employees, which is conducive to the win-win of the company and employees.

4. Conclusion

This article compares and analyzes the characteristics of the post-00s generation in the workplace from the perspective of values and work attitude.

The values of the post-00s in the workplace are more evident in differentiation, especially in the career significance, self-realization, work flexibility and mental health, which are more focused on the post-00s than the previous generation.

Those born in 1970 were more concerned about stability, while those born in 1980 were more concerned about material rewards, those born in 1990 were more concerned about individual choices, and those born in 2000 were more concerned about the meaning of work itself and personal development. They often select the job that can realize the true value of the self, rather than simply high salary and rapid promotion. In addition, the post-00s attach particular importance to the balance

between work and life, and prefer to maintain physical and mental health through flexible working methods, rejecting the so-called "struggle culture." Understanding and adapting to the professional values of the post-00s generation plays a vital role in helping companies optimize human resource management, improve employee satisfaction, and promote the harmonious development of corporate culture. As the post-00s gradually become the main force in the market, companies must make corresponding adjustments in recruitment, incentives, leadership styles, etc., to ensure that they can meet the value orientation and behavioral preferences of this generation. At the same time, companies need to pay more attention to the individual needs of employees and create a flexible, diverse and inclusive working environment to enhance employees' sense of belonging and loyalty.

In general, with the advancement of generational change, updating the management model of enterprises is not only an inevitable choice to adapt to the needs of the new generation of employees, but also the key to maintaining competitiveness and promoting sustainable development.

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