

GENERATION Y: INVESTIGATION OF THEIR ROLE IN THE CONTEMPORARY LIFE CONDITIONS AND JOB MARKET

Koffas S. (University of Applied Sciences of Thessaly), Adamou A. (University of Applied Sciences of Thessaly), Katsarou, D.E. (University of Applied Sciences of Thessaly), Aspridis G. (University of Applied Sciences of Thessaly), Tsiotas D. (University of Thessaly) and Sdrolias L. (University of Applied Sciences of Thessaly)

Human evolution in connection with contemporary globalization has created a new Generation: Generation Y. It consists of young people with specific qualitative characteristics and abilities, as well as a broad-minded and extrovert approach to their life. Nevertheless, they were unlucky enough to be born and grow up in a period of intense economic crises and social upheaval. As a result they face, especially now, the spectrum of the total breakdown of job prospects and established labour rights; consequently they resort to the less frustrating reflection, that of obligatory migration. In order to better understand this Generation it was deemed necessary to develop and send a questionnaire to young people in Greece and abroad. The use and analysis of the research provides the opportunity to form a complete picture of the extent and manner in which the economic and social uncertainty influenced the development of their character, the differences in their mentality, as well as their true opinion of their own generation. The results are assessed to be very useful for understanding them and their role in the prevalent life conditions and especially the job market.