

The impact of social crises on job seekers and employees and job seeking intent

How do social crises affect job seeking intent and response across generations?

The COVID-19 pandemic and the reigniting of the Black Lives Matter movement in response to racial violence and injustice has disrupted the U.S. and workplace over the past few years. Their effects have permeated through many facets of society, including the workplace, where employers' priorities and values have been put under pressure and scrutiny in response.

Bucky Fairfax, DBA '21, and his colleagues sought to find out if there was any correlation between the dual pandemics and their effect on employees job search intent. They examined the effect of employees' experience of employers' responses to COVID-19 and BLM on their intention to search for new jobs, and how these factors played out across generations.

Through a sample of 122 employees from four generations (Gen Z, Millennials, Gen X and Baby Boomers), they found that generation had a significant effect on employees search for new jobs in response to employers' response to COVID-19 and BLM. When comparing generations, Gen Z employees were more likely to actively seek new employment due to their experience with employer response to the BLM movement than Gen X and Baby Boomers. Millennials were more likely to actively seek new employment due to employer to COVID-19 than Gen X.

As Gen Z and Millennials' place in the workforce increases and evolves, organizations will need to be more mindful of national social, political, and environmental movements, and the ways they shape workplace behavior and employee commitment. Equally as important, the ways in which employers respond to social movements has relevance to employees, is scrutinized, and affects their intent to search for another job and employer.

MAJOR TAKEAWAYS:

- Employers' responses to social crises can affect the retention of employees, especially for the younger generations.
- As the most diverse generation, Gen Z finds diversity, equity, and inclusion particularly salient in their attraction to employers and intent to stay.

WHO NEEDS TO KNOW:

- Employers
- Management
- Communications professionals
- HR professionals

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- Testing for Generational Difference Impacts on Employee New Job Seeking Intent in Response to COVID-19 and the Black Lives Matter Movement. *International Journal of Business and Management*. <https://doi.org/10.5539/ijbm.v18n4p13>