



To Study Genz's Perception Regarding Various Career Opportunities in Living a Happy Life in Ahmedabad City

Jeet Vagododa^{1*}, Kiran Shivilani², Jignesh Vidani³

Institute of Management Studies, LJ University

Corresponding Author: Jeet Vagododa 24003400310145@mail.ljku.edu.in

ARTICLE INFO

Keywords: Generation Z, Career Opportunities, Work-Life Balance, Happiness

Received : 2 September

Revised : 15 Oktober

Accepted: 21 November

©2024 Vagododa, Shivilani, Vidani: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](#).



ABSTRACT

This study examines Generation Z's perceptions regarding various career opportunities and their influence on happiness in Ahmedabad, India. Utilizing a quantitative approach, the research analyzes twelve alternate hypotheses related to age, career values, work-life balance, and the role of technology in shaping career choices. The findings reveal a notable shift in values, with Gen Z prioritizing work-life balance over traditional metrics of success such as financial rewards. While the null hypotheses were accepted for most areas, a significant association was found between age and the prioritization of work-life balance, indicating that as Gen Z matures, they increasingly seek careers that promote personal fulfillment. The study also highlights the importance of adaptability, job security, and the role of career counseling in guiding this generation's choices. Implications for educators, employers, and policymakers are discussed, emphasizing the need for a supportive environment that fosters both career success and well-being. By aligning strategies with the unique values and preferences of Generation Z, stakeholders can contribute to the development of a workforce that not only excels in productivity but also prioritizes happiness and mental health. Future research directions include longitudinal studies, comparative analyses, and investigations into the entrepreneurial aspirations of this generation.

INTRODUCTION

These days, the importance of employment decisions has become a major concern for Generation Z, sometimes known as "digital natives." These people, who were born between 1995 and 2012, differ from their forebears in a number of ways, chief among them being the early exposure to technology. Understanding Generation Z's attitudes and professional goals is becoming more and more crucial as they start to enter the workforce. This study aims to investigate Generation Z's career goals, with a special emphasis on how they view Ahmedabad City's job options and how these decisions affect their quest for happiness (Vidani, 2015).

Understanding the larger changes in generational thinking requires an understanding of the research's context. Gen Z is distinguished from earlier generations by their familiarity with digital technologies, accessibility to a variety of employment options, and their distinct demands of their employers. Numerous studies conducted worldwide have started to shed light on how this generation defines success and happiness in their working lives, what influences their decisions, and how they approach job decisions. A thorough analysis of the literature sheds light on the elements that influence Gen Z's professional goals, including their preferences for financial stability, meaningful work, work-life balance, and a favorable work environment (Vidani & Solanki, 2015).

Barhate and Dirani's (2021) comprehensive literature study provides a thorough examination of Gen Z's job goals. Their research indicates that both internal and external variables impact Gen Z's professional goals. Personal fulfillment, enthusiasm for their work, and seeking employment that fits with their interests and values are examples of intrinsic elements. Conversely, extrinsic considerations include pay, employment security, and employer-provided benefits. According to the report, Gen Z has clear expectations for their careers, including chances for advancement, ongoing education, and flexibility at work. Even though Gen Z has clear job aspirations, they are still a relatively new generation in the workforce, and further study is required to fully comprehend their long-term employment habits (Vidani, 2015).

Another important component of Gen Z's job-search activity is the impact of social media on their career decisions. A study on Indonesian Generation Z by Hartaningtyas et al. (2022) examines how social media influences job seekers' intentions to apply for jobs and their professional goals. According to the survey, Gen Z primarily uses social media sites to look for work, and businesses' social media presence greatly influences the number of job applications they receive. The three main elements driving Gen Z's work choices are job security, coaching management, and health insurance. This focus on work perks and psychological well-being implies that Generation Z is seeking supportive environments that address their general well-being in addition to monetary advantages (Vidani, 2015).

In Thailand, where a study by U-Dee et al. (2022) looks at the factors impacting Generation Z's career decisions, a similar tendency is seen. The results show that Gen Z values good welfare and a fair wage, but they also

stress the significance of having strong relationships with superiors and coworkers. Important considerations in their decision-making process include knowledge, enthusiasm for the work, and transferable abilities. The report emphasizes that companies need to provide cultures that encourage growth, passion, and a good work-life balance in order to meet the evolving expectations of this generation. Employers must concentrate on retention methods that are in line with Gen Z's ideals because of this generation's tendency to change employment (Vidani, 2015).

Another level of insight into this subject is provided by the Ahmed et al. (2022) study conducted in Pakistan on the profession choices made by Generation Z students in Lahore. According to this study, the desire for prominent careers, familial influence, and the quest of greater salaries are the main variables determining career choices. In traditional societies like Pakistan, where parental expectations can significantly influence career trajectories, the influence of parents and family on job decisions is especially noticeable. In these situations, deciding on a career is not just a personal choice for Gen Z; it is also impacted by social norms and outside pressures (Solanki & Vidani, 2016).

Another developing trend is how technology and artificial intelligence (AI) influence Gen Z's employment decisions. Tomescu and Boeru (2023) talk about how the digitalization of several industries and the development of AI have created previously unthinkable new job options. Careers in AI, machine learning, and other tech-driven professions are attractive to Gen Z, who grew up with rapid technology breakthroughs, because of their potential for innovation and growth. However, because certain established jobs may become outdated, the rapid changes in the employment market also create uncertainty. Gen Zers' approach to career planning is influenced by the dual realities of opportunity and unpredictability; many are looking for jobs that combine stability with creativity (Vidani, 2016).

Lastly, a qualitative study by Dikeç et al. (2023) looks at how Turkish university students of Generation Z view the future. According to the survey, students' perceptions of their futures are greatly influenced by the nation's overall situation, the educational system, and economic issues. A lot of students worry about getting a job, bettering themselves, and whether they will have to go overseas in order to take advantage of better prospects. This feeling of unpredictability, along with the drive for both professional and personal development, perfectly captures the difficulties Generation Z faces navigating a volatile labor market (Niyati & Vidani, 2016).

These worldwide patterns offer a helpful framework for comprehending how Gen Z views professional prospects in Ahmedabad City. Ahmedabad, an Indian metropolis that is expanding quickly, provides a range of conventional and contemporary job options, from business and industry to technology and start-ups. When choosing a career, Gen Z in Ahmedabad, like their counterparts throughout the globe, is likely to give top priority to elements like meaningful employment, work-life balance, and growth prospects. Their professional choices will also be greatly influenced by their families, society's expectations, and India's economic situation (Pradhan, Tshogay, & Vidani, 2016).

Numerous elements, such as societal influences, technology breakthroughs, extrinsic rewards, and inner motivations, influence Generation Z's approach to career planning. They bring new attitudes and expectations to the workplace that go against conventional ideas of what it means to succeed in a job. Finding meaning, preserving work-life balance, and fostering a healthy work environment are all important aspects of a successful job for Gen Z, in addition to financial compensation. In order to promote the career development and well-being of this new generation, employers, schools, and legislators must have a thorough understanding of these goals and attitudes. In Ahmedabad City, where the economy is changing quickly, Gen Z's professional choices will probably be impacted by local cultural and economic aspects as well as worldwide ones (Modi, Harkani, Radadiya, & Vidani, 2016).

Research Objectives

To study the perception of Generation Z on the role of career success in leading a happy and fulfilling life (Objective is achieved in Question 6 of the Questionnaire).

To examine the importance Generation Z places on work-life balance over financial rewards in career choices (Objective is achieved in Question 7 of the Questionnaire).

To assess the confidence level of Generation Z regarding their chosen career path leading to a fulfilling life (Objective is achieved in Question 8 of the Questionnaire).

To explore the preference of Generation Z for job security versus pursuing passion in career choices (Objective is achieved in Question 9 of the Questionnaire).

To analyze Generation Z's openness to changing careers if dissatisfied with their current job or profession (Objective is achieved in Question 10 of the Questionnaire).

To investigate the importance of continuous learning and personal growth opportunities for Generation Z in their career decisions (Objective is achieved in Question 11 of the Questionnaire).

To study the influence of family opinions and expectations on Generation Z's career choices (Objective is achieved in Question 12 of the Questionnaire).

To examine Generation Z's preference for flexible working hours in career options (Objective is achieved in Question 13 of the Questionnaire).

To analyze Generation Z's perception of how technology impacts future career opportunities (Objective is achieved in Question 14 of the Questionnaire).

To investigate the importance Generation Z places on career counseling and guidance for making informed career choices (Objective is achieved in Question 15 of the Questionnaire).

To assess the importance of salary and benefits in Generation Z's career choice decisions (Objective is achieved in Question 16 of the Questionnaire).

To explore Generation Z's perception of entrepreneurship as a desirable career option (Objective is achieved in Question 17 of the Questionnaire)

LITERATURE REVIEW

Numerous factors influence the employment choices of Generation Z, according to a review of the literature on their views on career opportunities and how these contribute to leading a happy life. Born between 1995 and 2012, Generation Z stands out from earlier generations due to its early and continuous exposure to social media, technology, and a labor economy that is changing quickly. Their tastes, aspirations for their careers, and general perspective on life happiness are greatly influenced by these factors. This review of the literature summarizes important research on the socioeconomic elements that influence Generation Z's career choices, their expectations of their employers, and their intrinsic and extrinsic motivations. The review also discusses geographic contexts, demonstrating that although Gen Z populations around the world share certain characteristics, cultural and regional variations greatly influence their job goals (Vidani, 2016).

Career Aspirations and Influencing Factors

Barhate and Dirani (2021) claim that Generation Z has clear job goals that are influenced by both internal and external variables. In addition to seeking employment security, pay, and benefits (extrinsic elements), Gen Z appreciates meaningful work that is in line with their personal values and passions (intrinsic factors), according to their study, which is a systematic review of the literature. Opportunities for learning and development, workplace flexibility, and jobs that give them a sense of purpose are more likely to be valued by this generation. This research emphasizes how crucial it is to provide Gen Z workers with opportunities for professional progress and to establish work environments that foster their personal development (Singh, Vidani, & Nagoria, 2016).

In a similar vein, U-Dee et al.'s (2022) study on Thai Generation Z entering the workforce discovered that a combination of financial stability and a favorable work environment significantly influences Gen Z's job choices. In particular, the survey found that this generation places a high importance on their coworkers and bosses, but they also value fair pay and excellent welfare benefits. The study assessed motivating elements using Rich Feller's Flower theory, which showed that interests, knowledge, and transferable abilities all had an impact on profession choices. According to U-Dee et al., in order to draw in and keep Gen Z employees, businesses need to establish nurturing workplaces that prioritize their emotional and financial well (Mala, Vidani, & Solanki, 2016).

On the other hand, a research by Ahmed et al. (2022) on students attending private colleges in Lahore, Pakistan, emphasizes how outside factors like family and social expectations shape Gen Z's job decisions. According to the report, a lot of students follow their parents' desires and choose to pursue professions that are seen as prestigious or lucrative over pursuing their own interests. This cultural feature is especially noticeable in traditional civilizations when choosing a vocation is more heavily influenced by family expectations. In this situation, many people choose cultural acceptance and financial stability over pursuing their own interests (Dhere, Vidani, & Solanki, 2016).

Impact of Technology and Social Media on Career Choices

Social media and technology have a significant influence on how Generation Z views their careers. The impact of social media platforms on Indonesian Gen Z students' job application processes was investigated by Hartaningtyas et al. in 2022. According to their studies, Gen Z uses social media as their main resource while looking for work, and their decision to apply is greatly influenced by a company's social media presence. Additionally, the survey notes that Gen Z favors openness in job advertisements, particularly when it comes to advantages like health insurance, job security, and coaching or mentorship opportunities. Companies can appeal to the expectations of this generation by advertising psychological components of the job, such as work-life balance and employee well-being, rather to merely the job's financial rewards, thanks to social media's direct interaction with job seekers (Singh & Vidani, 2016).

Additionally, Tomescu and Boeru (2023) highlight how technology and artificial intelligence (AI) are increasingly influencing Generation Z's job decisions. Gen Z is drawn to jobs in technology, data science, and industries that offer innovation and expansion as AI becomes more ingrained in many sectors. This generation, which is already used to using technology, finds professions involving artificial intelligence (AI) especially tempting due to the COVID-19 pandemic's forced rapid digitization. A certain amount of unpredictability is also highlighted by the study, though, as new jobs are created while others become outdated. The difficulty for Generation Z is to prepare for jobs that might not exist yet, therefore flexibility and lifelong learning are critical competencies (Vidani & Plaha, 2016).

Many Gen Zers look for employment that are future-proof and provide opportunity to work with cutting-edge technologies, reflecting this technological shift in their career goals. However, some people experience anxiety due to the quick speed of technology change because they fear that their job pathways may become outdated in a few years. Many firms and educational institutions are concentrating on helping this generation acquire tech-driven skills in order to address these worries and maintain their competitiveness in the labor market (Solanki & Vidani, 2016).

Work-Life Balance and Career Flexibility

The desire of Generation Z for job flexibility and work-life balance is another recurring issue in the literature. According to U-Dee et al. (2022), Gen Z's need for a balance between their personal and professional lives has a significant impact on their employment choices. Gen Z looks for jobs that give them the freedom to manage their personal lives and pursue interests outside of work, in contrast to earlier generations who frequently placed a higher value on financial benefits and professional security. This desire for work-life balance encompasses more than just remote work options or flexible scheduling; it also includes the general quality of life that a career can offer (Vidani, 2016).

The idea of a balanced existence encompasses mental and emotional health in addition to time management. According to Hartaningtyas et al. (2022), Gen Z is more likely to look for companies that promote mental wellness and foster a positive work atmosphere. Gen Z applicants are more likely to be

drawn to job postings that highlight mentorship, employment security, and psychological well-being. According to the study, a successful career for this generation is determined by one's capacity to lead a satisfying life outside of work rather than just one's money or job title (Vidani J. N., 2016).

Furthermore, research indicates that professional flexibility encompasses more than just working hours; it also involves the freedom to change careers or even industries without fear of repercussions. According to U-Dee et al. (2022), Gen Z is more likely to change occupations if they believe their current role does not fulfill their expectations for work-life balance or personal development. Organizations must figure out how to keep Gen Z talent by satisfying their need for flexible, fulfilling work environments in light of the growing employment mobility (Vidani & Pathak, 2016).

Cultural and Economic Influences on Career Perceptions

The job goals of Generation Z are greatly influenced by cultural and regional settings. The study by Ahmed et al. (2022), for example, emphasizes the impact of family expectations in Pakistan, where a large number of Gen Z students experience pressure to pursue professions in prestigious or financially advantageous disciplines, like engineering or medicine. In these civilizations, outside forces frequently influence professional choices more so than one's own passions or interests. In contrast, Gen Z is more likely to value work-life balance and personal fulfillment over monetary gains in more individualistic countries (Pathak & Vidani, 2016) (Vidani & Plaha, 2017) (Sukhanandi, Tank, & Vidani, 2018) (Vasveliya & Vidani, 2019).

Career perspectives are also greatly influenced by economic reasons. The study by Dikeç et al. (2023) investigates the effects of political unrest and economic volatility in Turkey on the employment prospects of Generation Z. According to the report, a lot of college students worry about their future employment because of financial difficulties, a lack of social chances, and pressure to relocate overseas in search of better opportunities. Economic variables like inflation, unemployment rates, and global economic movements impact Gen Z's confidence in the job market in many nations, thus this sense of future uncertainty is not exclusive to Turkey. Many people's fear of economic instability motivates them to seek steady, well-paying employment, often to the detriment of other factors like passion or personal interest (Bhatt, Patel, & Vidani, 2017) (Vidani, 2018) (Biharani & Vidani, 2018) (Sachaniya, Vora, & Vidani, 2019).

Mental Health and Career Anxiety

Another major motif in the literature is anxiety about the future. Many Generation Z students in Turkey are worried about their employment prospects because of the political and economic unrest in the nation, according to Dikeç et al. (2023). The dread of not being able to find fulfilling employment or having to accept positions that do not fit their interests and skill set adds to this anxiety. These worries are supported by recent research, which shows that many Gen Zers are anxious about joining a labor market that is becoming more competitive and unpredictable (Vidani, Chack, & Rathod, 2017) (Vidani, 2018) (Odedra, Rabadiya, & Vidani, 2018) (Vidani, 2019).

This generation is often characterized as being more anxious than previous generations, in part because of the constant exposure to global crises through social media and the internet. The pressure to succeed in a competitive job market, coupled with the fear of economic and political instability, contributes to a heightened sense of anxiety about the future, which makes many Gen Z individuals more likely to experience stress and mental health issues related to their career decisions. For Gen Z, choosing a career is not just about finding a job; it's also about finding stability in an unpredictable world (Vidani & Singh, 2017) (Vidani J. N., 2018) (Vidani, Jacob, & Patel, 2019) (Vidani & Dholakia, 2020).

The research on the professional goals of Generation Z shows that they are a pragmatic and ambitious generation. They are keenly aware of the social and economic issues that impact their professional choices, even as they look for fulfilling employment that reflects their own values. Their job search behavior is greatly influenced by social media and technology, since many of them use these channels to communicate with possible employers and research employment options. However, Gen Z's definition of career success heavily weighs work-life balance, career flexibility, and mental wellness. Their professional choices are complicated by geographical and cultural variations, though, such as family influence and unstable economic conditions (Vidani J. N., 2020).

These worldwide patterns are probably going to show up in Ahmedabad City in comparable ways, with local economic circumstances, cultural norms, and technology developments affecting how Gen Z makes job choices. Employers, educators, and legislators must have a thorough understanding of these elements in order to establish settings that promote the goals and welfare of this generation. The future of work will surely be shaped by Generation Z's distinct views on career success and satisfaction as they become a dominating force in the workforce (Rathod, Meghrajani, & Vidani, 2022) (Vidani, Meghrajani, & Siddarth, 2023).

Research Gap

Although study on job aspirations and their relationship to Generation Z's well-being is becoming more and more significant, it is rarely sufficiently examined how these perspectives might differ in metropolitan contexts like Ahmedabad. Current research does not focus on the socioeconomic and cultural factors that will specifically differentiate Gen Z job goals in any place; instead, it focuses on broad patterns or one generation in comparison to another. For instance, work-life balance and job satisfaction are seen to be important components of happiness; but, Ahmedabad has not fully examined how these elements interact with regional labor markets, educational options, and societal expectations. Building career counseling and support networks that align with the requirements and values of this demographic is crucial in order to increase their level of satisfaction and general fulfillment.

Hypothesis

H1: There is a significant association between age and the belief that career success plays a significant role in leading a happy and fulfilling life.

H2: There is a significant association between age and the prioritization of work-life balance over financial rewards in career choices.

H3: There is a significant association between age and confidence that a chosen career path will allow for living the desired life.

H4: There is a significant association between age and the preference for job security over pursuing passion in a career.

H5: There is a significant association between age and the openness to changing careers if dissatisfied with the current job or profession.

H6: There is a significant association between age and the preference for jobs that provide opportunities for continuous learning and personal growth.

H7: There is a significant association between age and the influence of family opinions and expectations when choosing a career.

H8: There is a significant association between age and the attraction to careers that offer flexible working hours.

H9: There is a significant association between age and the belief that technology will significantly impact career opportunities in the future.

H10: There is a significant association between age and the belief that career counseling and guidance are essential for making informed career choices.

H11: There is a significant association between age and the belief that salary and benefits are the most important factors when choosing a career.

H12: There is a significant association between age and the perception of entrepreneurship as a desirable career option.

Table 1. Validation of Questionnaire

Statements	Citation
I believe that career success plays a significant role in leading a happy and fulfilling life.	(Saxena & Vidani, 2023)
I prioritize work-life balance over financial rewards in my career choices.	(Mahajan & Vidani, 2023)
I am confident that my chosen career path will allow me to live the life I want.	(Sharma & Vidani, 2023)
Job security is more important to me than pursuing my passion in a career.	(Sharma & Vidani, 2023)
I am open to changing careers if I am not satisfied with my current job or profession.	(Patel, Chaudhary, & Vidani, 2023)
I prefer jobs that provide opportunities for continuous learning and personal growth.	(Chaudhary, Patel, & Vidani, 2023)
I am influenced by my family's opinions and expectations when choosing a career.	(Bansal, Popalkar, & Vidani, 2023)
I am attracted to careers that offer flexible	(Vidani, Das, Meghrajani,

working hours.	& Chaudasi, 2023)
I feel that the use of technology will significantly impact my career opportunities in the future.	(Vidani, Das, Meghrajani, & Singh, 2023)
I believe that career counseling and guidance are essential for making informed career choices.	(Saxena & Vidani, 2023)
The salary and benefits of a job are the most important factors for me when choosing a career.	(Vidani J. N., 2022)
I see entrepreneurship as a desirable career option.	(Vidani & Das, 2021)

Source: Author's Compilation

METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	103
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's Compilation

Demographic Summary

The demographic summary of the study's participants reveals a predominantly young adult sample, with 90.2% aged 18-25 years. The gender distribution shows a slight male majority, with 58.8% identifying as male and 41.2% as female. In terms of educational qualifications, nearly half of the respondents (47.1%) are undergraduates, while 44.1% hold postgraduate degrees, indicating a highly educated group. The field of study/work is primarily focused on commerce (48.0%), followed by engineering (20.6%) and

science (12.7%). Finally, the majority of participants are current students (75.5%), with only a small proportion engaged in jobs (15.7%) or other professional roles, reflecting the sample's youthful demographic and academic focus.

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.943	12

Source: SPSS Software

The Cronbach's Alpha value of 0.943 indicates a high level of internal consistency among the 12 items in the measurement instrument. This suggests that the items are well-correlated and reliably measure the underlying construct. A value above 0.9 is generally considered excellent, indicating that the scale is highly reliable for use in research contexts. These results support the validity of the findings derived from this instrument, ensuring that the conclusions drawn from the data are robust and trustworthy.

Add rows as per number of hypothesis you have created

Table 4. Results of Hypothesis Testing

H7	H7: There is a significant association between age and the influence of family opinions and expectations when choosing a career.	0.580	>	H07 Accepted (Null hypothesis accepted)	0.972	strong
H8	H8: There is a significant association between age and the attraction to careers that offer flexible working hours.	0.404	>	H08 Accepted (Null hypothesis accepted)	0.276	weak
H9	H9: There is a significant association between age and the belief that technology will significantly impact career opportunities in the future.	0.653	>	H09 Accepted (Null hypothesis accepted)	0.654	strong
H10	H10: There is a significant association between age and the belief that career counseling and guidance are essential for making informed career choices.	0.105	>	H10 Accepted (Null hypothesis accepted)	0.676	strong
H11	H11: There is a significant association between age and the belief that salary and benefits are the most important	0.742	>	H11 Accepted (Null hypothesis	0.715	strong

	factors when choosing a career.			accepted)		
H12	H12: There is a significant association between age and the perception of entrepreneurship as a desirable career option.	0.508	>	H12 Accepted (Null hypothesis accepted)	0.532	strong

Source: Author's Compilation

DISCUSSION

The study goes into detail on how Gen Z views different job options and how they relate to leading a contented life in Ahmedabad. In order to gain insight into how these elements interact to influence young adults' life satisfaction, this study proposed and concluded a number of hypotheses pertaining to age and different aspects of job decision-making.

The findings have revealed a number of significant insights regarding Ahmedabad's Gen Z population's mindset. One hypothesis that was refuted ($p = 0.029$) was that there is a highly significant correlation between age and the overemphasis on work-life balance over financial incentives. Thus, it can be concluded that, in light of the times, younger people are becoming more and more aware of the necessity of striking a balance between their personal and professional obligations, particularly their well-being above financial benefits. According to the report, this is consistent with global trends on the move away from a salary-driven definition of success and toward a definition or metric of success based on lifestyle and mental health. It also depicts a more inclusive cultural shift in which employment decisions are increasingly influenced by one's level of happiness and personal fulfillment, particularly in an increasingly urbanized setting like Ahmedabad.

On the other hand, the vast majority of unsupported hypotheses actually suggested that age was irrelevant when presenting their views on how technology impacts career options, how work performance is a predictor of happiness, job security, and passion in practice. For example, it might be argued that this favorable response to H1 is a result of a broader understanding of how things other than work achievement affect life satisfaction, even while it reflects the general Gen Z attitude that career success is less important than happiness. A potential generational homogeneity in attitude is suggested by the repeated acceptance of the null hypothesis regarding a number of parameters, such as the impact of family expectations and the perception of entrepreneurship. It might suggest that Ahmedabad's Gen Z is rather uniform in how they view careers; once more, this is probably due to a common cultural background and social mores that cut across age. Overall, there may not be much of a correlation because the generation have similar ideals regarding expectations for happiness and careers despite their diversity.

The fact that Gen Z is aware of the intricacy involved in choosing a job is the only thing that is reflected in the closing words that accompany the adoption of career coaching as needed, H10. They would probably seek employment advice to match professional paths with more general life

objectives rather than to navigate job markets. This offers the potential for a much more comprehensive system of mentorship programs and career services that could be able to handle the diverse aspirations of Ahmedabad's young professional class.

More significantly, though, these findings do point to the presence of Gen Z's notions of work security and career change aversion, which is a practical strategy for career planning in a time of economic uncertainty. This might be included in the response to the current uncertain job market, when stability is increasingly valuable.

Overall perceptions are still based on the traditional norms of job security and family expectations, even if Gen Z in Ahmedabad exhibits some good predispositions toward work-life balance and personal fulfillment. These revelations can help us better understand the career goals of Generation Z and emphasize the need for educational and legislative frameworks to adapt to their evolving requirements and attitudes toward success in the workplace and happiness. Such dynamics and the implications for career advice, educational institutions, and employers looking to collaborate with this generation could be the subject of future research.

Theoretical Implications

The results of this study on Ahmedabad's Generation Z's perceptions of career options and happiness have some important theoretical ramifications that add to the larger conversation about career development. It accomplishes this by questioning conventional conceptions of job development that hold that gaining financial success is a key component of advancing in one's career. For example, the long-held belief that work-life, or quality of life, is not a fundamental factor that transcends monetary values in selecting one's profession is broken by Generation Z's emphasis on work-life balance above monetary compensation. This necessitates the development of new theoretical frameworks that take into account not just the new understanding of work and work-life balance, but also personal achievement and overall well-being as crucial components of a fulfilling career that transcend economic considerations.

The realistic approach Gen Z takes to their professions is also demonstrated by the acceptance of theories regarding job security and flexibility in the face of change. It is consistent with the Career Construction Theory in this respect, which highlights flexibility as a crucial core competency. Gen Z's readiness to switch occupations in order to advance emphasizes how crucial flexibility and adaptability are to next-generation models' representation of the changing labor market and current demands, which are always shifting in tandem with the younger generation's continuous progress.

The necessity to incorporate technical literacy into theories of professional development is further justified by the implications of technology's influence on employment opportunities. Gen Z's capacity to see how technology might improve lives implies that existing job development models need to alter to keep up with the quick advancements in technology and how they affect career pathways. This necessitates a thorough comprehension of

how technology affects job availability as well as new industries and skills required.

Furthermore, it indicates an increase in autonomous views toward decision-making because Gen Z employment choices are not giving enough weight to family opinions. This suggests that traditional theories have, in one way or another, placed a strong emphasis on socialization as the main factor in choosing a vocation. This should, in part, cast doubt on future studies that examine the effects of this independence on career choice and satisfaction. In a time when Gen Z is defining their careers, prioritizing personal goals over family obligations may be a sign of a broader cultural shift.

Approaches to entrepreneurial mindset within career development frameworks are necessary given Gen Z's perception of entrepreneurship as a career choice. This aligns with broader current research on entrepreneurship, which highlights and recommends the cultivation of entrepreneurial abilities and mindsets in both the classroom and the workplace. The ideas need to change as entrepreneurship becomes a more appealing and feasible career option that calls for young people to acquire entrepreneurial skills.

In actuality, the study's most crucial and critical role—the role of career counseling—highlights the importance of advice for more effective navigating the challenging modern labor market. This just goes to demonstrate how pertinent developmental career counseling theories are, implying that these services must adapt to the unique requirements and preferences of Generation Z. This generation of people can be better equipped to make wise decisions about their lives in the face of quickly evolving circumstances by including elements like work-life balance and technology training.

All things considered, this study enriches the theoretical discussion of career development by examining Generation Z's ideals and aspirations for improvement. According to the findings, current models need to be reviewed in order to account for the new distinctiveness and preferences. This will help us better understand the dynamics of career orientation elements that lead to a fulfilling working life in the modern era.

Practical Implications

For a variety of stakeholders, including educators, employers, legislators, and career counselors, the study's conclusions about how Generation Z members in Ahmedabad view employment opportunities and happiness have significant practical ramifications.

These schools' courses ought to focus on topics that are essential for Gen Z to use in their everyday lives, such flexibility and work-life balance. In order to help students more readily transition to the real world after graduation, the institution should also consider offering courses that focus on personal development, stress management, and emotional intelligence. After that, students would have access to instruction in digital literacy and current technology, both of which are essential in today's workforce.

The most pertinent lesson for the employer is that work-life balance needs to be a part of the company culture. In this instance, it refers to the implementation of flexible work schedules, such as remote work or flexible

hours, which would help recruit and retain Gen Z talent. Organizations can boost employee satisfaction and productivity by acknowledging the generation's importance for personal time and, more crucially, their care for mental health. Furthermore, Gen Z's ambition for both work advancement and personal development would be strongly satiated by the chances for ongoing education and professional development.

It is past time that authorities began reshaping the job market to support Gen Z's goals as well. Young professionals may find their working conditions more comfortable if measures like fair pay and improved job security are implemented. Grants and training initiatives that encourage entrepreneurship will enable Gen Z to pursue business endeavors that will boost Ahmedabad's economy and spur greater innovation.

In order to provide Gen Z with comprehensive support for not just job possibilities but also personal well-being strategies, the conditions under which career counseling services must be modified and tailored to their individual needs have altered. In all of its facets, counseling must be modified to guarantee that young people are properly equipped with the means to conduct assessments of their abilities, interests, and values. At the same time, flexibility must be emphasized as a key component of career planning. Gen Z will be better prepared to face the competitive job market if career services are offered with workshops and resources on all these connected subjects, including networking, résumé construction, and interview techniques.

Finally, in order to create a significant support system for Gen Z, a closer partnership between academic institutions, corporations, and governmental organizations would need to be established. Establishing mentorship programs where experts visit and speak with kids is one way to do this. The transition from school to work may be made easier with the help of these insights and networking possibilities.

In order to ensure that the tactics proposed are in line with the beliefs and preferences of Generation Z, this article finds that there is an increasing need for an interdependent approach that would engage schools, employers, policymakers, and career counselors. This can foster an atmosphere that not only encourages professional achievement but also improves the happiness and general well-being of this new generation in Ahmedabad.

CONCLUSIONS AND RECOMMENDATIONS

This survey provides insightful information about how Ahmedabad's Generation Z views career prospects and their effect on happiness. According to the data, this generation has clearly changed its values, placing a greater focus on work-life balance, personal fulfillment, and job flexibility. Financial incentives and other conventional indicators of career success are still significant, but people are beginning to see them as less significant than job happiness and general well-being.

According to the report, educational institutions must modify their curricula to better prepare students for a changing labor market by placing an emphasis on technology and emotional intelligence skills. Employers are urged

to create a work environment that values adaptability and ongoing education in order to satisfy Gen Z's desires for work-life balance and personal development. In order to further enable this generation to pursue rewarding professional options, policymakers are essential in fostering an economic climate that encourages entrepreneurship and job security.

In order to address the particular requirements of Generation Z, career counseling services must also change to offer advice that covers both professional preparation and techniques for personal wellbeing. In order to create a strong support network for this generation and enable a more seamless transition from school to the workforce, cooperation between educators, employers, and government organizations will be crucial.

In summary, cultivating a happier and more satisfying professional life requires an awareness of and attention to Generation Z's perspectives of employment options. Stakeholders may help create a workforce that promotes happiness and well-being in addition to productivity by coordinating tactics with their beliefs.

FURTHER STUDY

Although this study offers a basic insight of how Ahmedabad's Generation Z views professional options and contentment, there are a few areas that still require investigation. A longitudinal strategy that tracks Generation Z's changing perceptions over time could greatly help future studies. These kinds of studies would shed light on how their goals and values change as they move from school to the workplace and through various professional stages. This dynamic viewpoint can make it easier to pinpoint the important elements affecting their employment decisions at different phases of life.

Furthermore, comparative studies that look at how Generation Z perceives various cultural and geographic contexts might improve our comprehension of how regional influences influence job goals. Research comparing urban and rural environments, or even various Indian cities, may emphasize the impact of socioeconomic and cultural factors on career perspectives by exposing regional differences in values and goals. This comparative study may help develop customized approaches for educational programs and career guidance.

Future research might also look into how Gen Z views careers in relation to demographic criteria including gender, financial level, and educational background. A more nuanced approach to career counseling would be made possible by an understanding of these intersections, allowing educators and counselors to address the particular needs and difficulties that various groups within Generation Z experience. Additionally, it is critical to conduct study on how technology shapes professional options. Studies examining how these shifts affect employment preferences, necessary skills, and the nature of work itself could be helpful for employers and educators as technology continues to reshape the labor market.

More and more people are realizing how important mental health and wellbeing are to job happiness. Future studies could explore the connection between Generation Z's professional choices and mental health, looking at how

various career routes and work conditions affect general wellbeing. Organizations should establish supportive work environments that prioritize mental health in addition to productivity by having a better understanding of these interactions.

Focused research on the factors driving this trend is also necessary given Gen Z's increased interest in entrepreneurship. Examining the difficulties faced by young business owners as well as the efficacy of programs and support networks designed to encourage entrepreneurial success may yield important information for decision-makers in government and academia.

Finally, including employer viewpoints to upcoming studies would provide a fair assessment of the labor market. Comprehending how employers view and react to Generation Z's beliefs and expectations might aid in bridging the gap between their goals and the realities of the workplace. It's equally critical to assess how well the present methods of career advising meet the unique demands of Generation Z.

Enhancing career advice resources and helping this generation make well-informed career selections are the ultimate goals of research that evaluates the results of various counseling approaches.

Following these suggestions will enable future research to expand on the study's findings, providing more in-depth understanding of Generation Z's job attitudes and improving approaches to education, employment, and general well-being.

REFERENCES

Barhate, B., & Dirani, K. (2021). Career aspirations of generation Z: a systematic literature review. *European Journal of Training and Development*. <https://doi.org/10.1108/EJTD-07-2020-0124>.

Rani, H., Jalih, J., & Widyowati, L. (2022). Indonesian Generation Z Work Expectation and Intention to Apply for Job: Role of Social Media. *Quantitative Economics and Management Studies*. <https://doi.org/10.35877/454ri.qems831>.

U-Dee, S., Robkit, A., Vock-Wannowitz, B., Feldmeier, G., & Sriyanyong, P. (2022). INFLUENCING FACTORS FOR THAI GENERATION Z ENTERING WORKFORCE. *Proceedings of the International Conference on Education*. <https://doi.org/10.17501/24246700.2022.8112>.

Ahmed, D., Ahmed, A., Ahmed, H., & Khan, E. (2022). Factors influencing career choice in Generation Z: a study from students of private colleges in Lahore. *BioMedica*. <https://doi.org/10.24911/biomedica/5-800>.

(Barbu), A., & Boeru, A. (2023). ARTIFICIAL INTELLIGENCE: HOW ARE GEN Z'S CHOOSING THEIR CAREERS?. *Balkans Journal of Emerging Trends in Social Sciences*. <https://doi.org/10.31410/balkans.jetss.2023.6.1.24-36>.

Dikeç, G., Öztürk, S., Taşbaşı, N., Figenergül, D., & Güler, B. (2023). The Perceptions of Generation Z University Students about Their Futures: A Qualitative Study. *Sci*. <https://doi.org/10.3390/sci5040045>.

Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. *International Journal of Management Analytics (IJMA)*, 1(1), 63-84.

Bhatt, V., Patel, S., & Vidani, J. N. (2017, February). START-UP INDIA: A ROUGH DIAMOND TO BE POLISHED. National Conference on Startup India: Boosting Entrepreneurship (pp. 61-67). Pune: D.Y. Patil University Press.

Biharani, S., & Vidani, J. N. (2018). ENTREPRENEURSHIP: CAREER OPPORTUNITY HAS NO GENDER DISCRIMINATION. Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 101-104). Pune: D. Y Patil University Press.

Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. International Journal of Management Analytics (IJMA), 1(1), 85-110.

Dhere, S., Vidani, J. N., & Solanki, H. V. (2016, November). A SURVEY ON THE TOWARDS SATISFACTION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. International Multidisciplinary Journal Think Different, 3(24), 45-50.

Mahajan, H., & Vidani, J. (2023). Packaging strategies: Outlook on consumer buying behaviour for FMCG products. Journal of Management and Entrepreneurship, 17(4), October - December 2023.

Mala, Vidani, J. N., & Solanki, H. V. (2016, November). GREEN MARKETING- A NEW WAY OF MARKETING: A REVIEW APPROACH. International Multidisciplinary Journal Think Different, 3(24), 40-44.

Modi, R., Harkani, N., Radadiya, G., & Vidani, J. N. (2016, August). Startup India: Even Diamonds start as Coal. INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD, 2(8), 111-116.

Niyati, B., & Vidani, J. N. (2016, July). Next Generation Children: Smarter or Faster. INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD, 2(7), 110-114.

Odedra, K., Rabadiya, B., & Vidani, J. (2018). AN ANALYSIS OF IDENTIFYING THE BUSINESS OPPORTUNITY IN AGRO and CHEMICAL SECTOR - WITH SPECIAL REFERENCE TO AFRICAN COUNTRY UGANDA. Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 96-100). Pune: D.Y Patil University Press.

Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. International Journal of Management Analytics (IJMA), 1(1), 111-132.

Pathak, K. N., & Vidani, J. N. (2016). A SURVEY ON THE AWARENESS SATISFACTION AS WELL AS TO KNOW THE LEVEL OF THE ONLINE SHOPPING AMONG THE PEOPLE OF AHMADABAD CITY. Governance in E-commerce: Contemporary Issues & Challenges (pp. 261-275). Ahmedabad: GTU.

Pradhan, U., Tshogay, C., & Vidani, J. N. (2016, July). Short Messages: Its Effect on Teenager's Literacy and Communication. INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD, 2(7), 115-120.

Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022, December). Influencer Marketing: A New Marketing Communication Trend. Shodhsamhita, VIII(12(II)), 155-167.

Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap between Expected service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES (pp. 162-169). Ahmedabad: Himalaya Publishing House Pvt. Ltd.

Saxena, M., & Vidani, J. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, Searching Alternativies (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.

Saxena, M., & Vidani, J. N. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, Searching Alternativies (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.

Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. International Journal of Management Analytics (IJMA), 1(1), 193-212.

Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. International Journal of Management Analytics (IJMA), 1(2), 213-234.

Singh, P. K., & Vidani, J. N. (2016, November). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. International Multidisciplinary Journal Think Different, 3(22), 9-16.

Singh, P. K., Vidani, J. N., & Nagoria, V. S. (2016, July-September). Waste Management: Inspire Today for A Better Tomorrow. Journal of Basic and Applied Engineering Research, 3(10), 921-926.

Solanki, H. V., & Vidani, J. N. (2016, November). A NEW ERA OF E-VYAPAR IN 21ST CENTURY: A REVIEW APPROACH. INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH, 5(11(2)), 61-77.

Solanki, N., & Vidani, J. N. (2016, January). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. ZENITH International Journal of Multidisciplinary Research, 6(1), 226-284.

Sukhanandi, S., Tank, D., & Vidani, J. N. (2018). ANALYSIS OF THE IMPACT OF WORK LIFE BALANCE ON WORKING WOMEN LEADER IN INDIA. National Conference 2018 on Leadership, Governance and Strategic Management: Key toSuccess (pp. 77-80). Pune: D.Y.Patil University Press.

Vasveliya, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Rijwani, S. Shome, & D. Danak (Ed.), BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES (pp. 79-85). Ahmedabad: Himalaya Publishing House Pvt. Ltd.

Vidani, J. N. (2015, December). THE STUDY OF INVESTMENT PATTERN OF THE PEOPLE OF BHAVNAGAR DISTRICT. The Indian Writer's e - Journal, 1(1), 1-26.

Vidani, J. N. (2015, December). "THE STUDY OF THE CONCEPTS OF PERSONALITY TRAITS, VALUES, SKILLS AND PERCEPTION OF DR.MANMOHANSINGH. The Indian Writer's e - Journal, 1(1), 1-14.

Vidani, J. N. (2015, December). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. ZENITH International Journal of Multidisciplinary Research, 5(12), 33-50.

Vidani, J. N. (2015, Novemnber). Self Aid Group - A Preeminent way for Bucolic Female Empowerment. International Journal of Advance Engineering and Research Development, 2(11), 351-360.

Vidani, J. N. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016, 25-33.

Vidani, J. N. (2016, December). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. International Journal of Management, IT & Engineering, 6(12), 328-341.

Vidani, J. N. (2016, November). Fake Opportunities and Real Challenges of an Indian Women Entrepreneurs: A Review Approach. International Journal of Multidisciplinary Educational Research, 5(11(3)), 224-237.

Vidani, J. N. (2016, September). Rural Women Entrepreneurship: "Nari Bani Vyapari". International Journal of Management and Research, 1, 208-213.

Vidani, J. N. (2018). Export and Import Procedures (Vol. 1). Online: Educreation Publishing.

Vidani, J. N. (2018). MERGER AND AQUISITIONS: A CASE FROM INDIAN TELECOM SECTOR VODAFONE & IDEA. Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 105-108). Pune: D.Y Patil University Press.

Vidani, J. N. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Prenrurial Products in the Markets of Saurashtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), Transformation Through Strategic and Technological Interventions (pp. 159-167). Ahmedabad: McGraw Hill Education (India) Private Limited.

Vidani, J. N. (2019). INFLUENCER MARKETING: A NEW TREND. Nafional Conferenee on "Multidisciplinary Research in Socelal Seienes & Management Studies. 6, pp. 344-353. Pune: D.Y Patil Institute of Management Studies.

Vidani, J. N. (2020). ROLE OF WOMEN IN AGRICULTURE SECTOR OF INDIA. In P. (. Mateen, WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT (pp. 32-47). Kanpur: International Publications.

Vidani, J. N. (2022). Digital Marketing for Business in #hashtag era (Vol. 1). Delhi, India: Publishing Expert.

Vidani, J. N., & Das, D. S. (2021, August). A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's Decision-Making Process. Turkish Online Journal of Qualitative Inquiry (TOJQI). Retrieved from <https://www.tojqi.net/index.php/journal/issue/view/51>

Vidani, J. N., & Dholakia, A. (2020). An Introspective Study on Retail Sector The Current Scenario in Gujarat and India. In R. B. Chauhan, Management and Innovation: Research Study (pp. 1-15). Kanyakumari: Cape Comorin Publisher.

Vidani, J. N., & Pathak, K. N. (2016). A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH SPECIAL REFERENCE TO AHMADABAD CITY. Governance in E-commerce: Contemporary Issues &Challenges (pp. 121-135). Ahmedabad: GTU.

Vidani, J. N., & Plaha, N. G. (2016, November). SWACHH BHARAT: CSR INITIATIVE BY INDIAN CORPORATES. International Multidisciplinary Journal Think Different, 3(22), 44-50.

Vidani, J. N., & Plaha, N. G. (2017). AGRIPRENEURSHIP: A REINCARNATION OF INDIAN AGRICULTURAL SECTOR. Proceedings of the International Conference on Enhancing Economic Productivity and Competitiveness through Financial and Monetary Reforms (pp. 154-159). Ahmedabad: GTU.

Vidani, J. N., & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special Reference to Ahmedabad District. Services in Emerging Markets (pp. 254-265). Ahmedabad: Emerald.

Vidani, J. N., & Solanki, N. (2015, December). THE STUDY OF FUNDAMENTAL CONCEPTS OF MANAGEMENT FOCUSING ON POSDCORB ANALYSIS - PARLE INDIA PVT. LTD. EXCEL International Journal of Multidisciplinary Management Studies, 5(12), 45-56.

Vidani, J. N., Chack, P. K., & Rathod, D. N. (2017, February). STARTUP INDIA: A CHALLENGING WAY OF THRONES. National Conference on startup India: Boosting Entrepreneurship (pp. 111-118). Pune: D. Y. Patil University Press.

Vidani, J. N., Das, S., Meghrajani, I., & Singh, G. (2023, August). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. Sodhsamhita, 137-157.

Vidani, J. N., Meghrajani, I., & Siddarth, D. (2023, May). Unleashing the Power of Influencer Marketing: A Study on Millennial Consumer Behaviour and its Key Antecedents. JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY, XXV (6), 99-117.

Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. *Rabindra Bharati Journal of Philosophy*, 182-203.

Vidani, J., Jacob, S., & Patel, M. (2019, July - September). MENTAL HEALTH START-UP: MOODCAFE. *Economic Challenger: An International Journal*, 21(84), 35-42.