The Administrative Evolution OF THE DIGITAL GENERATION



Edited by

MARÍA LUISA SAAVEDRA GARCÍA
MÓNICA LORENA SÁNCHEZ LIMÓN

The Administrative Evolution of the Digital Generation

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INVESTOR IN PEOPLE

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Preface

The economic, social, and political environment is evolving at an ever-increasing pace. This evolution is impacting the business world, resulting in learning to manage new challenges agilely and cope with a context of constant uncertainty. Managers must have the necessary skills to face these challenges, among which is the Gen Z era. This book explores the challenges of the Gen Z era.

First, it delves into one of the major challenges of recent years: gender equality, the necessary female empowerment in the workplace, and zero tolerance for any type of violence in general, gender-based violence in particular. Second, it highlights the role that universities must play in the Gen Z era. It analyses how universities should train in entrepreneurial skills, foster digital skills, and adopt new teaching methodologies, such as distance learning. Third, another challenge of administrative evolution in the new Gen Z era is identifying how entrepreneurs should attract talent to companies. Hence, this work identifies the key aspects for attracting our youth to businesses and the related tax aspects.

Next, as seen in today's business world, but even more important in tomorrow's, sustainability is a factor that must prevail in business management. This book describes how the sustainable development goals must also be implemented at the local level to ensure indigenous tourism sustainability, the synergies between digitalization and sustainability, and how sustainable practices are being implemented in Mexico from both the governmental and private perspectives through actions aimed at promoting the circular economy. Likewise, we must not forget that for the economy to function and for us to be sustainable, gender equality defenders, and attract committed talent, the consumer plays a leading role. Therefore, it also analyses consumers' social awareness and how digitalization impacts their purchases.

In conclusion, it is important to emphasize that researchers have a responsibility to help envision the future of business. This forward-thinking, social, and inclusive project could only be coordinated by Dr María Luisa Saavedra García and Dr Mónica Lorena Sánchez Limón. ACACIA is the ideal ecosystem to discuss, debate, and discover a business future based on ethical principles that combines economic, social, and well-being objectives. The Gen Z generation represents a new way of managing. We researchers must identify their needs and collaborate in the implementation of better solutions that, for example, use digitalization as an

enriching and inclusive means, provide diverse solutions that consider all groups, collaborate with governments to build better nations, and help universities adapt to this new reality and train leaders with integrity.

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- Universidad La Salle, México
- Universidad Nacional Autónoma de México (UNAM)
- Universidad Politécnica de Victoria
- Universidad Popular Autónoma del Estado de Puebla

We hope that this book will be useful for academics, researchers, entrepreneurs, and students interested in administrative evolution in the centennial era.

Dr María Luisa Saavedra García
Dr Mónica Lorena Sánchez Limón
Coordinators

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Introduction

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The administrative evolution of the digital generation is a work written by researchers from different higher education institutions in Mexico, members of ACACIA. This work attempts to present a vision of the different administration challenges as society changes. Administration as a social discipline, has at all times to respond and monitor the changes occurring in the environment. The topic developed in this work arises from the genuine concern that organizations are facing with the emergence of those born in an entirely digital world, a world where information is known in real time and there are no borders or limits for entities' all types of operations around the world. So, the question among many others arises: what should an organization do to make the most of this generation's capabilities? Experts point to many actions, including providing technological and digital tools to optimize their work, fostering autonomy to assume responsibilities and teamwork to make decisions, and promoting mentoring as a means of bridging the generational gap with team members, bosses, and leaders.

Likewise, we must be aware that this generation represents a challenge in the educational context, as we are faced with young people who were born and live in the digital age, from whom it is very difficult to get their attention. This is where traditional formats must change, and it is not enough to simply use an electronic whiteboard. New teaching methods and tools must be implemented according to their needs, so that learning represents a challenge for them where they are able to develop and apply new skills such as creativity and innovation. This leads us to a very important reflection as those responsible for the professionals of tomorrow: 'We are 20th century teachers, educating 21st century generations'. What a great challenge we have.

In Part I: Gender Equality in the New Gen Z Era, Chapter 1, 'Women's Economic Empowerment, Unpaid Work, and Care Economy in Mexico', is presented. Its objective is to establish whether unpaid work limits women's economic empowerment and also whether women with lower income and educational levels are limited by greater unpaid work. Chapter 2, 'Effects of Gender Violence Types on the Intent to Rotate Among Tamaulipas Women in the Gen Z Era', seeks to

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determine the effect of different types of workplace violence on Gen Z women intent to rotate in Tamaulipas work environments.

In Part II: Universities' Challenges in the New Gen Z Era, Chapter 3, 'Academic Support to Promote an Entrepreneurial Mind-set Among Gen Z Students', is presented. This chapter seeks to evaluate the entrepreneurial intention of university students and demonstrate the importance of academic support and strengthening an entrepreneurial attitude as triggers for this action. Chapter 4, 'Digital Entrepreneurial Skills in the Gen Z Era: Identifying Opportunities and Planning Action', aims to determine whether the 'identifying opportunities' competency is influenced by the action planning, implementation, and collaboration competencies in young Gen Z Mexican university students, considering these as transversal skills and abilities in the digital entrepreneurship competency. Chapter 5, 'Conversational Agents' Integration in Distance Education at a Higher Education Institution', seeks to evaluate the integration of a conversational agent or chat-bot as a tool for data collection and real-time advice, as an innovative and effective element for teaching.

Part III: Challenges in Human Talent Management in the New Gen Z Era is made up of two chapters. Chapter 6, 'Employer Brand Appeal: Gen Z Graduates' Expectations When Selecting an Employer in Mexico', shows the interest companies have in understanding what attributes are appealing to this generational group, so as to have an adequate value proposition to encourage recruitment of the best candidates. In Chapter 7, 'Social Security Overview for Young People in Mexico and Their Employment Benefits Tax Implications', a legal and statistical analysis of the current panorama of labour and social security conditions for young people in Mexico, including the Gen Z population, is carried out. First when facing the informality problem, second the role the State has taken in the collection of income tax on employment benefits that causes a greater tax burden.

Part IV: Sustainability in the New Gen Z Era contains four chapters. Chapter 8, 'SDGs in Indigenous Tourism Destinations: A Systematic Literature Review', shows that community practices contribute to different sustainable development goals (SDGs) in tourism development. However, there are opportunities that require continuous work for Indigenous tourism to perform in other SDGs. Chapter 9, 'Relationship Between Digitalization and Corporate Sustainability: A Literature Review', proposes a model encompassing a series of variables and terms considered essential for a comprehensive sustainability analysis in the business context, especially in the digitalization field. Chapter 10, 'Circular Economy Practices in Mexico: A View from the New Gen Z Era', explores the concept of circular economy in depth and suggests that this practice could be adopted and promoted by the Gen Z business executives in Mexico. Chapter 11, 'Governmental Social Responsibility: A Gen Z Perspective', aims to analyse the influential factors on social responsibility of the Chiapas, Durango, Guanajuato, Quintana Roo, and Tabasco's governments, from the Gen Z population perspective, considering five variables: community's quality of life, environmental care, services and infrastructure, resource management, and legitimacy.

Part V: Consumers' Behaviour in the New Gen Z Era contains the final two chapters of this book. Chapter 12, 'An Analysis on Health and Environmental Awareness and the Impact of COVID-19 on Consumers' Lives and Their Intention to Purchase Organic Foods', found that both environmental awareness and the impact of COVID-19 on consumers' lives after the pandemic influence their purchase intent for organic food. Chapter 13, 'Traditional Commerce Versus Modern Commerce in the Gen Z Era', analyses the importance of the Gen Z population to the current economy, their impact on retail, and the changes taking place in the digital age.

Without a doubt, this book is of great use and interest to entrepreneurs, academics, and researchers seeking serious theoretical and empirical material that underpins organizational changes in the Gen Z era. We invite you to read this material, which will undoubtedly be essential for improving business decision-making. It will also be of great help to researchers in designing and focusing their future research. Students will find it extremely useful by having access to fresh and current material with a vision for the future.

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Part I

Gender Equality in the New Gen Z Era

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Chapter 1

Women's Economic Empowerment, Unpaid Work, and Care Economy in Mexico

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Abstract

The objective was to establish whether unpaid work limits women's economic empowerment, and if women with lower income and education levels are limited by greater unpaid work. The database used was the National Household Income and Expenditure Survey (ENIGH) 2022, applying a Probit econometric model, focusing on variables such as (a) being female, (b) age of the head of household, (c) type of household, (d) presence of minors, (e) type of activity, (f) number of income earners in the household, (g) time spent on housework, (h) having a basic education, (i) type of company, (j) socioeconomic stratum of the household, (k) hours worked per week, and (l) having a secondary or higher education. The main findings were to partially verify that women perform more hours of unpaid work, circumscribing their economic empowerment and restricting their availability to be employed for paid work. This confirms that women with lower income levels experience by performing more unpaid work, as is the case with women with lower education levels, as opposed to those with higher education levels.

Keywords: Female empowerment; care economy; unpaid work; economic empowerment; female education

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1.1. Introduction

Empowerment refers to women's ability to exercise their right to control and benefit from active resources, income, and their own time, managing risk and improving their economic status and well-being (Saha et al., 2018). Dat (2020) states that it can simply be defined as providing women with opportunities that allow them to achieve economic and financial stability, as well as the ability to implement decisions involving financial resource allocation. Furthermore, women's empowerment is seen as an essential requirement for achieving sustainable development, fighting poverty, and achieving the sustainable development goals (SDGs; Organisation for Economic Co-operation and Development (OECD), 2011). Economic empowerment increases women's access to economic resources and opportunities, including jobs, financial services, property and other productive assets, skills development, and market information, which is critical to strengthening women's rights and enabling them to have control over their lives and exert influence in society (OECD, 2011).

UNECE-UN Women (2021) has noted that unpaid work represents a critical barrier to gender equality and women's economic and social empowerment. Since this occurs outside the labour market, it is not accounted for in gross domestic product (GDP) calculations, remaining invisible to decision-makers and policy-makers. Ruling out this barrier requires specific interventions that address three aspects: (a) the labour market, (b) social care infrastructure, and (c) gender-specific social norms.

Along these same lines, Davies (2018) has pointed out that reducing burdensome and unequal unpaid care work is vitally important to achieving women's economic empowerment. Although this is now recognized, development actors often lack sufficient evidence on how unpaid care affects economic outcomes, limiting women's participation in paid economic activities. Likewise, women's rights and civil society leaders often lack the evidence, strategies, and resources to influence care policy.

This is true even though the OECD (2011) has indicated that investing in gender equality generates higher returns than all other investments in development, since women tend to invest a larger proportion of their earnings in their families and communities than men, thus improving the population's quality of life.

Samuels et al. (2018) report that since the emergence of the SDGs, especially emphasizing SDG 5 (Gender Equality), women's empowerment has been part of political discourse. However, significant gender inequalities in paid work and unpaid domestic and care work between women and men remain. This is despite the fact that women's empowerment is one of the main objectives included in the 2030 Agenda (Moral & Herrarte, 2020). Therefore, one of the targets of SDG 5 (5.4) is 'Recognise and value unpaid care and unpaid domestic work through public services provision, infrastructure supply, and social protection policies, as well as through shared responsibility promotion within the home and family, as appropriate in each country' (UN Women, 2021).

Furthermore, the Economic Commission for Latin America and the Caribbean (United Nations-ECLAC, 2022) states that 'The care society presents itself as an alternative and proactive style, a form of organization that places