



VINH UNIVERSITY
COLLEGE OF ECONOMICS



SUSTAINABLE ECONOMIC DEVELOPMENT
OF VIETNAM IN THE NEW CONTEXT

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BOOK OF
ABSTRACTS

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**RESEARCH ON FACTORS AFFECTING THE ENGAGEMENT OF GEN Z EMPLOYEES IN
- RECOMMENDATIONS FOR STRENGTHENING HUMAN RESOURCES AS
A COMPETITIVE ADVANTAGE FOR VIETNAMESE ENTERPRISES**

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ABSTRACT

The study was carried out to identify affecting factors on engagement of gen Z employees with their Vietnamese enterprises. The data was collected from 400 gen Z employees, which was cleaned, encoded and inserted to SPSS 20 software. Hypotheses from H1 to H5 were applied to test Cronbach's Alpha, EFA, and continued with Pearson analysis and tested the linear regression model using the OLS method on SPSS 20 software. The research findings revealed the study's clarification of affecting factors on the engagement of employees belonging to gen Z. The survey results proved that training and development opportunities has the most significant influence, following by the influence from direct manager and enterprise culture. According to the research results, the authors suggested policy recommendations and management implications for businesses to enhance the utilisation of Gen Z human resources.

Keywords: Engagement, Gen Z employee, Vietnamese enterprises.

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