

# Affiliated institution article review sample

[Business](#), [Marketing](#)



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## Summary

The journal A Cross-Generational Comparison of Motivational Factors in a Sales Career among Gen-X and Gen-Y College Students illustrates the factors that motivate young individuals in the sales sector to conduct their operations effectively. A critical examination and ranking of key motivational factors following the responses from 1390 college students indicates what most individuals expect while doing sales. Two categories of individuals, Generation X and Generation Y are the cases focused in the journal each representing a unique group. The priorities of each group are distinct which their age bracket mainly defines. For instance, Generation X students indicate that they find job security a huge motivator as opposed to Generation Y students who rate satisfaction as a significant motivator. The objectives of this article include establishing the priorities of each category, to assess the motivational factors that influence the performances of sales

individuals and to find out the characteristics of each of the case categories. Moreover, finding out the attitudes of Generation X and Generation Y students was another aim of the article.

## **Key Variables and hypotheses**

According to the article, it is evident that the students' attitudes are defined by distinct motivational variables. Pay is a vital factor in any employment sector. Gen-X rate payment significantly than Gen-Y did (Bristow et. al, 2011). Job security and fringe benefits are other variables that Gen-X believes to influence their operations more than Gen-Y. Most organizations who offer benefits and bonuses to their employers and ensure job security record huge sales. Supervision and co-workers aspects are valued more by Gen-X than Gen-Y. Employers often recognize and respect the people that closely work with them in a daily basis. Therefore, Gen-Y individual are defined by a different set of variables that include recognition, career development, results, class, personal progress and the job itself (Bristow et. al, 2011). Gen-Y is driven by satisfaction rather than the job conditions Gen-X prefer.

## **Sample Characteristics**

Gen-X stands for individuals born after 1964 and not after 1980. Their parents were very aggressive individuals given that their birth came when the economy was downsizing. They are individuals who rely on their own hard work and have a tendency of ensure balance in life. This group of people is prone to change hence less dedicated to any organization. Status that comes with a job is not a priority to Gen-X. Networking is not part of

their art and hate to spend several hours working. However, they believe in the results of their work.

Gen-Y is individuals born between 1981 and 2000. This group was born when the global economy was face tremendous growth. It is argued that this group is well educated, lived in a culturally diverse environment and value the process of achieving the result rather than the outcome itself (Bristow et. al, 2011). Gen-Y has been cultured to challenges hence believe they can try anything and manage. They are a flexible lot that view a job as a career bank and an avenue to advance and gain self-satisfaction. They believe in earning and spending rather than saving.

## **Findings and Managerial Implications**

It is clear that Gen-Y and Gen-X individuals generate their motivation from various aspects. While Gen-Y value self-satisfaction from the job, Gen-X value job conditions and the pay. These aspects are crucial for sales managers to ensure they consider. It is evident that Gen-y work to live while Gen-X live to work. It is imperative for managers to portray a sense of job security, a motivating factor that both categories of students indicated to drive their performances.

## **Limitations**

Asking students to rank job aspects in the future may not clearly offer the exact scenario. Considering the fast technological advancement and lifestyle changes, the students' responses may not give a proper reflection of the future (Bristow et. al, 2011). The managers are limited to a dilemma while recruiting because their offers for a sales job may never cut across the needs

of all age groups. However, ensuring all the crucial motivational factors is vital, but may strain an organization's resources.

## **Personal Sharing**

Given that the two groups Gen-X and Gen-Y were educated and brought up under different economic times, it is important for recruiters to be setting age brackets while hiring depending on their organization's set-up. It is true that lack of motivation and job satisfaction leads to poor performances. Benefits, good remuneration package, career development and flexibility at work place influence employee performance.

## **Reference**

Bristow, D. et. al. (2011). A Cross-Generational Comparison of Motivational Factors in a Sales Career among Gen-X and Gen-Y College Students. *Journal of Personal Selling & Sales Management*, vol. XXXI, no. 1 (winter 2011), pp. 77-85