

Generational values: the generation Y and War in Ukraine

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1 INTRODUCTION

The war in Ukraine has changed the lives of all inhabitants. Many of the Ukrainians were forced to leave their houses and move abroad or to another Ukrainian region. In addition to changing Ukrainian inhabitants' location, the war also changed their goals in the life and their basic values. Values are antecedents of the attitudes and behaviors of people that is why one of common ways of analyzing life goals and their achievement is value analysis.

2 INTERGENERATIONAL VALUE CHANGE THEORY

Egri C. and Ralston D. (2004) indicated "significant macro-level social, political and economic events that occurred during a birth cohort's impressionable pre-adult years result in a generational identity comprised of a distinctive set of values, beliefs, expectations and behaviors that remain relatively stable throughout a generation's lifetime."

Changes of values because of historical and economic changes in the environment (Bandura, 1995) produces unique subcultural value structures (Howe & Strauss, 2007) such as generational value structures.

Egri C. and Ralston D. (2004) mentioned that generations growing up in times of economic, societal and physical insecurity would place high value importance on modern values while generations growing up in periods of stability, prosperity and security prefer post-modern values. Main modern values are economic determinism, rationality, materialism, conformity and respect for authority. Post-modern values are include equalitarianism, individualism, and interpersonal trust, tolerance of diversity, pluralism, irony and self-transcendence.

2.1 The Generation Y

The generation Y also known as the Millennials, the generation Why, the generation Next, the generation Zero, "Thumb generation" and "Network kids" grew up in the new era of globalization, communicational technologies, terrorist attacks, military conflicts and epidemics. Generation Y have been heavily influenced by strong family relationships (Blyznyuk & Lepeyko, 2016).

Generations are classified in four different archetypes, namely Artists, Prophets, Nomads, and Heroes (Strauss & Howe, 2007). The G.I. Generation that preceded the Traditionalist is an example of a Hero generation, and, so too appears to be the Generation Y. They share a return to more conservative (modern) values. Indeed, the generation Y is more civic- and family-oriented than any other generation since World War II, reversing long-term trends toward increased rates of criminal activity, drug use and teen pregnancy (Fritzson, Howell & Zakheim, 2008). Like their great-grandparents, the generation Y appear to be deeply committed to family, community and teamwork. They are characterized by focusing on quick results and importance of self-realization, looking for comfortable psychological climate, flexible schedule, informal communicational style and entertainment component in any activity (Blyznyuk & Lepeyko, 2016).

2.2 Ukrainian Generation Y

Blyznyuk T. and Lepeyko T. (2016) indicated that Ukrainian generation Y (1987-2005, now age 36-18) has no big differences in values and attitudes in different countries because of global processes in the world. However, the war in Ukraine started in 24.02.2022 could dramatically change the generational value structure of this generation. According to the generational archetype developmental stages (Strauss & Howe, 2007) the generation Y is now young adults at the stage of crisis. Moreover, if the outer world crisis will be handled well, this generation become active participants in the building and championing of new values and institutions.

In the survey, respondents were classified into Ukrainian generation Y based on their year of birth. Representatives of Ukrainian Generation Y were born from 1987 to 2005 (Blyznyuk, 2017), so Ukrainian Generation Y is 22.57% of the Ukrainian adult population.

According to Rokeach's approach (1983), there two types of values:

Terminal values are beliefs that certain ultimate goals of individual existence are worth striving for from a personal and social point of view. They are the main individual goals, reflecting a long-term life perspective, and they can be achieved through instrumental values. These values are formed during the period of socialization of the individual (up to 14 years) and it is practically impossible to change them in adulthood.

Instrumental values are beliefs that a certain course of action from a personal and social point of view is better in any situation. They are determined at each specific stage of a person's understanding of a life situation, so their change occurs every time a person feels the inconsistency of these values.

Rokeach M. (1983) mentioned that belonging to a culture (national, organizational) determines the hierarchical structure of both terminal (national culture) and instrumental (organizational culture) values. Based on the results of the ranking of values (terminal and instrumental), hierarchical structures of these values are obtained for a specific social group (or individual).

Hypothesis 1: The impact of the war in Ukraine changes the generation Y structure of basic values (terminal and instrumental) dramatically.

Hypothesis 2: The share of modern values among the most significant and indifferent basic values of the generation Y has increased because of the war impact.

2.3 Methodology

In the survey, the Rokeach Value Survey (RVS) (1983) was used. RVS is short, easy to translate, and has shown its reliability and validity in different cross-cultural research studies (Connor & Becker, 2003) last 50 years. RVS is based on the direct ranking of terminal values and instrumental values.

RVS was distributed to students of the Simon Kuznets Kharkiv National University of Economics. Completion of the survey was anonymous and voluntary for participants. The respondents' number was 140 personalities.

The generational value structures of Ukrainian generation Y were compared for three periods:

2016 (period before the COVID-19 pandemic and the war in Ukraine) (Blyznyuk, 2017);
 2020 – 2021 (period of the COVID-19 pandemic) (Blyznyuk, Lepeyko & Mazorenko, 2022);
 April – May 2022, period after begging of the war in Ukraine.
 The results of the survey are shown in the Table 1 (fragment).

Table 1. Changes in values of Ukrainian Generation Y: impact of the war (fragment).

Value	Ranking of values (period)			Increase/decrease (+/-)		Type	
	2022	2020 – 2021	2016	2022	2020 – 2021	modern	post-modern
The most significant terminal values							
Inner harmony	1	2	2	-1	-	-	+
Active and interesting life	2	1	1	+1	-	+	-
Freedom	3	14	13	-11	+1	-	+
Health	4	4	4	-	-	+	-
Interesting job	5	5	5	-	-	+	-
Love	6	6	6	-	-	+	-
The most significant instrumental values							
Intelligence and education	1	4	5	-3	-1	+	-
Honesty	2	16	15	-14	+1	-	+
Responsibility	3	10	9	-7	+1	-	+
Independence	4	8	7	-4	+1	--	+
Manners and politeness	5	3	3	+2	-		+
Self-control	6	9	11	-3	-2	+	

The results of this survey have some limitations. First of all limitations related to the regional placement of respondents (Kharkiv region of Ukraine), since the ranking of values in different regions of the country may differ. Second one is limitations of Rokeach's approach of ranking values.

3 CONCLUSIONS

This survey details how generational values have changed over time under the influence of the war in Ukraine. Both hypotheses were confirmed. It was founded changes of Ukrainian generation Y structure of basic values (terminal and instrumental) dramatically by changing the structure in the composition of the most significant, indifferent and unimportant (absolutely rejected) terminal and instrumental values and proportion of modern and post-modern values in each group of terminal and instrumental values. Ukrainian generation Y is more focused on achieving materialistic values that are related to well-being, physical and psychological security.

The results of this survey can be used as a background for developing of practical recommendations for personnel management of a company and for coordination study process for Ukrainian generation Y. Moreover, these will be areas for further research.

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