

Research Article

A study on Understanding Gen Z's Expectations from Corporate Training after MBA in Ahmedabad city

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A B S T R A C T

This research looks into what Generation Z (Gen Z) MBA graduates in Ahmedabad think about the corporate training programs their employers offer. As more Gen Z professionals enter the workforce, organizations must tailor their training efforts to match this new generation's learning preferences and career goals. Known for their comfort with technology, desire for ongoing learning, and focus on work-life balance, Gen Z wants training that's personalized, engaging, tech-savvy, and relevant to real-world situations. This study aims to figure out how Gen Z assesses corporate training based on aspects like content, delivery methods, relevance to their careers, skill development, and long-term career growth. Using a survey-based approach, we'll gather data from MBA graduates of Gen Z (those born between 1997 and 2012) who have recently started working or completed internships. The research will delve into various factors, including learning preferences, the choice between online and in-person training, expectations from mentors and trainers, the inclusion of gamification, flexibility, feedback mechanisms, and support after training. The insights gained will be beneficial for HR managers, corporate trainers, and business leaders looking to create training programs that resonate better with Gen Z employees. By closing the expectation gap, organizations can not only boost employee satisfaction and retention but also enhance the return on investment for training initiatives. The study specifically concentrates on the MBA landscape in Ahmedabad, which is becoming a key centre for management talent in India.

Keywords: Gen Z, Corporate Training, MBA Graduates, Ahmedabad, Learning Preferences, Employee Expectations, Post-MBA Training, Digital Learning, Talent Management, Human Resource Development

Introduction

The workforce's expectations and preferred methods of learning are changing significantly in today's quickly changing corporate environment, especially as Generation Z (Gen Z) enters the workforce.¹ Gen Z, commonly referred

to as those born between 1997 and 2012, are digital natives who have grown up with smartphones, the internet, and instant access to information. Organizations seeking to recruit, retain, and develop top talent must comprehend this generation's distinct perspectives and expectations

from corporate training as they start to dominate the talent pool,² particularly after completing higher education like an MBA.

Corporate training, which emphasizes skill development, leadership development, and general performance improvement, has long been a crucial component of employee development. For Gen Z workers,³ however, who require more individualized, interesting, and adaptable learning opportunities, conventional training methods might no longer be entirely successful.⁴ In contrast to earlier generations, Gen Z professionals place a higher value on opportunities for ongoing learning, inclusivity, work-life balance, and career advancement. In addition to being educational,⁵ they look for training programs that are technology-driven, interactive, and in line with their professional objectives.

The number of MBA graduates joining the workforce has significantly increased in Ahmedabad, one of India's fastest-growing cities and a major center for business and education.⁶ Ahmedabad offers an abundant backdrop for studying how Gen Z MBA graduates view and react to corporate training programs because of its booming industrial base, expanding startup ecosystem, and diverse array of corporate organizations.⁷ Businesses in this area are realizing more and more that they must modify their learning and development (L&D) initiatives to satisfy the demands of this modern workforce.⁸

The purpose of this study is to investigate and comprehend the expectations of Gen Z MBA graduates from Ahmedabad's corporate training programs.⁹ It aims to pinpoint the essential elements that Gen Z seeks in training, including gamification, digital tools, mentorship, practical application, and chances for professional growth.¹⁰ The study will also examine how their engagement and satisfaction are affected by variables such as frequency, content relevancy, trainer quality,¹¹ and training formats (online vs. offline). This study aims to close the knowledge gap between Gen Z's learning requirements and corporate training practices by collecting perspectives from HR specialists and MBA graduates.¹²

Additionally, by redesigning training strategies to appeal to Gen Z workers, the study will assist organizations in improving job satisfaction, productivity, and retention.¹³ Academic institutions, corporate trainers, and HR departments will all benefit from adapting their training models to the evolving needs of the next generation of workers.¹⁴

In conclusion, it is not only a strategic advantage but also a necessity for corporate training programs to be in line with the expectations of Gen Z employees as the business environment becomes more competitive and

dynamic.¹⁵ With an emphasis on Ahmedabad's MBA graduate population, this study seeks to offer insightful suggestions that will keep businesses ahead of the curve in attracting and keeping this fresh talent.¹⁶

India's textiles sector is one of the oldest industries in the Indian economy, dating back to several centuries.¹⁷ The industry is extremely varied, with hand-spun and hand-woven textiles sectors at one end of the spectrum, with the capital-intensive sophisticated mills sector at the other end.¹⁸ The fundamental strength of the textile industry in India is its strong production base of a wide range of fibre/yarns from natural fibres like cotton,¹⁹ jute, silk, and wool, to synthetic/man-made fibres like polyester, viscose, nylon and acrylic.²⁰

The decentralised power looms/ hosiery and knitting sector form the largest component of the textiles sector.²¹ The close linkage of textiles industry to agriculture (for raw materials such as cotton) and the ancient culture and traditions of the country in terms of textiles makes it unique in comparison to other industries in the country.²² India's textiles industry has a capacity to produce a wide variety of products suitable for different market segments, both within India and across the world.²³

According to Crisil Ratings, the organised retail apparel sector is projected to achieve revenue growth of 8-10% in FY25,²⁴ driven by rising demand from a normal monsoon, easing inflation, and the festive and wedding seasons.²⁵

The increasing preference for affordable, trendy fashion clothing that mimics high-fashion designs is expected to be the primary revenue driver.²⁶ In order to attract private equity and employee more people, the government introduced various schemes such as the Scheme for Integrated Textile Parks (SITP),²⁷ Technology Upgradation Fund Scheme (TUFS) and Mega Integrated Textile Region and Apparel (MITRA) Park scheme.²⁸

Market Size

The market for Indian textiles and apparel is projected to grow at a 10% CAGR to reach US\$ 350 billion by 2030. Moreover, India is the world's 3rd largest exporter of Textiles and Apparel. India ranks among the top five global exporters in several textile categories, with exports expected to reach US\$100 billion.

The textiles and apparel industry contributes 2.3% to the country's GDP, 13% to industrial production and 12% to exports. The textile industry in India is predicted to double its contribution to the GDP, rising from 2.3% to approximately 5% by the end of this decade.

Textile manufacturing in India has been steadily recovering amid the pandemic. The manufacturing of textiles Index for the month of June 2024 is 106.

Global apparel market is expected to grow at a CAGR of around 8% to reach US\$ 2.37 trillion by 2030 and the Global Textile & Apparel trade is expected to grow at a CAGR of 4% to reach US\$ 1.2 trillion by 2030.

India's home textile industry is expected to expand at a CAGR of 8.9% during 2023-32 and reached US\$ 23.32 billion in 2032 from US\$ 10.78 billion in 2023.

The Indian Technical Textile market has a huge potential of a 10% growth rate, increased penetration level of 9-10% and is the 5th largest technical textiles market in the world. India's sportech industry is estimated around US\$ 1.17 million in 2022-23.

The Indian Medical Textiles market for drapes and gowns is around US\$ 9.71 million in 2022 and is expected to grow at 15% to reach US\$ 22.45 million by 2027.

Research Objectives

- We want to understand how online reviews and testimonials shape the decision-making of potential clients in the event management industry.
- Our goal is to evaluate how trustworthy and credible people find reviews and testimonials on different digital platforms, like Google, Instagram, and WeddingWire.
- We aim to pinpoint which platforms—be it social media, Google Reviews, or aggregator sites—are most effective in converting clients.
- We're going to analyze the impact that both positive and negative feedback has on how clients perceive event planners.
- Finally, we'll offer strategic suggestions for leveraging client reviews as a marketing tool to draw in new business.

Literature Review

Published Jan 1, 2023 · Reshma Vats, Aman Vats, Preeti Singh, Yash Vats

- **Purpose / Research Significance:** This chapter discusses and analyzes how the media contributes to promoting various events and festivals through different communication tools, such as newspapers, local TV channels, online websites, and social media.²⁹ The study also provides practical and strategic advice for event planners, brand communicators, and destination marketers, particularly in major Asian tourism markets like India and its neighbors.
- **Study Design/Methodology/Approach:** The study employed a qualitative technique to derive its outcomes. The Prisma technique was utilized to review prior literature, serving as a set of evidence-based questions for systematic reviews and meta-analyses.³⁰ The research specifically examines social media platforms that can be used to promote events online.

- **Findings:** Insights gathered from the study are valuable for event and festival organizers, as well as destination marketers who are looking to achieve success in destination marketing, branding, and promotion.
- **Implications:** The chapter outlines both the challenges and opportunities in promoting events and festivals in the social media age, emphasizing the importance of effectively leveraging local media tools.

Published Feb 13, 2024 · Anastasia Romanova

- **Purpose:** This paper aims to provide an overview of the current state of the event industry in light of digitalization, exploring how digital technologies are transforming the industry and identifying promising research topics for further study.
- **Design/methodology/approach:** A bibliometric analysis was conducted on the existing literature, visualized using Cite Space 5.8.R3. We examined 1,999 articles and conference papers from the Web of Science Core Collection published between 2007 and 2022. Our analysis was based on specific keywords related to our research topic, following a three-stage process: data collection, data processing, and bibliometric analysis.
- **Findings:** The citation analysis highlighted that crowd management and tracking human mobility during large events are crucial for the industry. Additionally, technologies like the Internet of Things and specialized mobile applications are aiding event organizers in addressing these issues. The analysis uncovered a lack of scientific collaboration among different countries on this topic and a shift towards researching attendee satisfaction, motivation, and behaviors. Based on this, three future research directions were identified.
- **Research limitations/implications:** The findings should be considered within the context of our sample, as the analysis focused solely on articles and proceedings from the Web of Science Core Collection. Future research could delve into more specific topics, such as how the type of event influences the use of digital technologies.
- **Practical implications:** This research illustrates the current state of the event industry related to digitalization, outlining key trends that can guide researchers in understanding how the field has evolved over the past 15 years and shaping future research agendas. It highlights digital technologies used in various types of events and discusses related issues and outcomes that can help event managers enhance customer experiences.
- **Originality/value:** This study represents the first comprehensive analysis of scientific papers on this topic published in the Web of Science Core Collection without excluding any categories. The transparent search process makes it reproducible in other academic fields, revealing three future research directions focused

on technological aspects of online social networks for events, crowd management, and attendee acceptance of new digital technologies.

Published Jul 22, 2020 · M. Massi, D. Raccagni, C. Piancatelli

This chapter reviews existing literature on event marketing to illustrate the strategic significance of events in today's media landscape.³¹ Within the realm of new media, events can amplify a brand's communication strategy across all stages: before, during, and after. Specifically, the chapter details how companies create augmented and adaptive marketing experiences in multi-channel environments, driven by the positive impacts of digitalization. By applying the Why-How-What framework and the Hero model, the chapter analyses a successful case study, the Ferragnez wedding, which has become a brand in itself. The authors advocate for leveraging events to communicate companies' value propositions and promote their brands, products, and services.

Published Nov 23, 2020 · G. Akel

Digitalization has significantly influenced various sectors, including management and marketing. In this digital era, information-seeking behavior concerning events has evolved, thanks to advancements in Information and Communication Technologies (ICTs). Furthermore, the digital revolution has affected production, design, software development, management, and marketing sectors alike. Digital marketing enables easier access to information for users, and businesses can streamline their event management and marketing through digital tools.³² Companies can sustain their events by organizing and diversifying offerings according to customer preferences and event types. The chapter discusses both the opportunities and challenges posed by ICTs in the context of event management and marketing.

Published Nov 23, 2020 · Remziye Ekici, D. Toksöz

Event marketing is increasingly recognized as an essential tool for marketers. Today, the ability of event marketing to engage consumers through innovative, unique, tailored, interactive, and compelling experiences garners significant interest.³³ The profound influence of digital developments on our daily lives has made these technologies more crucial than ever. From face recognition apps for seamless attendee check-ins to event-specific apps or virtual reality demonstrations, digital technology enhances participant experiences.³⁴ As key tech practices mature, several important trends have emerged within event marketing. The event industry enriches participant experiences through technological innovations, creating new applications vital to successful events. These initiatives are integral to an overall event marketing strategy and planning process.³⁵

Research Gap

Limited Focus on India and Ahmedabad

Much current research tends to lean towards Western contexts or looks at broader Asian regions. There's a gap when it comes to studying Gen Z MBA graduates in Ahmedabad, especially given how the educational and corporate sectors are expanding in the city.

Lack of Exploration into Post-MBA Training Expectations

While there's some insight into onboarding, career goals, and what makes a company appealing, there's surprisingly little research on what Gen Z expects from corporate training after they get their MBA, especially regarding how they'd like that training to be delivered and what content they prefer.

Generalized Student Population Overemphasis

Several studies (like those by Chillakuri and Lassleben) often focus on undergraduates or general business students without distinguishing between different educational levels. This means the unique views of MBA graduates, who have had more exposure to the corporate world, haven't been fully explored.

Lack of Sector-Specific Insights

There's a noticeable shortage of research that connects Gen Z's training expectations to the specific business sectors they enter after their MBA, whether it's B2B, consulting, or tech startups, despite the increasing representation of these fields in Ahmedabad.

Gap in Exploring Technology in Training Preferences

While some studies acknowledge that Gen Z is tech-savvy (like those by Rani & Suneja and Naim), specific preferences about utilizing AI, VR, gamification, and mobile learning in corporate training haven't been thoroughly examined from the perspective of Indian MBA graduates.

Inconsistent Gender-Based Training Expectations Analysis

Some research (such as the one by Lassleben) does touch on gender differences regarding employer expectations, but there's a lack of data on how male and female Gen Z MBA graduates perceive various aspects of corporate training, including formats, trainers, and the outcomes of those programs.

Minimal Focus on Soft Skill Development

A lot of the literature talks about career aspirations or onboarding, but doesn't delve into Gen Z's expectations around developing soft skills like leadership, communication, and problem-solving in a professional context.

Unexplored Connection Between Training and Retention

While there's some research (for instance, by Kraght and Said et al.) that points out misalignments between Gen Z values and those of employers, studies that link the quality of training to Gen Z's long-term engagement and retention are lacking.

Lack of Longitudinal Perspectives

Most of the existing research is cross-sectional, failing to track how Gen Z's training expectations change from when they're looking for jobs to when they start their careers. This information is vital for understanding their post-MBA development needs.

Need for Employer and HR Perspectives

While many studies highlight Gen Z's expectations, very few compare these expectations with what HR professionals currently offer in training. This creates a gap between what trainees want and what companies provide.

Hypothesis (Only List)

H1	There is a significant association between respondents' opinion and the expectation that corporate training should enhance practical knowledge and skills.
H2	There is a significant association between respondents' opinion and the use of modern technology in corporate training.
H3	There is a significant association between respondents' opinion and the belief that corporate training should help in career growth.
H4	There is a significant association between respondents' opinion and the expectation that trainers should be experienced and industry experts.
H5	There is a significant association between respondents' opinion and preference for a hybrid model of training.
H6	There is a significant association between respondents' opinion and the expectation for mobile-accessible training content.
H7	There is a significant association between respondents' opinion and the expectation for training on latest industry tools/software.
H8	There is a significant association between respondents' opinion and the expectation for real-world, practical training content.

H9	There is a significant association between respondents' opinion and preference for interactive training methods.
H10	There is a significant association between respondents' opinion and frustration with theoretical training.
H11	There is a significant association between respondents' opinion and training alignment with career specialization.
H12	There is a significant association between respondents' opinion and preference for self-paced learning.
H13	There is a significant association between respondents' opinion and digital tools improving training quality.
H14	There is a significant association between respondents' opinion and the value of interactive communication in training.

Validation Of Questionnaire

Participants expressed several expectations regarding corporate training. Many expect such training to enhance their practical knowledge and skills and believe that it should also support career growth.³⁶ They anticipate that companies will incorporate modern technologies such as AI, VR, and LMS platforms into training programs to make learning more advanced and engaging.³⁷ Respondents also expect experienced trainers and industry experts to lead sessions and believe that a hybrid model combining online and in-person formats is most effective for their learning style.³⁸ Additionally, they prefer training content that is mobile-friendly and easy to access anytime, along with up-to-date instruction on industry tools and software.^{39,40} Participants also emphasize the need for training to focus on real-world problems and business cases and show a strong preference for interactive methods over traditional lecture-based sessions.^{41,42} They report frustration when sessions feel too theoretical or not aligned with their career paths or specializations, which reduces engagement.^{43,44} Furthermore, many find self-paced learning more effective than fixed schedules and believe that digital tools such as simulations, quizzes, and gamification significantly improve training quality.^{45,46} Finally, participants value feedback and two-way communication, viewing them as essential components of an effective training experience.⁴⁷

Research Methodology

The study follows a descriptive research design and uses a non-probability convenient sampling method.⁴⁸ Primary data was collected through a structured questionnaire consisting of close-ended questions, administered online

via Google Forms.⁴⁹ The survey covered a sample size of 262 respondents from Ahmedabad, including students, private and government employees, businessmen, homemakers, professionals, and others.⁵⁰ The collected data was analyzed using tables, with the help of SPSS and MS Excel as analytical tools.⁵¹

Demographic Summary

The study surveyed 263 respondents, primarily aged between 20 and 26 years (62.3%), with a majority being male (68.1%). Most of the participants were postgraduates (45.2%), followed by graduates (37.6%). When it came to their occupations, 41.8% worked as private employees, while 30.4% were still students. About 63.1% of them held full-time jobs, and 26.2% were interns. In terms of

their MBA status, 41.1% had completed their degree in 2023, and 39.9% were in their final year. The specialization areas were predominantly in Finance (38.8%), followed by Marketing (20.5%) and IT (19.4%). Interestingly, nearly half of the participants (49.8%) had undergone corporate training, while 50.2% had not, which offers a balanced viewpoint for analysis.

Cronbach Alpha

The Cronbach's Alpha for the 14 items in the questionnaire is 0.796, which shows a strong level of internal consistency and reliability. This indicates that the items designed to gauge respondents' expectations from corporate training are closely related and yield dependable results.

Table I. Results Of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relationship
H1	There is a significant association between respondents' opinion and the expectation that corporate training should enhance practical knowledge and skills.	0.073	>	H01 Accepted (Null hypothesis accepted)	0.688	Weak
H2	There is a significant association between respondents' opinion and the use of modern technology in corporate training.	0.528	>	H02 Accepted (Null hypothesis accepted)	0.560	Weak
H3	There isw a significant association between respondents' opinion and the belief that corporate training should help in career growth.	0.497	>	H03 Accepted (Null hypothesis accepted)	0.917	Weak
H4	There is a significant association between respondents' opinion and the expectation that trainers should be experienced and industry experts.	.000	<	H04 Rejected (Null hypothesis Rejected)	0.001	Weak
H5	There is a significant association between respondents' opinion and preference for a hybrid model of training.	0.074	>	H05 Accepted (Null hypothesis accepted)	0.003	Weak
H6	There is a significant association between respondents' opinion and the expectation for mobile-accessible training content.	0.122	>	H06 Accepted (Null hypothesis accepted)	0.272	Weak

H7	There is a significant association between respondents' opinion and the expectation for training on latest industry tools/ software.	0.049	<	H07 Rejected (Null hypothesis Rejected)	0.113	Weak
H8	There is a significant association between respondents' opinion and the expectation for real-world, practical training content.	0.007	<	H08 Rejected (Null hypothesis Rejected)	0.003	Weak
H9	There is a significant association between respondents' opinion and preference for interactive training methods.	0.061	>	H09 Accepted (Null hypothesis accepted)	0.261	Weak
H10	There is a significant association between respondents' opinion and frustration with theoretical training.	0.663	>	H10 Accepted (Null hypothesis accepted)	0.188	Weak
H11	There is a significant association between respondents' opinion and training alignment with career specialization.	0.171	>	H11 Accepted (Null hypothesis accepted)	0.678	Weak
H12	There is a significant association between respondents' opinion and preference for self-paced learning.	0.004	<	H12 Rejected (Null hypothesis Rejected)	0.112	Weak
H13	There is a significant association between respondents' opinion and digital tools improving training quality.	0.083	>	H13 Accepted (Null hypothesis accepted)	0.065	Weak
H14	There is a significant association between respondents' opinion and the value of interactive communication in training.	0.495	>	H14 Accepted (Null hypothesis accepted)	0.216	Weak

Source: Author's compilation

Discussion

The study's findings offer important insights into what Gen Z MBA graduates expect from corporate training programs. Analysis of the chi-square tests revealed that out of 14 hypotheses, only four had a statistically significant association ($p < 0.05$), highlighting a meaningful link between what respondents think and certain elements of corporate training.

To start, H4 found a significant association ($p = 0.000$) between respondents' views and the expectation that trainers should be experienced professionals in their fields. This strongly points to the fact that Gen Z participants prioritize trainers' credibility and industry expertise. Similarly, H7 ($p = 0.049$) showed a notable connection between opinions and the expectation for training that covers the latest industry tools and software, indicating that Gen Z wants training to be current and relevant to the fast-paced changes in their industries.

Furthermore, H8 ($p = 0.007$) confirmed a significant link between respondents' opinions and their preference for training that deals with real-world problems and case studies. This demonstrates Gen Z's inclination towards hands-on learning rather than just theoretical lessons. Another notable finding was from H12 ($p = 0.004$), which revealed a strong relationship between opinions and the preference for self-paced learning. This suggests that Gen Z appreciates having flexibility and control over their study schedules, likely because they are comfortable with digital learning environments.

On the flip side, the other ten hypotheses (H1, H2, H3, H5, H6, H9, H10, H11, H13, and H14) didn't show statistically significant associations ($p > 0.05$), meaning that respondents' opinions weren't strongly tied to those specific expectations. For example, H1 ($p = 0.073$) and H3 ($p = 0.497$) imply that while most respondents agree that training should boost practical skills and aid in career development, the variability in their views isn't significant enough to establish a strong statistical relationship. Likewise, H2 ($p = 0.528$) indicates that even though Gen Z is comfortable with modern technology, its role in training isn't a major defining factor for everyone.

Additionally, H5 and H9 (with p values of 0.074 and 0.061, respectively) were nearly significant but just above the cutoff, showing a slight preference for hybrid training models and interactive formats, though these preferences aren't universally held. Other factors like mobile accessibility (H6), alignment with specialization (H11), and digital tools like gamification (H13) also didn't demonstrate significant associations, suggesting that these preferences differ widely among individuals.

In conclusion, the results emphasize that Gen Z MBA graduates in Ahmedabad prioritize practical, relevant, flexible, and expert-led training. While they tend to favor modern and engaging methods, only a few specific aspects stood out as statistically significant. These findings underscore the importance for companies to focus more on the quality of trainers, the relevance of tools, practical applications, and flexibility to meet Gen Z's key training expectations.

Theoretical Implications

This study makes a valuable addition to the expanding research on learning preferences across generations and how effective corporate training can be, particularly concerning Generation Z. It offers solid evidence that learning styles and expectations differ among generations. Gen Z, influenced by their experiences in digital environments and the fast pace of technological change, seeks a learning experience that is dynamic and tailored to individual needs.

The study highlights several key findings, such as the value of having experienced trainers, the relevance of applying real-world business scenarios, the use of current industry tools, and the ability to learn at one's own pace. These outcomes support established adult learning theories, especially Knowles' Andragogy Theory, which emphasizes that adult learners are self-directed and prefer education that has immediate relevance to their professional or personal development. The importance of solving real-world problems (H8) and the desire for self-paced learning formats (H12) align with this theory, underlining the need for practical and flexible training strategies in the workplace.

Additionally, the emphasis on trainer expertise (H4) corresponds with Social Learning Theory, which highlights that learners tend to be influenced by role models and experts. Members of Gen Z seem to respond better to trainers who share real industry experiences and practical knowledge, rather than those who focus solely on theoretical concepts.

The research also broadens the understanding of Technology Acceptance Models (TAM) by demonstrating that, while Gen Z is typically tech-savvy, simply using digital tools in training—like gamification or mobile learning—doesn't guarantee a meaningful learning experience unless those tools are relevant and user-friendly. While the hypotheses regarding mobile accessibility (H6) and digital tools (H13) didn't show significant statistical results, their high average agreement levels indicate that these aspects might still play a supportive role rather than serve as the main factors for satisfaction or engagement.

In summary, the research points to a shift in training paradigms from traditional models to ones that emphasize learner-centered, adaptable, and industry-relevant approaches, especially for Gen Z professionals. It advocates for integrating constructivist principles, where learners develop their knowledge through interaction, relevance, and application, instead of merely absorbing content passively.

Practical Implications

The results of this study provide several important takeaways for businesses, HR managers, and training professionals looking to effectively engage and keep Gen Z employees in Ahmedabad and similar urban areas.

To start, the clear preference for experienced trainers (H4) and the need for real-world applications in training (H8) suggest that companies should create programs that are relevant to the industry and led by experienced practitioners. These trainers can offer real-life insights, case studies, and hands-on knowledge, which can significantly boost the effectiveness of training and keep participants engaged.

Additionally, the call for training on the latest tools and software (H7) emphasizes the necessity of fresh, updated content. Organizations should make sure their corporate learning programs include practical experience with current industry platforms, especially in key areas like finance, marketing, data analytics, and operations. This keeps the training relevant and also enhances employee preparedness and productivity.

The strong inclination towards self-paced learning (H12) points to a rising demand for flexible, on-demand training options. Employers ought to invest in Learning Management Systems (LMS) or digital platforms that give learners the freedom to access materials when it suits them. This flexibility is especially beneficial for busy professionals who are balancing job responsibilities with career advancement.

While preferences for mobile access, interactive tools, and hybrid learning models weren't statistically significant, the overall levels of agreement suggest that these features still hold value. As such, companies should consider a blended approach to training—integrating digital options with in-person sessions—to address diverse learning preferences.

Finally, although factors like expectations for career advancement, mobile accessibility, and feedback mechanisms didn't show strong statistical links, they are still crucial for fostering a positive learning environment. Employers should think of training as a part of a broader strategy for employee development and retention, ensuring that training programs align with personal career goals and provide feedback opportunities to improve learning results.

In conclusion, businesses that redesign their training strategies to align with Gen Z's needs—emphasizing practicality, flexibility, digital resources, and expert-led content—will be in a better position to attract, nurture, and retain top young talent in today's competitive landscape.

Recommendations For Future Research/ Future Scope Of The Study

Broader Geographical Scope

This research concentrated on MBA graduates in Ahmedabad, but future studies could broaden the scope to include various cities or even conduct a nationwide survey to better grasp regional differences in what Gen Z expects from corporate training.

Industry-Specific Insights

Since training requirements often differ by industry, future research could hone in on specific sectors like IT, finance, manufacturing, or healthcare to see how Gen Z's expectations vary across different professional fields.

Longitudinal Research

A long-term study could help monitor how Gen Z's expectations evolve, especially as they advance in their

careers and gain more insight into workplace training practices.

Comparison with Other Generations

Further studies might also look at how Gen Z's preferences stack up against those of Millennials or Gen X. This could assist organizations in creating training programs that cater to multiple generations.

Impact of Training on Performance

While this study primarily examined expectations, future research could dive into the actual effectiveness of training programs aimed at Gen Z, particularly regarding their impact on employee performance, satisfaction, and retention rates.

Qualitative Analysis

Incorporating detailed interviews or focus groups could yield deeper insights into the reasons behind Gen Z's preferences, which would help organizations craft more personalized learning experiences.

Role of Technology in Learning Engagement

As technology continues to advance, it's worthwhile for future research to investigate how tools like AI, virtual reality, gamification, and mobile learning apps affect engagement and learning outcomes for Gen Z professionals.

Post-MBA Transition Phase

A dedicated study focusing on the training needs during the shift from campus life to corporate work could help employers design onboarding and early-career development programs that are specifically tailored for Gen Z MBA graduates.

Conclusion

This study set out to explore what Generation Z MBA graduates in Ahmedabad expect from corporate training programs. By gathering data from 263 respondents and using chi-square tests for analysis, the results show that Gen Z learners focus on practical, flexible, and up-to-date tech training experiences.

Among the 14 hypotheses tested, 4 revealed significant associations, highlighting that Gen Z wants their training led by experienced trainers who bring industry relevance, a focus on real-world business applications, up-to-date tools and software training, and the option for self-paced learning. These findings indicate a shift in learning preferences from traditional methods and suggest that Gen Z places a premium on relevance, convenience, and expertise in their professional development.

While other expectations, like mobile access, gamification, and hybrid models, didn't show significant statistical associations, the high levels of agreement indicate these elements are still vital and shouldn't be ignored in training design.

In summary, organizations need to rethink and revamp their corporate training strategies to meet the changing needs of Gen Z professionals. By integrating real-life problem-solving, current industry tools, and flexible learning options, not only can training effectiveness be boosted, but employee satisfaction, engagement, and retention can also see a significant improvement. As this generation increasingly enters the workforce, aligning training programs with their expectations is essential for the growth and competitiveness of organizations.

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