The Evaluation of Theses Written in Our Country on Generation Z[*]

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Abstract: Z generation is in the future and focus of the business world, that are the rapid changes, very complex and dynamic structure. Z generation have involved in business life gradually, and the number of theses and researches have increased in recent years.

The aim of this study is to examine by content analysis method, which theses were written in our country in the field of Z generation. We have reached 74 theses totally. The theses in the study were evaluated by content analysis method according to the publication year, university name, the language of the thesis, the type of thesis, institute, department, and the titles of the thesis advisors. Frequency and percentages were calculated.

According to the analyzes, it was seen that the highest number of theses were written in 2020 year; the majority of theses were studied at Marmara University; Turkish language as language of the thesis; mostly the master's theses. It was determined the Institute of Social Sciences as an institute; Business Administration Department as a department and Assistant Professor on the basis of thesis advisory.

Key Words: Z Generation, Generations, Content Analysis

Z Kuşağı Üzerine Ülkemizde Yazılan Tezlerin Değerlendirilmesi

Özet: Değişmelerin hızla olduğu, fazlasıyla karmaşık ve dinamik bir yapıda olan iş dünyasının geleceğinde ve odağında Z kuşağı bulunmaktadır. Z kuşağının da yavaş yavaş iş hayatına dahil olması ile birlikte, yazılan tez ve araştırmaların sayısı da son yıllarda artış göstermiştir.

Bu çalışmanın amacı, ülkemizde Z kuşağı alanında yazılan tezlerin içerik analizi yöntemi ile incelenmesidir. Toplamda 74 adet tezin tamamına erişilmiştir. Çalışmadaki tezler yayım yılı, üniversite, tezin yazıldığı dil, tez türü, enstitü, anabilim dalı, tez danışmanlarının ünvanlarına göre içerik analizi yöntemi ile değerlendirilmiştir. Frekans ve yüzde hesaplarına yer verilmiştir.

Yapılan analizler doğrultusunda, sayıca en çok tezin 2020 yılında yazıldığı; tezlerin çoğunluğunun Marmara Üniversitesi'nde çalışıldığı; tez dili olarak Türkçe dilinde olduğu; yüksek lisans tezlerinin en çok olduğu tespit edilmiştir. Enstitü olarak, Sosyal Bilimler Enstitüsü'nde; anabilim dalı olarak İşletme Anabilim Dalı'nda ve tez danışmanı bazında ise Dr. Öğretim Üyesi olarak belirlenmiştir.

Anahtar Kelimeler: Z Kuşağı, Kuşaklar, Content Analysis

1. INTRODUCTION

In today's changing and evolving business world, the focus is on generation Z.

In the literature, generations were classified according to birth years (Goh and Lee, 2018: 21). One of these generations is generation Z.

Generation Z has also called digital natives, they were born in the internet technology world. They differs from other generations with this direction. They are giving more importance to auditory learning, interactive games, collaborative projects, and challenges (Cilliers, 2017: 190-191). Other names of generation Z are internet generation and crystal generation (Özkan and Solmaz, 2015: 93).

Generation Z were born after 2000 and their mindsets are so different when we compare with other generations. Self-confidence, happiness, having team spirit are some of characteristics of generation Z (Özkan and Solmaz, 2015: 477). In additon to this, they are honest, expressive and prefer minimum hierarchy in business life. To be unfaithful, hasty, impatient, and giving up quickly the institution were seen as negative side of generation Z (Taş et al., 2017: 1039).

Generation Z are impatient, instant-minded, individualistic, materialistic and entrepreunial (Singh and Dangmei, 2016: 3). They are individualistic in learning and also in interpersonal communication (Pichler et al., 2021: 2).

In the studies, it was mentioned that generation Z like working independently and prefer teamwork (Iorgulescu, 2016: 48). In business life, they prefer flexible working and also want to communicate with the technology (Goh and Lee, 2018: 21). They want also flexible and independent working, work-life

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balance, innovative and technological Works (Taş et al., 2017: 1044).

Because generation Z is in the future and focus of the business world, number of theses and researches are increasing day by day. The purpose of our study is to evaluate theses on Z generation by content analysis method.

2. METHODOLOGY

2.1. Research Questions

In this study, it was intended to examine theses in Turkish Higher Study Education National Thesis Center. In the line of this purpose, the following research questions were created.

How is the distribution of Z generation theses according to publication year?

How is the distribution of Z generation theses according to university names?

How is the distribution of Z generation theses according to the language of theses?

How is the distribution of Z generation theses according to type of thesis?

How is the distribution of Z generation theses according to institutes?

How is the distribution of Z generation theses according to departments?

How is the distribution of Z generation theses according to title of thesis advisors?

2.2. Aim and Significance of The Study

The aim of this study is to examine theses that are published in Turkish Higher Education National Thesis Center according to publication year, university names, the language of theses, type of thesis, institutes, departments, title of thesis advisors. Totally, we reached 72 open-access theses published in Turkish Higher Education National Thesis Center.

2.3. Population and Sample

The population of this study is 74 theses found in Turkish Higher Education National Thesis Center. We reached all of 74 theses (until August, 2021).

2.4. Data Analysis

The content analysis method was used in this study. It is a qualitative data analysis technique.

The content analysis method aims to present systematic and impartially of the problem (Koçak and Arun, 2006: 22). It is convenient for investigating trends and patterns in documents (Stemler, 2001: 1). The validity can be provided with the observation of researcher in the qualitative research (Yıldırım and Şimşek, 2006).

Firstly, screening and selection criteria "Z generation" were determined. In this direction, coding was made and achieved to various themes. The data was arranged and grouped according to different themes. Finally, the data has been digitized and findings were reviewed.

The literature review provided the creation of categories and coding structure. Data categories and codes were performed by researcher. Finally, codes and categories were controlled.

The study consists of 74 theses found in Turkish Higher Education National Thesis Center.

3. FINDINGS

Publication year, university names, the language of theses, type of theses, institutes, departments, title of thesis advisors were analyzed in this study.

We see the distribution of theses according to publication year in Table 1. It was seen mostly theses in 2020 year (f=25; 33.75 percent). The number of theses in 2020 (f=25) and 2019 (f=24) is close to each other. Theses about the Z generation have been started to be written since 2015.

Table 1: Distribution of Theses According To Publication Year

Publication Year	Frequency	%
2021	12	16.20
2020	25	33.75
2019	24	32.50
2018	2	2.70
2017	5	6.75
2016	5	6.75
2015	1	1.35
Total	**74**	**100**

Resource: Created by the author.

When we examined the theses according to university names, theses on Z generation were mainly seen in Marmara University (f=7; 9.46 percent). Bahçeşehir (f=5) and Eskişehir Anadolu Universities (f=5) are following this order (Table: 2).

Table 2: Distribution of Theses According To Publication Year

University Names	Frequency	%
Marmara University	7	9.46
Maltepe University	1	1.35
İstanbul Sabahattin Zaim University	1	1.35
Yeditepe University	1	1.35
Anadolu University	1	1.35
Dokuz Eylül University	1	1.35
İzmir Ekonomi University	1	1.35
İstanbul Kemerburgaz University	1	1.35
Uşak University	1	1.35
Gümüşhane University	1	1.35
KTO Karatay University	1	1.35
Niğde Ömer Halisdemir University	3	4.09
Çanakkale Onsekiz Mart University	1	1.35
Bahçeşehir University	5	6.75
İstanbul Kültür University	1	1.35
Necmettin Erbakan University	2	2.70
Erciyes University	1	1.35
İstanbul Ticaret University	2	2.70
Kocaeli University	2	2.70
Muğla Sıtkı Koçman University	1	1.35
Samsun University	1	1.35
Çankaya University	1	1.35
Ondokuz Mayıs University	3	4.09
Galatasaray University	1	1.35
Karadeniz Teknik University	1	1.35
Üsküdar University	1	1.35
Harran University	1	1.35
Ankara University	1	1.35
Akdeniz University	2	2.70
Eskişehir Anadolu University	5	6.75
Yalova University	1	1.35
Ege University	1	1.35
İstanbul Arel University	1	1.35
Bartın University	1	1.35
Kütahya Dumlupınar University	1	1.35
Selçuk University	2	2.70
İstanbul University	2	2.70
Beykent University	4	5.41
İstanbul Bilgi University	1	1.35
Kafkas University	1	1.35
Çağ University	1	1.35
Nişantaşı University	1	1.35
Kırıkkale University	1	1.35
Mimar Sinan Güzel Sanatlar University	1	1.35
Celal Bayar University	1	1.35
Hitit University	1	1.35
Hacettepe University	1	1.35

Resource: Created by the author.

As showed in Table 3, we see the agglomeration in Turkish language (f=68; 91.89 percent) according to the language of theses.

Table 3: Distribution of Theses According To Language

The Language of Thesis	Frequency	%
Turkish	68	91.89
English	6	8.11
Total	**74**	**100**

Resource: Created by the author.

According to the distribution of theses types, we observed the agglomeration in master theses (f=70; 94.59 percent) (Table 4).

Table 4: Distribution of Theses According To Type

The Type of Thesis	Frequency	%
Master Thesis	70	94.59
Doctorate Thesis	4	5.41
Total	**74**	**100**

Resource: Created by the author.

Table 5 presents the distribution of theses according to institutes. We determined that there is the agglomeration in Institutes of Social Sciences (f=63; 85.15 percent). Graduate Education Institutes follow this order with 6 theses.

Table 5: Distribution of Theses According To Institutes

Institutes	Frequency	%
Institutes of Social Sciences	63	85.15
Institutes of Education Sciences	2	2.70
Graduate Education Institutes	6	8.10
Institutes of Sciences	2	2.70
Health Sciences Institutes	1	1.35
Total	**74**	**100**

Resource: Created by the author.

According to the distribution of departments, we determined that there is the agglomeration in Busines Department (f=24; 32.44 percent) (Table 6).

Table 6: Distribution of Theses According To Departments

Departments	Frequency	%
Business Department	24	32.44
Department of Educational Sciences	1	1.35
Business Administration Department	4	5.41
Department of Media Studies	1	1.35
Department of Public Relations and Advertising	2	2.70
Department of Design Studies	1	1.35
Department of Sociology	2	2.70
Department of Philosophy and Religious Studies	2	2.70
Department of Advertising and Brand Communication	1	1.35
Department of Architecture	1	1.35
Journalism department	1	1.35
Department of Tourism Management	2	2.70
Department of International Business and Trade	1	1.35
Department of Interior Design	1	1.35
Department of Radio, Television and Cinema	2	2.70
Department of communication	1	1.35
Department of Applied Psychology	1	1.35
Psychological Counseling and Guidance Department	1	1.35
Department of Public Relations and Publicity	4	5.41
Department of Public Relations	1	1.35
Department of Communication Sciences	1	1.35
Department of Advertising and Strategic Brand Communication	1	1.35
Department of Communication Design and Management	2	2.70
Department of Political Science and Public Administration	1	1.35

Interior Architecture Department	2	2.70
Department of Labor Economics and Industrial Relations department	3	4.09
Advertising department	1	1.35
musicology department	1	1.35
Press and Broadcasting Department	1	1.35
Department of Media and Communication	1	1.35
Department of Marketing Communication	1	1.35
department of coaching	1	1.35
General Business Administration	1	1.35
Department of Management and Organization	2	2.70
Department of Human Resources Management	1	1.35
Total	**74**	**100**

Resource: Created by the author.

As title of thesis advisors, the most seen title is Assistan Professor (f=31; 41.89 percent). After this, we see Associate Professor (f=23), Professor (f=20) respectively in Table 7.

Table 7: Distribution According To Title of Thesis Advisors

Title of Thesis Advisors	Frequency	%
Professor	20	27.03
Associate Professor	23	31.08
Assistant Professor	31	41.89

Resource: Created by the author.

4. CONCLUSIONS AND RECOMMENDATIONS

Generation Z has increased day by day in the business world. Z generation is more individualistic than other generations and also prefer flexible working in business life. They are interested in technological tools. The number of studies on Z generation are increasing each day.

This study has aimed to examine with the content analysis. It provided to observe and review the past literature on Z generation. We reached 74 theses in Turkish Higher Study Education National Thesis Center. These theses were evaluated according to publication year, university names, the language of theses, type of theses, institutes, departments, title of thesis advisors.

The number of theses in 2020 (f=25) and 2019 (f=24) is close to each other. Theses about the Z generation have been started to be written since 2015. Awareness and interest for the Z generation issue started in theses after 2015 in our country. It is clear that the awareness on Z generation has increased in recent years.

According to university names, it was mostly seen in Marmara University (f=7). After Marmara University, Bahçeşehir (f=5) and Eskişehir Anadolu Universities (f=5) are followthis order. We determined that the interest for this issue is very high in these universities.

According to the language of theses, there is the agglomeration in Turkish language (f=68). We can interpret that students prefer their mother tongue when writing the thesis.

We determined that there is the the agglomeration in master theses (f=70). The issue was preferred more in master's programs. We can say that students interested in more with Z generation issue.

According to institutes, we determined that there is the agglomeration in Institutes of Social Sciences (f=63). Graduate Education Institutes follow this order with 6 theses. We can interpret that Z generation issue is more suitable for Institute of Social Sciences area.

As departments, we observed that there is the agglomeration in Busines Department (f=24). Z Generation issue is popular in Business study field.

According to the title of thesis advisors, the most seen title is Assistan Professor (f=31). Students were prefered to study their theses mostly with Assistan Professor.

Future studies can focus on both quantitative and qualitative methods in different sectors. Considering databases and indexes, it is considered to be compared with the literature in abroad in the future studies.

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