

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Tuesday, 14th March 2017**
at **1 p.m.** in room **P-119**
at the **Faculty of Economics, University of Ljubljana**

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will present the article:

“Dear Employer, Let Me Introduce Myself” – Flow, Satisfaction with Work–Life Balance and Millennials’ Creativity”

“Generation Y (individuals born after 1980), also known as Millennials, are members of the fastest-growing and the largest cohort of the workforce. What they bring to the workplace are ‘unique values and expectations that employers have not had experienced hiring and managing’ (Ng & Gossett, 2013, p. 338). Millennials are creative and find meaningful job tasks in which they can use their creativity and passion to create value (Espinoza & Ukleja, 2016). It is therefore not surprising that practitioners and scholars are becoming ever more interested in understanding the influence Millennials have and will continue to have in the workplace (De Hauw & De Vos, 2010; Macky, Gardner, & Forsyth, 2008).

Existing research highlights the characteristics of Millennials (De Hauw & De Vos, 2010) and what differentiates them from other generations at work in terms of their values, attitudes and career expectations. For example, extrinsic values (e.g., money and status) are more important to Millennials than Baby Boomers and similar to those of Generation X. Further, intrinsic values (e.g. having an interesting job) and social values (e.g. offering help to others) are less important to Millennials than to Baby Boomers (e.g., Twenge, Campbell, Hoffman, & Lance, 2010). Little is known, however, about what stimulates Millennials’ creativity. This area of research would thus benefit from understanding which individual factors and what kinds of working environment are needed to grow and nurture the creativity and, consequently, the job performance of employees.

This paper takes a step towards understanding the factors contributing to the creativity of Millennials, a generation pursuing meaningful work and cherishing a work–life balance. In Study 1 (n = 238), the relationships between creativity, flow, satisfaction with work–life balance and job crafting were explored, while in Study 2 (n = 120) the focus was on examining flow as the mediator in the relationship between satisfaction with work–life balance and creativity. In experimental Study 3 (n = 90), the findings from Study 2 were replicated. Overall, the results of the three studies established flow as the mediating variable and demonstrated the beneficial role of satisfaction with the work–life balance and job crafting in the process leading to creativity.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:
research.seminars@ef.uni-lj.si by Monday, 13th January 2017.

You can find all information regarding future research seminars on following link:
http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference

We look forward to seeing you!

