

## Cultural values and career goal of Gen-X and Gen-Y: a conceptual framework

### Abstract

**Purpose:** This article proposes a conceptual framework of influence of cultural values on career goals of Gen-X and Gen-Y.

**Design/methodology/approach:** An integrative literature review method was employed to identify and analyse relevant literatures. The analysis is based on Schwartz's conceptualizations of cultural values, Mayrhofer et al.'s definition of career goals, and Social Cognitive Career Theory. Keywords such as cultural values, career goal and generation workforce of Gen-X and Gen-Y were used in retrieving literatures found worldwide.

**Findings:** The author adopted 10 personal cultural values as potential predictors of career goal perceived by the generation workforce of Gen-X and Gen-Y.

**Research limitations/implications:** It has significance to future research in validating the proposed framework.

**Practical implications:** Upon validation the paper could offer practical implications for human resource managers, general managers, and employees to assist in understanding the link between cultural values on career goals particularly from the perspective of Gen-X and Gen-Y.

**Originality/value:** This study is a step forward in understanding influence of cultural values on career goals of an intergenerational workforce of Gen-X and Gen-Y. The paper suggests that practical human resource initiatives should address the issue of the influence of cultural values on career goals.

**Keyword:** Cultural value; Career goal; Intergenerational workforce; Gen-X; Gen-Y