GENERACIÓN Z, GENERACIÓN Y, GENERACIÓN X Y BABY BOOMERS. ANTECEDENTES DE SU SATISFACCIÓN LABORAL COMO ESTRATEGIA DE MARKETING INTERNO

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RESUMEN

Esta investigación nace con el objetivo de proponer estrategias de marketing segmentadas para los clientes internos de la empresa, analizando los antecedentes de la satisfacción laboral. Para ello, profundiza en el estudio del impacto de variables tradicionalmente estudiadas (económicas, relativas al puesto de trabajo y conciliadoras) y examina las diferencias intergenaracionales que puedan producirse. Basándose en la última Encuesta Social Europea ronda 10, se estiman regresiones lineales para cada generación objeto de estudio. Los resultados preliminares ponen de manifiesto que, aunque para todas las generaciones, el factor que ejerce una mayor influencia sobre la satisfacción laboral es el componente social, el impacto de otras variables como la económica o las conciliadoras varían según la generación a la que pertenece el empleado. De este trabajo se derivan importantes implicaciones prácticas para la atracción y retención de talento por parte de las empresas, mejora de la satisfacción interna y, por ende, del cliente externo.

Palabras claves: Marketing interno, satisfacción laboral, conciliación, estrategias de segmentación, diferencias intergeneracionales

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