

Effects of Globalization on Working Culture of Youth

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Abstract

At present, what type of new professions are the youth getting attracted towards? What kind of changes have new types of work brought about in the youth. What type of work are the youth taking interest in and looking for their future. It was necessary to know all these facts in the study because the impact of globalization has been more in this field of business and work or profession is directly related to the future of the youth. That's why the facts have been compiled in this context in the research paper.

Introduction

Globalization has given an impetus to diffusionism. Now diffusionism has not only become very simple and easy physically, but it has also been made very easy and fast in non-physical form. Because of this, cultural diffusion has increased, but acculturation is also intensifying. The patterns of one culture are quickly being adopted by other cultures. Due to this, marketism has also got more wide areas. Globalization has given rise to new types of professions and jobs. New types of technology are giving birth to new professions. The field of business is also becoming global. In today's era, business is also being run through the Internet. In which there is no office, employees work from their homes, their income is deposited in their bank accounts. An employee is not in direct physical contact with his other employees or the employer. These types of works have changed the culture of traditional professions and works. In this type of work, a person of one nation is working for the company of another nation by sitting at his home. Young people are getting more inclined towards new types of work because there is less competition in these professions or youth are getting more attracted towards this type of profession for more economic benefits or to showcase their knowledge.

At present globalization has also affected the work of youth. Today, there has been a lot of change in the techniques and structure of globalization. Globalization has also opened up new areas of work for the youth. In today's time, the trend of working part time has increased among the youth. At the same time, today's youth does also not like ten to five government jobs. The number of such youths is more in the city. Youth are working for multinational companies in today's time. In these field work professions like sales executive and marketing manager have increased. Similarly, globalization has also attracted youth towards professions like freelance. In which the person does not work for any one organization only. The trend of changing profession due to globalization is also being seen among the youth. Today's youth does not want to spend their whole life in the same work or in the same field of work like their older generation. He changes his work area or work over time, and changing the work organization has become common among the youth.

Research method

For the present research, 300 youths of Jaipur city were selected whose age was between 18 to 25 years and out of this 50-50 men and women were selected from low, middle and high economic class. The standard of economic status has been kept on their family income. In which monthly family income of 50 thousand rupees has been kept in low, monthly family income of 50 thousand to 1 lakh rupees in medium and monthly family income of more than that has been kept in high class. In the research, the facts have been selected through a questionnaire. In the research, efforts have been made to know the work related ideas of the youth.

Table 1
Area of Career

Area of Career	Lower Class		Middle class		Upper Class	
	Male	Female	Male	Female	Male	Female
Govt. Job	08 (16%)	06 (12%)	13 (26%)	14 (28%)	04 (08%)	02 (04%)
Business	2 (4%)	00	02 (4%)	02 (4%)	18 (36%)	18 (36%)
Education	05 (10%)	06 (12%)	08 (16%)	11 (22%)	10 (20%)	08 (16%)
Private Job	22 (44%)	26 (52%)	10 (20%)	12 (24%)	04 (8%)	07 (14%)
Medical or Engineering	03 (6%)	00	05 (10%)	03 (6%)	04 (8%)	03 (6%)
Law Field	04 (8%)	08 (16%)	03 (6%)	02 (4%)	03 (6%)	02 (4%)
Media	00	00	05 (10%)	03 (6%)	02 (4%)	04 (8%)
Other	06 (12%)	05 (10%)	04 (08%)	03 (6%)	05 (10%)	06 (12%)
Total	50	50	50	50	50	50

From the analysis of facts, it is known that most of the middle class youths comparatively consider government job as the best career, most of the lower class youths also support government job. The upper class youth have less attraction towards government jobs. It is clear from this that even today government jobs are important for the middle and lower classes.

It is known from the analysis that most of the upper class youth consider business sector as the best career field. At the same time, a very small number of middle and lower class youth consider business as a suitable career field. The reason for this is the capital involved in the business and the problems associated with it, which only the upper class youth can afford.

It is known from the analysis that most of the upper class youth consider the field of education as a comparatively better field of career but they give importance to university and employment-oriented education in it. On the other hand, middle class youth understand this area better in school education. Most of the middle class girls consider a career better than school education. Lower class youth are comparatively least likely to believe that academics is a great career. It is clear from this that the lower class youth give more priority to jobs in the private sector or considers government jobs as good. In the context of jobs in the private sector, it is found from the analysis that the youth of the lower class comparatively believe that this is the best career field, the reason is that due to the economic conditions, the youth of the lower class do not get the job in this way can be found in the area. On the other hand, some middle class youths also consider jobs in the private sector as the best career field because the middle class youths also give priority to part time jobs which are easily available in the private sector, whereas for those youths who are unable to do government jobs. Private sector also provides a good medium of employment. On the other hand, the lowest numbers of upper class youth consider the private sector as the best career field. He gives more priority to his own business.

It is also known from the analysis that the young women of all classes have considered the private sector as a better career field than the young men. The reason for this is that globalization has increased the economic self-reliance among the girls, while such areas of employment have also been created which are reserved only for the girls, in such a situation, globalization has played an important role in making the girls financially capable.

It is known from the analysis that the middle and upper class youth consider medical and engineering as a better field of career in almost equal condition. This is believed by the youth who have the potential to make a career in this field. Very few youth from the lower class consider this field better for career. In which the number of girls from the lower class has been zero, which is clear that there is absolutely no attraction of girls of this class towards fields like medical and engineering.

In terms of considering the legal field as a better field of career, the number of youth from the lower class is the highest. In this too, it is clear from the large number of young women that the legal field is within the reach of this class. At the same time, middle and upper class youth also support this sector equally.

In the context of the media sector, it is known that only middle and upper class youths are attracted towards this sector. It is clear that the trend of the lower class has not yet been formed towards this new career field of global times.

In other fields like state agent, property dealer, job in private organization etc. youth of all classes consider equally appropriate but the number of these youth has been found to be comparatively less. It is clear from this that government jobs, educational sector, law sector attract middle and lower class youth, while business sector, upper class attraction towards media is more.

Table 2
Work in India in a relatively foreign context

Work in India in a relatively foreign context	Lower Class		Middle class		Upper Class	
	Male	Female	Male	Female	Male	Female
Yes	12 (24%)	18 (36%)	14 (28%)	16 (32%)	34 (78%)	35 (70%)
No	14 (28%)	10 (20%)	15 (30%)	15 (30%)	06 (12%)	08 (16%)
Not Answer	24 (48%)	22 (44%)	21 (42%)	19 (38%)	10 (20%)	07 (14%)
Total	50	50	50	50	50	50

The analysis reveals that most of the youth from the upper class prefer to work in India in a relatively foreign context. Whereas the middle class youth like it. The youth of the lower class want to do the least in which the number of girls is more. It is clear that the youth of the upper class are adopting global businesses. It has an effect on the youth of the middle class as well. Lower class youths are now getting attracted towards it.

It is found from the analysis that most of the youth of middle and lower class do not want to work in foreign context, while the youth of upper class believe very little. Higher class youth have more possibilities regarding their future or career. For this reason, he prefers to work abroad. While the middle and lower class youth are not able to give much importance to doing jobs abroad due to family responsibilities and other economic problems.

Thus, it can be said that globalization is affecting the work culture of youth of different income groups.

Bibliography

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