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Leadership, Innovation and Management

**Career in Swedish retail**

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## **Career in Swedish retail**

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Table 13 lists a number of reasons men and women have for changing their workplace if it would be appropriate. The largest, and most interesting, difference is "better development possibilities" (women [17 %] < men [24 %]).

*Table 13. Reasons for change – men and women*

*If some day you decide to change your workplace, what is the main reason for making this change? A comparison between women and men.*

| Reasons for change in workplace  | Gender      |             |
|----------------------------------|-------------|-------------|
|                                  | Women       | Men         |
| Higher salary                    | 72<br>16,5% | 40<br>20,2% |
| Better development possibilities | 74<br>17,0% | 48<br>24,2% |
| Other work hours                 | 91<br>20,9% | 33<br>16,7% |
| Other work tasks                 | 58<br>13,3% | 22<br>11,1% |
| Another employer                 | 34<br>7,8%  | 9<br>4,5%   |
| Another manager                  | 27<br>6,2%  | 5<br>2,5%   |
| Other work colleagues            | 8<br>1,8%   | 0<br>0,0%   |
| Family reasons                   | 28<br>6,4%  | 18<br>9,1%  |
| Other reasons                    | 44<br>10,1% | 23<br>11,6% |
| Total                            | 436         | 198         |

*Note.* The percentages represent the percentages in relation to the total number of participants in each gender category.

### 7.10 Comparisons between Generations Y and X.

Table 14 shows the distribution between the two generations by age and gender.

*Table 14. Distribution by generation and by gender*

| Generation                 | Gender |     |
|----------------------------|--------|-----|
|                            | Women  | Men |
| Generation Y (18–37 years) | 250    | 113 |
| Generation X (38–67 years) | 185    | 86  |
| Total                      | 435    | 199 |

Table 15 shows comparisons between the participants grouped by age into Generation Y or Generation X. The largest difference in mean values between the two generations was in managerial positions and development opportunities in the retail sector. We suggest two interpretations of the responses to the question on the importance of a career. First, Generation Y (the younger group) may take a different approach to careerism; or second, they may have a more long-term outlook about their future work.

















































