SPRING 2025

GEN Z, ENVIRONMENTAL SUSTAINABILITY, & SHIPPING

This research examines how Generation Z's strong environmental values shape their career decisions in the Greek shipping industry, emphasizing the critical role of sustainability practices in attracting and retaining the next generation of talent in a rapidly evolving sector.



BUSINESS RESEARCH METHODS BU3233
Andriana Athanasopoulou
Anastasiia Dukhovna
Pu-Yu Hsu
Stavros Peristeris

Professor: Eleftheria V. Petropoulou

AIM & RQS

AIM

To explore how environmental sustainability influences Gen Z's career decisions in the Greek shipping industry.

RESEARCH QUESTION

1. Does Gen Z prioritize sustainability over salary?
2. How informed is Gen Z about shipping sustainability?
3. What practices increase Gen Z's engagement and commitment?
4. Do green initiatives affect employer branding?

CONTEXT

- Shipping fuels 7% of Greece's GDP — yet Gen Z holds under 5% of its jobs.
- Only 1 in 20 Greek Gen Zs consider a career in shipping.

METHODOLOGY

Qualitative: 5 semi-structured interviews (transgender Gen Z participants with bachelor's degrees)

Quantitative: 50 structured survey responses (Google Forms)

Tools: NVivo (qualitative coding), SPSS (statistical analysis)

RESULTS

Qualitative (NVivo)

- Frequent terms: initiatives, change, green policies, fuels
- Main themes: alternative fuels, IMO regulations, ESG policy awareness
- Salary still weighs heavily in career decisions, but sustainability = ethical and future-proof

Quantitative (descriptive statistics and correlations)

- 50% would reject a job from a company with poor environmental practices
- 82%: Sustainability initiatives increase job commitment
- 74% rate environmental responsibility as important
- Career development ranked most important job factor
- 72% feel moderately informed on sustainability

RECOMMENDATIONS

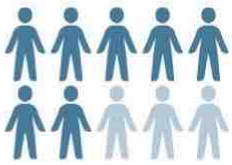
- **For Companies (e.g., Danaos):**
  - Improve communication on green efforts
  - Offer recognition/rewards for sustainability participation
  - Link green practices to career development
  - Demonstrate real, transparent actions—not just ESG reports
- **For Future Research:**
  - Expand beyond shipping students in Greece
  - Include other industries and larger sample sizes
  - Conduct pan-European comparisons

LIMITATIONS

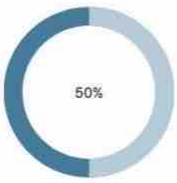
- Small sample size limits generalization.
- Focus on Greece; a global view is needed.
- Surveys rely on self-reported data.

CONCLUSION

- Sustainability matters to Gen Z—but not in isolation.
- Practical benefits (salary, training) still dominate job decisions.
- Companies must bridge the communication gap on sustainability.
- Aligning green values with tangible career benefits is key to attracting Gen Z.



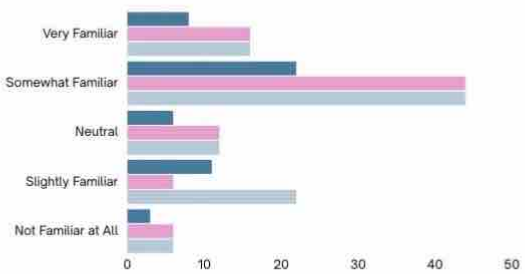
74% want eco-conscious employers



50% reject non-green employers.



82% say green efforts boost loyalty.



Frequency Table Showing Familiarity with Sustainability Practices in Shipping