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EXPLORING CAREER ANCHORS OF TAIWANESE DIGITAL NOMADS: PERSPECTIVE OF GEN Z AND MILLENNIALS

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Abstract

With the advancement of technology and the widespread adoption of remote work, career paths and work styles have become increasingly diverse. Particularly after the COVID-19 pandemic, more individuals are engaging in location-independent work, blurring the boundaries between work, life, and place. While existing literature in Western contexts has extensively examined the motivations, identities, and challenges of digital nomads, research from non-Western societies remains scarce. To address this gap, this study investigates the career anchors of Taiwanese Gen Z and Millennial digital nomads through a literature review and a questionnaire survey based on Edgar H. Schein's career anchors (Schein, n.d.). Preliminary findings indicate that "autonomy" and "lifestyle" emerge as dominant career anchors among the respondents. This suggests a shift away from traditional work values toward self-directed, mobility-driven career paths. The study

aims to contribute a non-eastern perspective to the global understanding of lifestyle-based career models. Future research will include qualitative interviews and may provide actionable insights for employers, policymakers, and support organizations to better address the evolving needs and well-being of this emerging workforce.

Keywords:

GenZ, Millennials, Career Anchors, Digital Nomads, Taiwanese