

JobsDB Q1 2009 Hiring Index – Preference & Intention



Introduction

This report aims to provide information about the hiring plan and preference of employers in the coming months as they are facing the current economic uncertainties. The most updated information from 102 corporations in Hong Kong is obtained. A report is compiled to keep employers updated with the latest recruitment market situation.

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Scope and Methodology

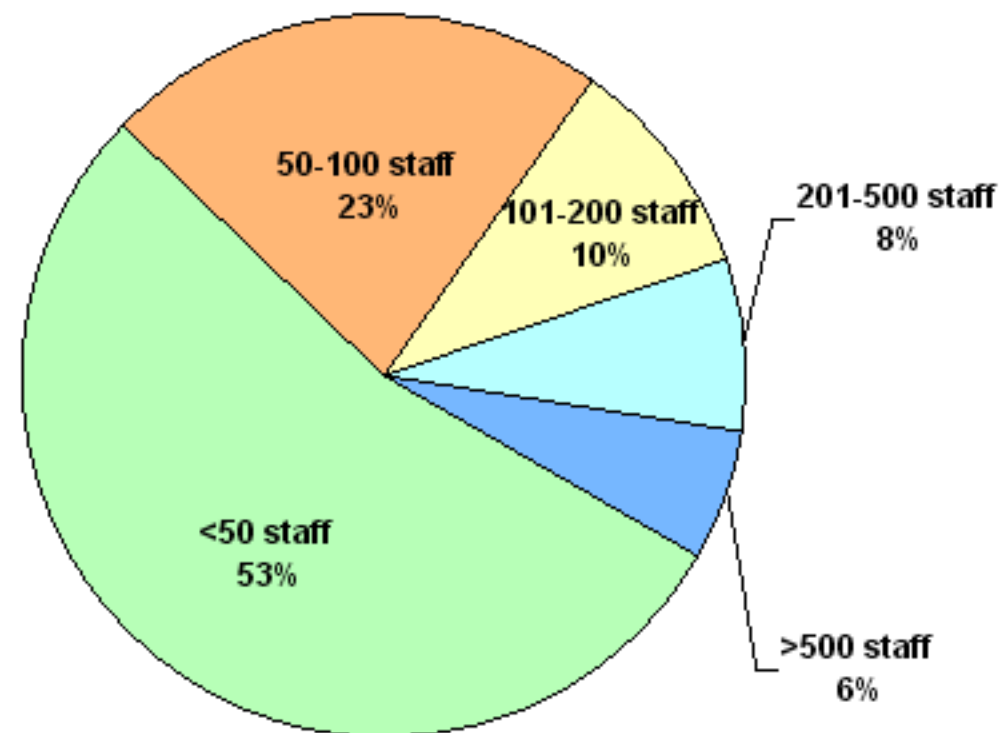
1. Objective

The aim of this survey is to collect information on the hiring preference and intention of employers in Hong Kong. These findings will let employers learn more about the latest recruitment market situation.

2. Survey Coverage

The survey covered 102 companies, among which, 53% employ less than 50 staff, 23% employ 50-100 staff, 10% employ 101-200 staff, 8% employ 201-500 staff, and 6% employ more than 500 staff.

Size of Participating Companies



Scope and Methodology (con't)

3. Data Collection Method

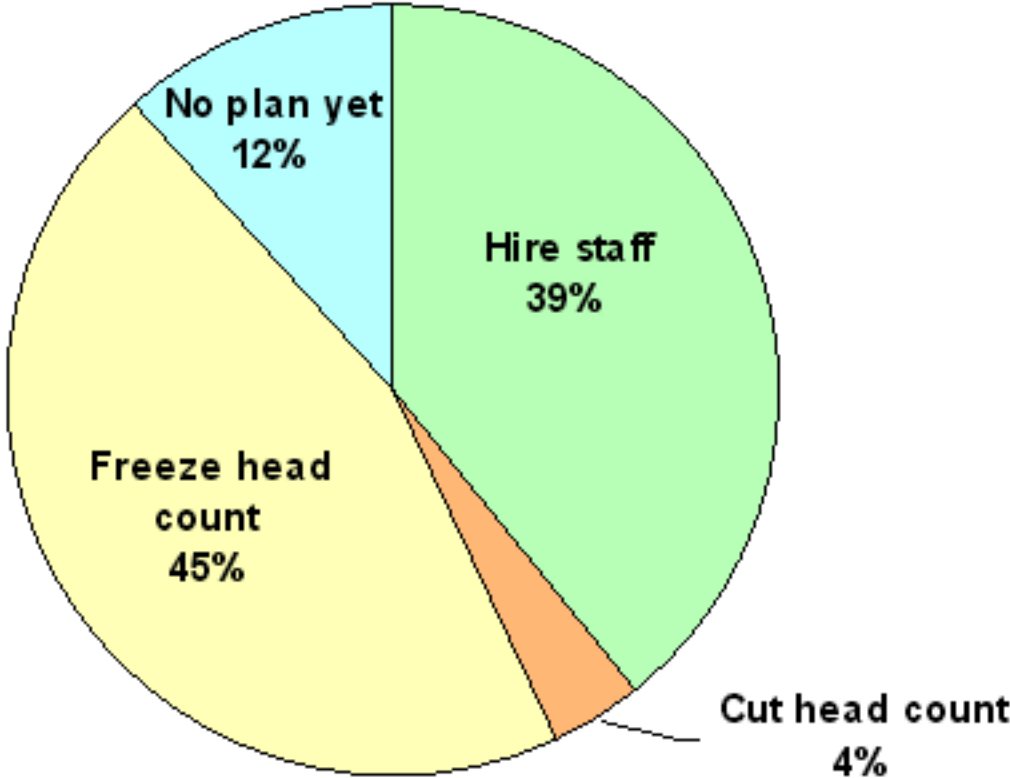
The survey was conducted by an online questionnaire. Companies were invited through e-mail to fill in the questionnaire from 27 April to 8 May 2009.

1. HR General Planning

1.1 Hiring Plan in the Coming Three Months

Among the respondents, 39% reported they will hire more staff in the coming three months while 45% of them will freeze head count in the coming three months. On the other hand, only 4% of them will decrease the number of head count.

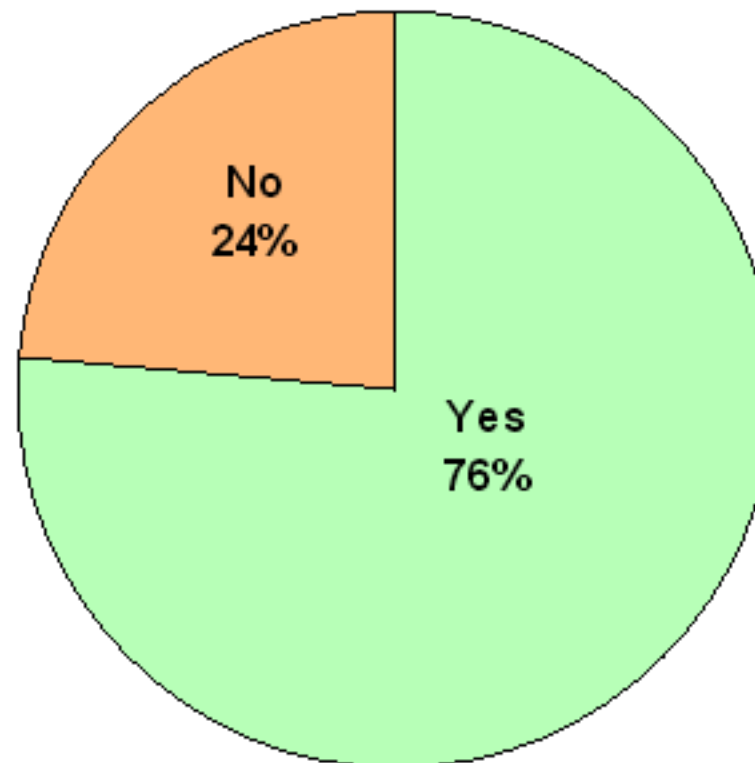
Hiring Plan in the Coming Three Months



1.2 Budget Control in the Past Three Months

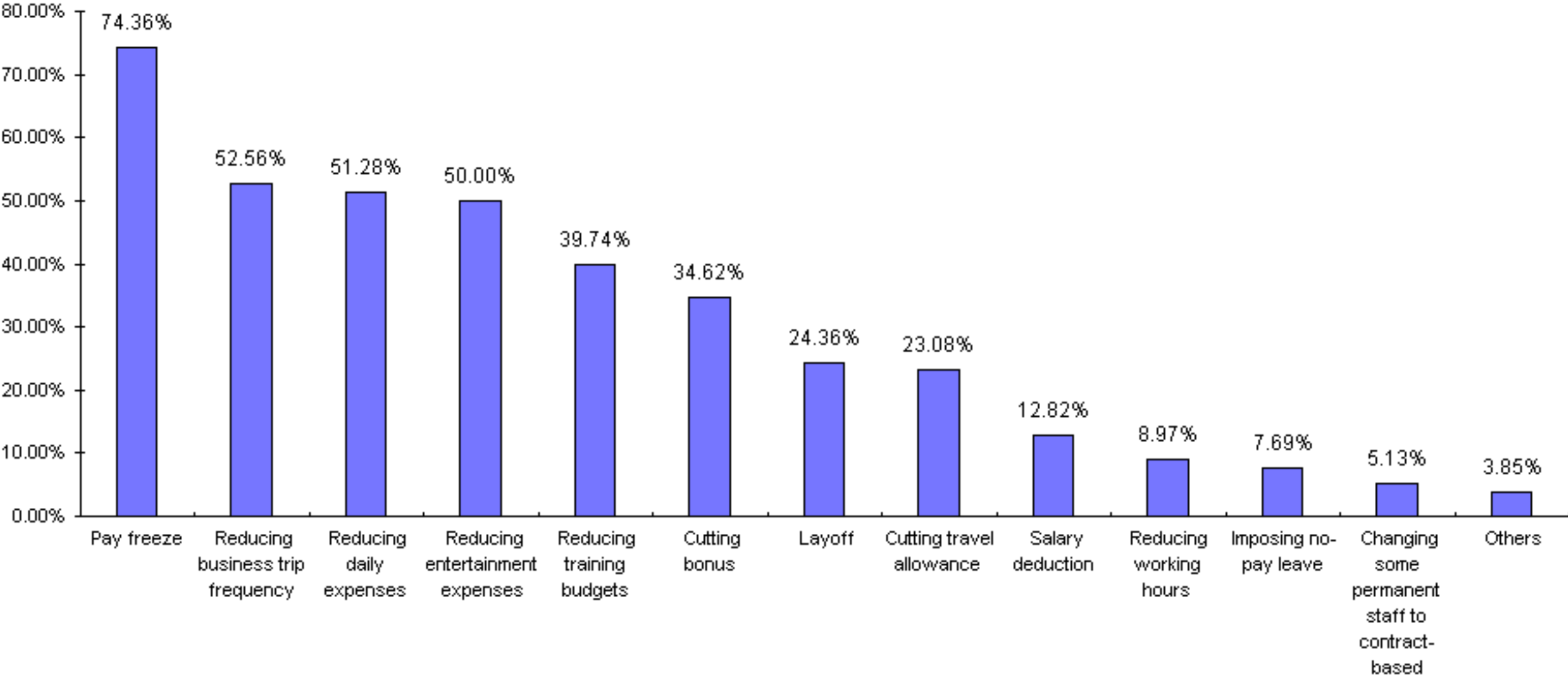
To prepare for the worsening economy, 78 of the respondents (76%) have already taken various methods to control the budget and cut cost. Among respondents who took action to cut cost, 74.36% chose to freeze employees' salaries. Other popular methods include reducing business trip frequency (52.56%), reducing daily expenses such as electricity, water (51.28%) and reducing entertainment expenses (50.00%). Only 24.36% of them chose to lay off staff and 12.82% chose to deduct salaries.

Any Action to Cut Costs in the Past Three Months?



1.2 Budget Control in the Past Three Months

Methods to Cut Cost



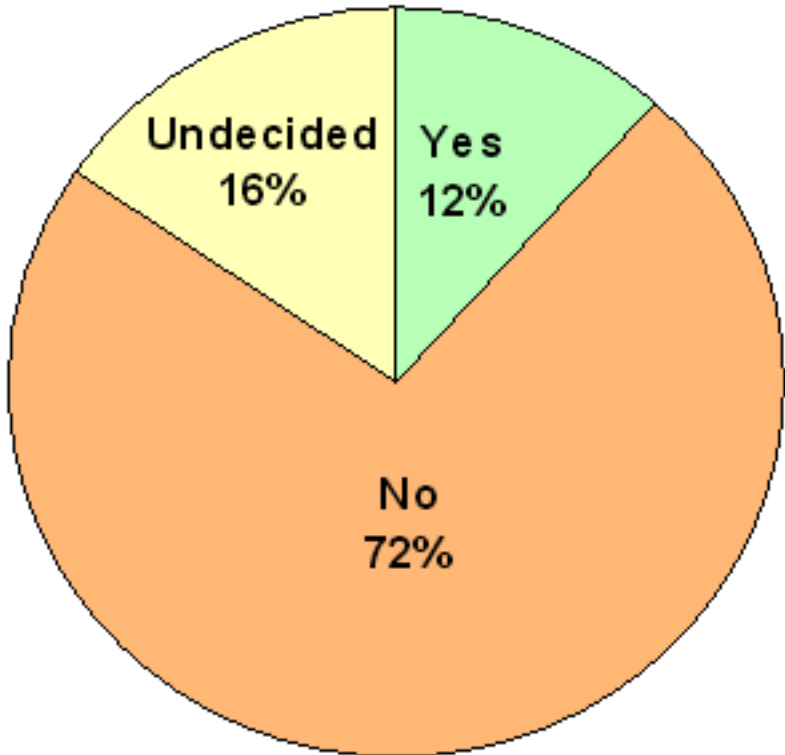
Remarks: Percentages in the graph are calculated based on the feedback of respondents who took plans to cut cost in the past three months (78 respondents)

2. HR Policy for University Students

2.1 Summer Internship for University Undergraduates

Only 12% of the respondents reported they have plans for summer internship while more than 70% of them have no such planning.

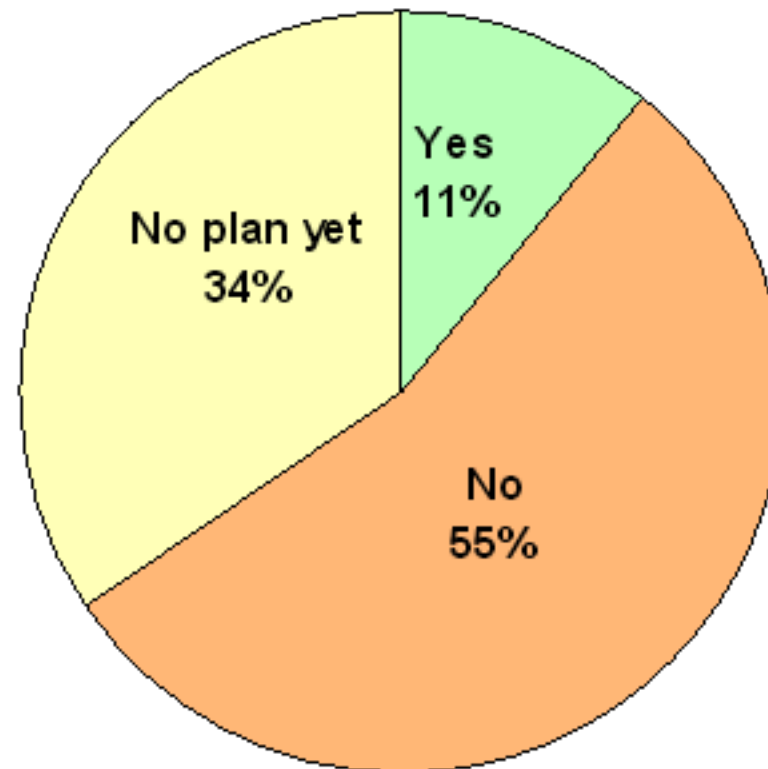
Plan for summer internship



2.2 Internship Programme for University Graduates

More than half of the respondents (55%) show no interest in the Internship Programme for University Graduates (大學畢業生實習計劃). Only 11 out of 102 respondents (11%) reported they will join the plan while more than 30% are still considering.

Interest in Internship Programme for University Graduates



2.3 Reasons to Join Internship Programme for University Graduates

Of the 11 respondents who showed interest on joining the programme, nine of them think they should give chances to fresh graduates. Six respondents think this plan can attract talents to join their companies, and the same number of the respondents think they should support the policy of HK government. Only four respondents consider government allowance a factor to join the programme.

Reasons to join the programme	Total no. of companies
We should give chances to fresh graduates	9
Social responsibility / Support the policy of HK government	6
This can attract talents to join our company	6
We have a vacancy	4
Government allowance can help reduce our cost	4

2.4 Salary Offer in the Internship Programme for University Graduates

Including the HK\$2,000 allowance provided from HK government, three respondents plan to provide a salary of HK\$10,000 to HK\$12,000. Four respondents plan to offer HK\$8,000 – HK\$10,000 to university graduates, and two respondents will provide HK\$6,000 to HK\$8,000. Only one respondent will provide a salary of HK\$4,000 – 6,000 to university graduates.

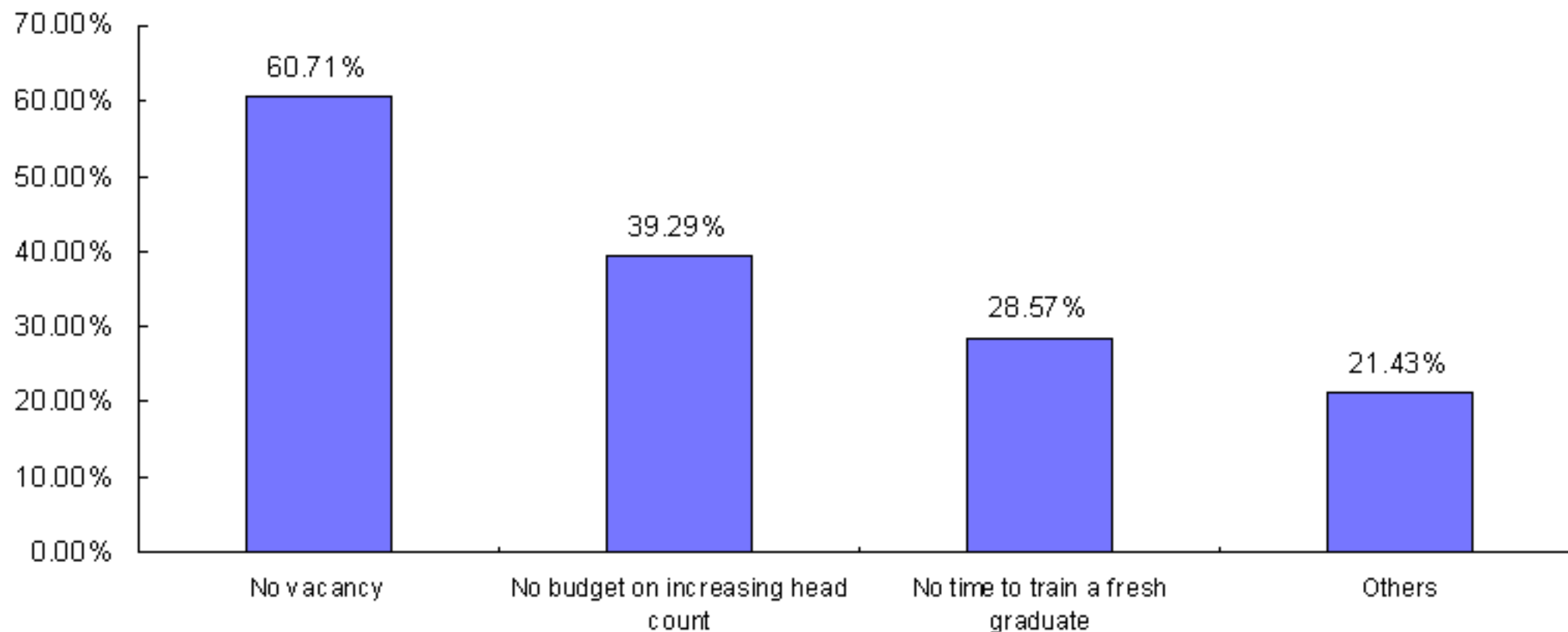
* Planned salary offer (HK\$)	Total no. of companies
10,000-12,000	3
8,000-10,000	4
6,000-8,000	2
4,000-6,000	1
Undecided	1

* Remarks: Salary planned to offer includes HK\$2,000 provided by HK government

2.5 Reasons for not Joining Internship Programme for University Graduates

Out of 102 respondents, 56 (55%) reported they will not join the programme. The reasons for not joining the programme include "No vacancy" (60.71%, 34 out of 56 respondents), "No budget on increasing head count" (39.29%, 22 out of 56 respondents) and "No time to train a fresh graduate" (28.57%, 16 out of 56 respondents). Other comments include "the plan is not supported by some fresh graduates", "the plan is not well-developed", "the programme is not suitable for the company size or nature", "the programme may have too much constraints" and "they already have another internship programme".

Reasons for not Joining the Programme



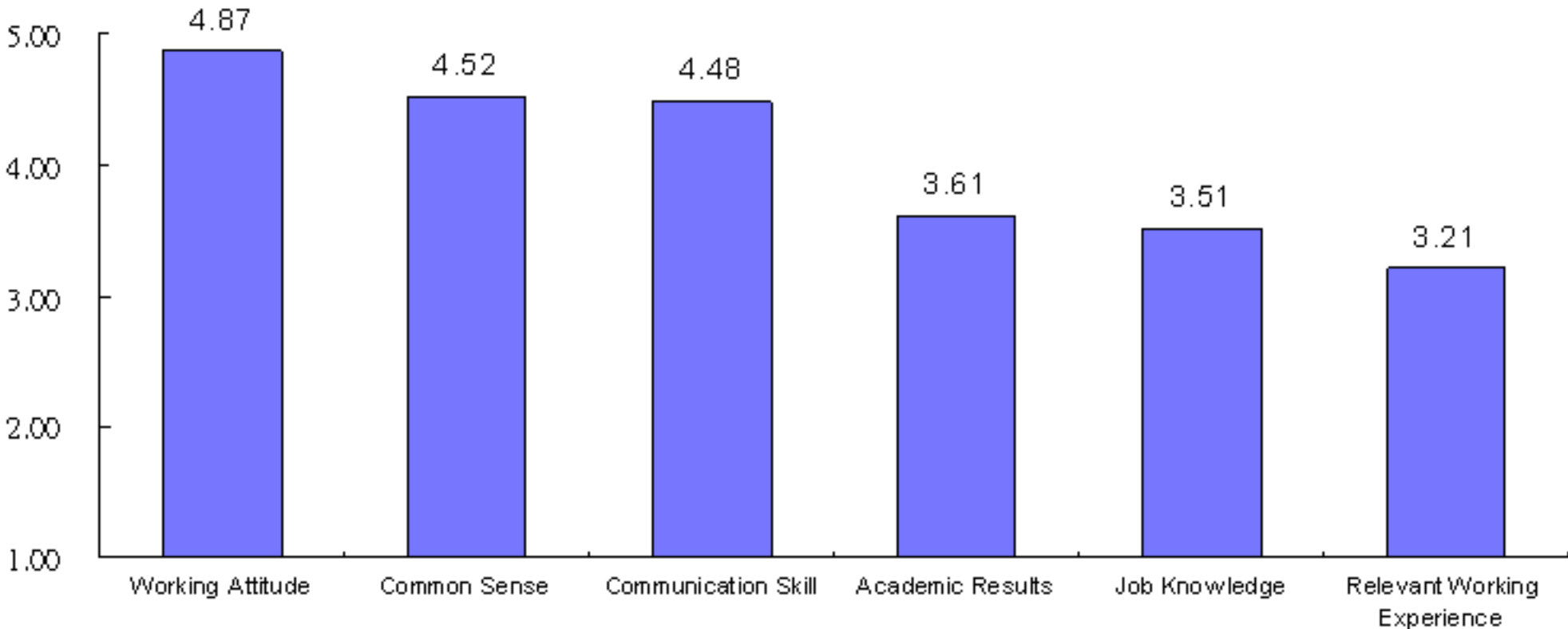
Remarks: Percentages in the graph are calculated based on the feedback of respondents who showed no interest in joining the Internship Programme for University Graduates (56 respondents)

3. HR Comments for Fresh Graduates

3.1 Important Elements for Fresh Graduates to be Employed

Respondents are invited to comment on the importance of different elements employers look for in fresh graduates. Working attitude is ranked the most important factor (4.87 out of 5 marks), followed by common sense and communication skill (4.52 and 4.48 respectively). Academic results (3.61), job knowledge (3.51) and relevant working experience (3.21) lag far behind the first three while relevant working experience is considered the most unimportant factor among them.

Important elements for fresh graduates to be employed



Remarks: 5 – Very Important, 1 – Not Important

3.2 Evaluation on the Performance of Fresh Graduates

In the past year, 49 respondents (48.04%) have employed fresh graduates in their companies. Based on the performance of fresh graduates, respondents give comments in six areas. Working attitude is ranked the lowest, scoring only 2.76 out of 5 marks. Communication skill and common sense, which are expected to be important factors, are also not satisfactory (respectively 2.86 and 2.96). Their performance is better only in "Stability", scoring above 3 out of 5 marks (3.04). The overall performance is 2.98.

Comments on Fresh Graduates



Remarks: 5 – Very Good, 4 – Good, 3 – Satisfactory, 2 – Unsatisfactory, 1 – Very Unsatisfactory

4. Summary

Facing the worsening economy, 40% of the respondents still reported that they will hire staff in the coming three months, whereas only 4% of them will decrease the number of headcount. Companies tried to control the budget using various methods such as pay freeze, reducing business trip frequency, reducing daily expenses and reducing entertainment expenses rather than layoff or pay cut. Companies were aware of the importance of retaining talents.

In this survey, it is found that working attitude, communication skill and common sense are extremely important for a fresh graduate to be employed. However, performance of fresh graduate in these three areas is ranked unsatisfactory by employers. Employers can communicate such comments to universities so that students can better prepare and improve themselves before they embark on their career. It is also found that lots of corporations are not keen on joining the Internship Programme for University Graduates initiated by the government.