



How Can We Survive Without Key Competencies for Employment in Hong Kong ?



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- Paper presented to the First International Conference on Key Competencies : Skills for Life 2007
- Date :12-13 July, 2007
- Venue : City University, London, U.K.
- Speaker : Dr. AU Yin Ching Loretta, Ph.D. (Education)
- Organizers : IfEL (European Institute for E-Learning), the National Institute for Adult Continuing Education (NIACE), England and Wales and ARTES, Italy.



Impacts of Globalization

- Globalization integrates the international economy.
- It leads to keen economic competition.
- It affects international economy.



Impacts of Technological Advancement on Global Labour Market

- Full-time jobs decline whereas part-time jobs increase.
- Qualifications required for jobs are up-graded.
- Graduates cannot find work in their field.
- Unskilled and low-skill jobs are rapidly declining.



Economic Restructuring in Hong Kong

- In 1976, manufacturing industries employed 45.3% of the total working population.
- Since the late 1980s, the majority of Hong Kong factories have been relocated to Mainland China.
- Hong Kong has been transformed from a manufacturing economy to a service economy.



Annual Average Number of Establishments in the Manufacturing Sector



Source : Financial Services Bureau, H.K. 1999



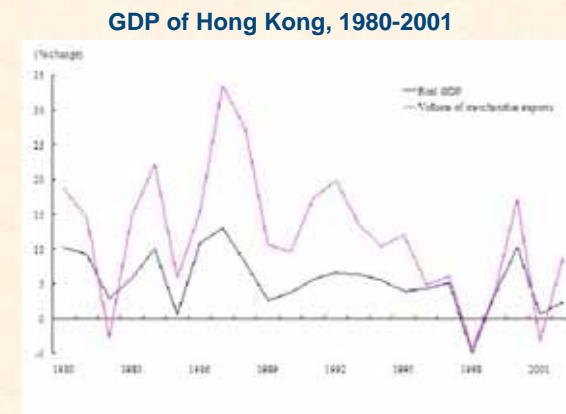
Employment in the Manufacturing Sector (Annual Average)



Source : Financial Services Bureau, H.K. 1999



GDP of Hong Kong, 1980-2001

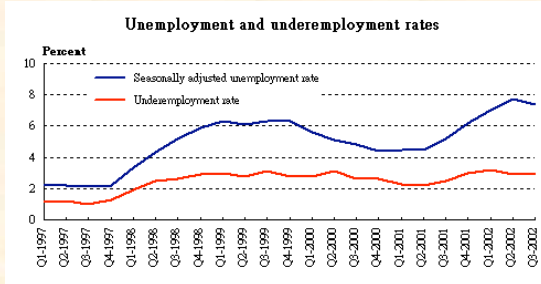


Source : Gross Domestic Product 2005, HKSAR Census and Statistics Dept.



Consequences of Economic Restructuring in Hong Kong (1)

- Fewer job opportunities in the manufacturing sector
- More new and low-pay jobs in the tertiary sector
- Unemployment rate and underemployment rate in H.K. increase.



Source : Hong Kong Government, 2003



Consequences of Economic Restructuring in Hong Kong (2)

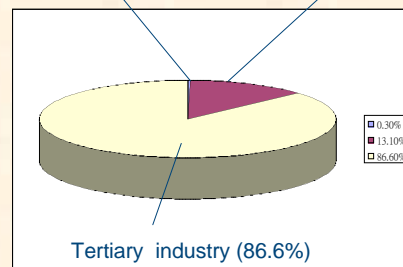
- Unemployment affected both the younger and older workers and those with lower education and skill levels.
- The Employees Retraining Board helped 78,000 people to benefit from retraining programmes in 1998.
- A general freeze on hiring into permanent civil service in 1999
- Most workers are eager and required to have on-job training and life-long education.



Present Economic Situation in Hong Kong

- Employment structure in H.K. 2006

Primary industry (0.3%) Secondary industry (13.1%)



- Hong Kong reinforces its role as the financial, trade and logistics centre.



How to Reduce Unemployment in the World ?

- Add new subjects to the school curricula to equip students with the skills desired by employers (Blakers,1992).
- Build national schooling systems providing primary and secondary education (Wiseman & Alromi, 2007).
- Increase the level of integration of schooling and training (Ibid) at the tertiary level.



How to Reduce Unemployment in European Countries ?

- Employers of many European countries such as Britain, Denmark, France, Germany, Austria, Switzerland and Sweden participate collectively and individually in designing and delivering vocational training.



How to reduce Unemployment in Germany & Sweden ?

Country	Policy
Germany & Sweden	Provide school-to-work programs for students 16-19 years old on a large scale.
Sweden	<ul style="list-style-type: none"> • Legislate that 3-year vocational courses should be at least 15% workplace-based. • School-industry program • Labour Market Training (LMT) Centres (Ellstrom,1999)



How to Reduce Unemployment in Australia ?

Country	Policy
Australia	<ul style="list-style-type: none"> • Train teachers to deliver new courses of secondary education. • Introduce vocational education into the formal and less formal aspects of upper secondary school. <p>Remarks : About 35% of senior school students now participate in vocational education (Athanasou, 2000).</p>



How to Reduce Unemployment in the United States ?

Country	Policy
U.S.	Companies and schools jointly provide work experience, set standards, develop curricula and mentor students (Vickers,1995).



Essential Skills for Workers in High Performance Workplaces

- *Skills traditionally learned in school* : literacy, arithmetic and technical knowledge, etc.
- *New skills* : creative thinking, decision making, reasoning and problem solving, etc. (Bailey, 1997).



Integration of Education and Work

- Curricula combine the core subjects with basic competency skills consisting of personal, social and capacity skills.



Basic Competency skills

- Personal skills
self-discipline, self-confidence, willingness to work, communicating and solving problem
- Social skills
teamwork, leadership and adaptability
- Capacity skills
core subject knowledge, technical knowledge, computer technology and creativity



Training Managers Train Graduates in 4 Criteria

- *Knowledge and intellect* : technical know-how, applying creativity to problems, analyzing complex information and making judgements
- *Personal effectiveness* : responsible, self-confident and self-disciplined
- *Interpersonal skills* : negotiating and networking
- *Business acumen and management style*: understanding customer requirements, motivating others and delegating appropriately (Bennett, Dunne & Carre, 2000)



How to Reduce Unemployment in Hong Kong ?

City	Policy
H.K.	<ul style="list-style-type: none">• The Hong Kong government invests HK\$50.1 billion on education, accounting for about 25% of our total recurrent expenditure in 2007-8 (Financial Secretary, 2007).• In 2009, the Education Bureau will implement the 3 year New Senior Secondary Curriculum and a new core subject- Liberal Studies in all secondary schools in Hong Kong.



Liberal Studies

3 areas of study :

- 📖 *Self and Personal Development*
- 📖 *Society and Culture*
- 📖 *Science, Technology and the Environment*
- It cultivates independent thinking, positive attitudes, social awareness and better understanding of the contemporary world.
- It provides a sound foundation for future employment.



Significance of Study

- The research findings can help raise the level of key competencies for individual employability, organizational development and national prosperity.



Research Question

- What are the key skills for job competencies in present Hong Kong as perceived by university graduates ?



Methodology

- **Qualitative research** : Standardized, semi-structured & face-to-face interviews
- **Instrument** :- interview guide
- **Piloting**- The interview guide was piloted with 5 participants in early Jan., 2007.
- **Main study** :- The 4 research assistants of the Hong Kong Educational Leadership Research Centre carried out 100 interviews with Hong Kong graduates who graduated 2-3 years ago from local universities.
- **Data collection period** :- late January, 2007 to April, 2007



Research Findings (1)

- Most university graduates prefer to find jobs in the commercial sector as it is the easiest and most essential way to survive in Hong Kong.
- The key skills for job competencies in present H.K. are as follows :-
- Professional skills : Be a degree holder in relevant discipline. (98 respondents)



Research Findings (2)

- Communication skills (97 respondents)
- Language skills (96 respondents)
- Information technology skills (95 respondents)
- In-service training and Life-long learning (92 respondents)
- Numerical skills (90 respondents)
- Positive attitude (89 respondents)
- Sense of responsibility (88 respondents)
- Interpersonal skills (87 respondents)



Research Findings (3)

- Cooperative skills (86 respondents)
- Presentation skills (85 respondents)
- Analytical skills (81 respondents)
- Cultural awareness (78 respondents)
- Dressing skills (76 respondents)
- Make-up skills (70 respondents)
- Creative skills (60 respondents)
- Environmental protection skills (52 respondents)



Ways to Improve job Competencies As Suggested by Interviewees (1)

- More quotas for attending career guidance workshops in universities
- More private companies involve close collaboration with universities and provide job training.
- More career reference books in the university libraries for reference



Ways to Improve job Competencies As Suggested by Interviewees (2)

- Professors should decrease the percentage of teaching theories from 80% to 50% and increase the percentage of doing projects and practical exercises from 20% to 50% so that graduates have more confidence in their jobs.
- General Education courses and Critical Thinking taught in the universities are helpful for job competencies.
- Liberal Studies can develop job competencies in Hong Kong secondary schools .



Job Problems Encountered by Interviewees

- They do not understand company culture and organization structure.
- They do not have social, interpersonal and communication skills.



Keys to Quick Promotion As Suggested by Interviewees

- Attend more in-service training courses.
- Management courses are more essential than the other courses for their promotion.



Implications and Suggestions

- Universities should provide a better transition period from school to work for undergraduates.
- The government, representatives of industry, commerce, education and scholars should plan and work collaboratively to train and raise the job competencies of graduates.