

About 101 Laws of Attraction



An essential read for employers, this Recruitment 101 summarizes all the key messages from jobsDB's Laws of Attraction findings.

About jobsDB Laws of Attraction

Finding talent is never easy, let alone getting the right people onboard. jobsDB recognises that hirers' need advice to help them create better people strategies and improve decision-making. As a recruitment expert with more than two decades of industry experience, jobsDB can offer access to a wealth of reliable resources: insights on market employment trends, understanding candidates, and a vast candidate pool (1.9 million) who consider jobsDB as their priority job searching tool.

We believe people with passion deliver the best results for businesses – this is why we strategically build our analytic and insight tools to help hirers find correct and capable candidates who are passionate about their work and will truly embrace the corporate culture.

Laws of Attraction is the largest recruitment study in Hong Kong. It has surveyed nearly 6,000 job candidates across 20 industries and job functions, examining the key drivers that motivate them at work and ignite their passion. This is where hirers will get precise insights on what drives candidates in a job role and how hirers can strategically attract targeted groups via an interactive portal, regardless of location, time and device.

For more details, please visit [jobsDB Laws of Attraction](#).



1 Money talks

In general, 'salaries and benefits' is the most important to jobseekers; followed by 'work-life balance' and 'professional development opportunities'.



2 Hard being a woman

Women (14.0%) give more weight to work-life balance than men (11.7%). After all, most women have two roles – one in the office and one at home; a good balance is so important.

3 Social animals?

Workplace relationships are more important to women (9.9%) than to men (8.5%). They expect teamwork, mutual support and respect from colleagues.

4 Shift duties? Hopefully not!

Both men and women do not prefer shift work. 65.1% of women disdain shift work-required jobs, compared with 50.2% for men.

5 Love travelling – but not for business

Almost in every office there is a female coworker constantly watching for cheap flights as though they are ready for a short weekend trip anytime. This, however, does not mean women like business trips. One-third of female employees disdain jobs requiring frequent travelling.

6 Provision of other paid leaves is a pull factor

Besides paid maternal or parental leaves, which are deemed essential, women also expect extra benefits, including birthday leaves, sick leaves and training leaves and other paid leaves.



7 Diversity is her thing

Women are more prone to (22.2%) think that cultural diversity and tolerance is necessary at a workplace, while only 20.1% of men share the same view.

8 The more on-the-job Training the better

Slightly over 20% of employed women think on-the-job training or mentorship is necessary – more than men.

9 Work in Mainland? Hopefully not

Over 60% of employed women do not prefer working in Mainland China. Some may even reject job offers for this reason. Only 40% of men would do the same.

10 No group interviews

In TOTT soap opera *Story of Yanxi Palace*, imperial ladies were often seen gathering for gossips. But in reality many women shrink back from group interviews. 35.2% would even say no to new offers because of this.

11 Yes to the traditional way

Women do not fancy the workplace environment of an open office for the lack of privacy. Just as reflected in foreign studies, an open office makes employees feel less secured.



12 Strive for self-improvement

Career prospect, to male employees, is the second most important factor when it comes to job seeking – especially promotion opportunities. 47.1% of male talents find it crucial.

13 Cut the talk and get to work

21.2% of men expect coworkers in a new workplace to be practical doers. Occasional prattles are okay but when it comes to business, practicality is a valued trait.

14 Easier to be frustrated by dumb coworkers

Men care more about the performance of his coworkers. After all, who wants a dumb colleague?

15 Companies must be pro

Over a quarter of male talents would run extra miles for companies manifesting professionalism, while the figure for women is 10% down (15.2% only for women).

16 Anything for innovative companies

More men prefer a company culture that celebrates innovation and creativity. Sticking to the status quo is not their thing.



17 Keep things open

Compared with women, men care less about recognition from the management; but they are more concerned about management transparency.

18 Big men favor petty Advantages?

According to our research, men pay more attention (2% more) to commercial discounts or benefits from a company, add-ons such as airfare and shopping discounts are considered to be extra benefits!

19 Okay to travel as long As the destination is fun

Male employees are more willing to work overseas, and only 23.1% would reject travel-required jobs - lower than 37.4% among women.

20 Video interviews are OK

Men are less reluctant to video conference calls – perhaps because they don't need photo touch-ups?

21 Passion or responsibility?

When it comes to company reputation, men are more concerned about whether their companies have meaningful visions and missions.



22 Insights than interviews

These talents might be used to professional exams, but they are more reluctant to repeated job interviews. In an industry facing growing digitalization, they expect employers to skip repeated questions about qualifications and experience, and spare more time and attention on a candidate's potential and attitude.

23 Diligence with reluctance

The industry is notorious for long working hours and difficulty to go on a vacation. This, however, in no way means they do not want to take a break and enjoy life. They want companies to have flexible reimbursements for unused annual leave. Plus, more talents in this industry would even request for unpaid leaves.



24 United and motivated
In hard times

9.3% of these talents give weight to the attitude and performance of coworkers in a new workplace. But who doesn't want their coworkers to be fun, upright and respectful?

25 Childless by choice
A growing norm?

Only 9% of people working in this industry have children, while 25% of families in Hong Kong have children.



26 60% demand promotions

Every employee wants a promotion but people working in this industry want it more than anyone. Over 60% of them would favor new jobs with promising promotion opportunities.

27 Global financial center appeals to foreign talents

Do you know there are more talents born outside of Hong Kong in banking and financial services than any other industry? The ratio is as high as 15%, one-third higher than the average of all industries combined!



28 Hong Kong companies are trusted employers

People working in beauty and health are prone to serving Hong Kong companies. 18.2% of them consider it to be crucial, while only 10% of employees of all industries have such a demand.

29 More than beauty

Almost 20% of beauty and health talents favor companies providing education sponsorships, subsidies or scholarships for them to keep up with the latest trends and technologies, ultimately to provide customers with even better beauty and health services.



30 Nay to Jobs in Mainland China

Given the rising number of infrastructure projects in Hong Kong, people working in building and construction shun positions in Mainland China. Almost 40% of them revealed a firm reluctance to northbound travel-required jobs. Want new talents to change the mind? Consider adding other benefits.

31 The more subsidies The better

63.6% would love their companies to provide accommodation subsidies.



32 Teachers are lifetime learners

Educators need to upgrade themselves continually. By providing training subsidies, a company is also enhancing its teaching quality — a win-win tactic.

33 We have children, too

While educators give their lives to nurturing students, they also want some time for their children. Therefore, educators value additional paid maternal and paternal leaves.



34 Transportation support Keeps hassle at bay

Engineers are often out for site visits or client meetings, while their offices are not always in commercial districts. Therefore, almost 60% of them would find shuttle bus services provided by the company a pleasant delight.

35 Why not share the victory?

Employees certainly want to serve a profitable company. But almost 59% of those working in this industry would be delighted if their companies offered – over 10% up the average of all industries combined.



36 Food, beverage...
and commute!

Jobseekers in the industry are particularly sensitive about locations. Almost 60% of them would love their companies to provide shuttle bus services to reduce their commute burden. This kind of support would be wonderful for frontline staff during bad weather.

37 Overtime pay benefits
everyone

When they choose an employer, these job seekers look at basic salaries, and also overtime pay. Sensible employers offering reasonable reimbursements score extra marks and win an employee's loyalty.



38 Small potatoes
Under big names

Probably because the government and public organizations are the city's largest scale employers, almost 40% of their employees consider themselves junior level – over 10% higher than the average of all industries.

39 Overtime pay is
A no-brainer

Almost 60% of people working in this industry consider overtime pay to be integral – 12% higher than the overall average.



40 Polarized attitudes
To going northbound

Hospitality talents' attitudes toward working in Guangdong Province are getting polarized. While over 30% find such opportunities crucial and would gladly accept or consider if such opportunities and would even reject job offers that require relocating to Guangdong Province.

41 Succession gap due to
grim promotion prospect

The increasing number of new hotels in Hong Kong widens the gap in job succession. Junior staff members occupy a large proportion of the hospitality workforce, yet the new blood does not see promotion opportunities in the short term. As a result, eager aspirers will lose patience and change jobs. Therefore, hospitality management should have a fair and transparent promotion scheme for new and existing staff members to attract and retain talents.



42 A trendy office is essential for IT people

Of course, information and communication technology talents want their office to be trendy and cutting-edge. But they also want unusual facilities such as gym room and leisure room for break time — no wonder why many foreign IT corps turn their offices into playgrounds to attract new talents.

43 Companies expect revenue, employees recognition

It makes sense that people working in information and communications technology give more weight to innovation and creativity of a company. But they also care if a company focuses only on revenue – they expect employers to reward and support talents to grow with the company.



44 Insurance sellers are buyers as well

A competitive reimbursement package is crucial to attract insurance talents. And a company providing employees with extra MPF as a benefit is golden.

45 Professional training
Prepare them for challenges

Compared with other industries, insurance professionals give more weight to employers supporting external or even overseas training. This may reveal that they are aware of the increasing professionalism across the industry.



46 Bonuses retain talents

Companies in the internet & start-up industry should consider adding bonuses to their recruitment packages to increase their attractiveness.

47 Every start-up is innovative

Job seekers in this field evaluate whether their potential employer values innovation, novelty and professionalism. It is therefore of utmost importance for a start-up to cultivate such a company culture to retain present and future talents.



48 High threshold,
High qualification

Given the high threshold of the industry, almost one-fourth of the medical & pharmaceutical job seekers are holders of postgraduate qualifications – almost 10% higher than the average of all other sectors.

49 Money + Heart

Many talents pursue a career in the medical & pharmaceutical industry with a life-saving aspiration. Thus, it makes perfect sense that they expect the same values from their employers.



50 Put aspirations into action

Over 12% of property development and management talents expect their companies to walk the talk and put their social responsibilities into action.

51 Benefits are important, So too career prospect

Shift duties and statutory holidays are common across the industry. To attract new blood, companies have to offer appealing salaries and career prospect. In-service training and mentorship would be perfect!



52 Women are winners?

Perhaps women are more meticulous and better at communication. 76% of job seekers in the recruitment industry are female!

53 Importance underrated

Many people in the recruitment industry wish their management would show more recognition to their effort. Over one-third of these job seekers said 'giving recognition' was one of the top three leadership qualities.



54 Both customers and ME demand respect

How retail talents should show respect to customers or deal with unreasonable, disrespectful customers are some of the hottest discussion topics in the virtual world. But retail talents demand respect too. Almost 40% of them would find an employer more appealing if employees are respected.

55 Senior appreciation works

A lot of people shun at the idea of long service awards because it is old-fashioned and meaningless. But retail talents think otherwise! Over 30% of them think long service awards are a very attractive extra benefit. Can you imagine?



56 Interviews are mutual

Almost half of the job seekers in trading & distribution reckon face-to-face interviews are crucial because, after all, conversations are necessary to make things clear between employers and talents.

57 Perm jobs wanted

Whether it is a perm job weighs heavily on those working in trading & distribution. People perform better when their jobs are secured!



58 Parental leaves for family duties

This industry is notorious for long working hours, and workers sacrifice their time only because it is for their family and children. Therefore, 20% of them deem paid parental leaves as necessary – and it makes sense!

59 The more bonuses the better

With great effort comes great expectation. 40% of people working in transportation & logistics require bonuses and very probably flee tight-fisted companies.



60 Work harder, earn more

A commission based pay is more widely accepted in travel & tourism than in any other industries. Over 60% of talents even require or prefer employers to pay a commission-based salary.

61 Travel & work combined

Those working in travel & tourism expect opportunities to work overseas. To 15.5 of these talents, having overseas job opportunities is even a must in a new job.



62 Sab leave is my thing!

Paid sabbatical leaves are so important among Gen Z. Those considering it to be necessary count 6% higher than the overall average.

63 International travel is considerable

The young and restless are up for new challenges. Few from this generation would turn down an offer because of overseas travel or training responsibilities.

64 Cell phone is my favourite

A cell phone is just too important for Gen Z. 15.7% of them expect a company to provide monthly mobile phone and data subsidies.

65 Break free from partition

Gen Z defies the idea of working at a fixed spot. They love flexible workspaces that do not allocate a fixed desk for the staff.

66 Universal love!

These newbies are more prone to companies promoting cultural diversity and tolerance in the workplace.

Millennials

24-34

67 My favourite leave

Ready to build their own families, 34% of the millennials consider paid maternal or parental leaves are necessary. The ratio is almost 10% higher than the overall average.

68 Education is the key to success

Many moderately experienced millennials expect their companies to provide continued education sponsorship.

69 Freedom is everything

The millennials voted in favour of a laissez-faire organizational culture. 44.2% of them consider this management style a critical requirement in job selection, while the overall average stands at 36.4%.

70 Bonus is fundamental

Bonus is fundamental to almost half of the millennials. The ratio is almost 10% higher than the total of all generations.

71 Let's get it straight.

The millennials do not prefer online or written pre-screening tests before job interviews.



72 Off on public holidays

While 60% expect to be entitled to bank holidays, a.k.a. all public holidays, Gen X have higher expectations of them - 65.3% of them give weight to it.

73 Office as source of security?

A more conventional group within the workforce, a quarter of Gen X find it necessary to work in an office, and the ratio is 4% higher than the overall average.

74 Prepare for the worst

With age does come wisdom when it comes to insurance. Gen X give more weight to medical insurance for employees and their families.

75 'Great boss' detectors

Seasoned and sophisticated, Gen X pay more attention to whether an employee is making a profit or an industry leader.

76 No shift work

Gen X hate shift duties more than other generations. 64% of them (5% higher than the overall average) would turn down a job offer for this reason.

Baby boomers 55-64

77 Respect is golden

Most baby boomers don't care much about career development opportunities, the third priority for others. Quality of co-workers, however, is one of their top three demands – especially respect from co-workers!

78 With experience rises professional expectations

Company culture is particularly important to the baby boomers; professionalism a case in point. 33.7% find it essential, compared with the overall 19%.

79 Occupational H&S is key

Over 40% of the baby boomers pay a lot of attention to company reputation regarding occupational health and safety. The ratio is 15% higher than the overall average.

80 I've seen it all!

More seasoned at job interviews, they have a higher acceptance rate for group interviews. Only 10% of them may reject an offer for this reason.

81 Reserve for happiness

Now on the doorstep of retirement, 33.4% of the baby boomers reckon additional MPF contributions from a company is an integral part of a job offer. The rate for all the four generations is only 27.1%.



82 Extra paid leaves to my liking

Of course, our hard-working juniors hope for extra paid leaves for young workers.

83 Think twice before joining a Chinese enterprise

For some reason, 26.3% of the surveyed juniors are reluctant to work for Chinese enterprises, compared with the overall 22%.

84 Locational convenience is crucial

When it comes to working location, junior employees will choose somewhere accessible by public transport or closer to home.

85 No to unpaid overtime

Juniors are earning a modest salary and, naturally, expect a fair reimbursement for their compromised work-life balance. 50.9% of them even expect compensation leaves or overtime pay.

86 Pursuit of cultural diversity

Compared with other job levels, juniors expect companies to be more supportive of workplace cultural diversity and tolerance, and to be more willing to recruit talents from different genders, religions, races and age groups.



89 Managers who love freedom

Despite their staff management duties, junior managers would love to see a rise of workplace freedom. For instance, they want companies to have flexible working hours or provide freelance opportunities - 5% above the overall average.

87 Advancement in career - plus qualification

With so much to learn, junior managers expect education sponsorships/subsidies/scholarships from employers. 28% of them call it a necessary part of a job offer – 10% higher than the average.

90 They welcome interviews

More junior managers recognise the importance of face-to-face interviews. 40% of them call it an integral part of the recruitment process.

88 Great income doesn't come with great responsibilities

An interesting finding: 17.6% of junior managers (5% above the average) expect companies to provide meals, such as having an internal canteen or regular fruit supplies.

91 Employment on any basis

Junior managers do not mind being hired on a contract or project basis. The proportion of talents who are open to any arrangements is higher than all ranks combined.



94 Income security comes first?

According to our study, more people working in middle management do not accept commission-based pay. It seems like they are happy with monthly salaries and shun income fluctuations.

92 Perms more favourable

Middle managers would like to have higher job security. This explains why they are more prone to rejecting contract or project-based jobs.

95 Rooted in office

Middle managers prefer sitting comfortably in the office to working outdoors!

93 Five-day weeks, no matter how busy

Over 60% of the surveyed middle managers demand five-day weeks. But if compared with other job levels, they give less weight to OT compensations. (In general, 43.8% find it necessary, yet 39.4% for middle managers.)

96 Why waste precious time on commute?

The last persons to take on a job in a remote and suburb area. Almost 50% of them would reject an offer for this reason.



97 Management quality a top priority

Who cares most about management quality? The top management. They call it the fourth most important condition of a new offer, while the same factor has no place in the top five priorities listed by employees on other job levels.

98 Top managers care wellbeing

Senior managers give a lot of weight to medical insurances for employees and their families. 40.4% of them call it essential, 10% higher than the overall average.

99 Reputations of company and them

Close to 40% of the surveyed top managers expect companies to have excellent occupational health and safety reputation. This perhaps is for their health, or to avoid compromising personal reputation because of a company's negligence.

100 With great status comes great responsibility

Top managers may have surrendered to their travel responsibility. Only 17.3% of them would give up a new offer due to frequent travelling, compared with the overall 30.7%.

101 They do value respect

Their subordinates may think otherwise, but 44% of the surveyed top managers do think respect is an integral part of company culture, 6% above the overall 37.7%.



Laws of Attraction

Besides these 101 laws, there are still a lot of unexpected findings from jobsDB's Laws of Attraction research. Visit our interactive website for more:
<https://hk.jobsdb.com/en-hk/cms/employer/laws-of-attraction/>

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