

**FACTORS AFFECTING GEN Y PEOPLE TO DECIDE TO
BECOME EMPLOYEE OR SELF-EMPLOYED**



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Thematic paper
entitled
**FACTORS AFFECTING GEN Y PEOPLE TO DECIDE TO
BECOME EMPLOYEE OR SELF-EMPLOYED**

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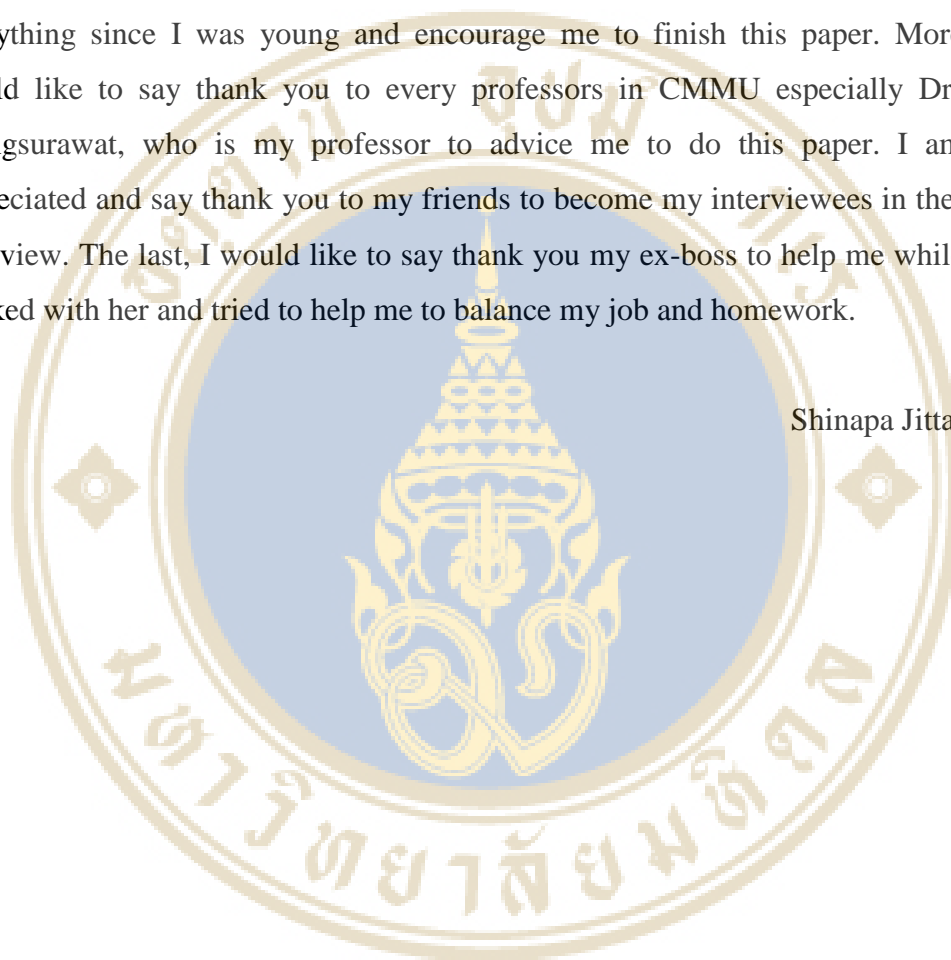
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ABSTRACT

This paper is focused on the factor which can affect to make decision of Generation Y people to choose their job. The theories which are related to this paper are about Motivation Theory and Human Behavior. Moreover, this research is emphasized to the factor which can motivate employees to work in the office and the factor which can motivate people to do their own business and including what factors can support employees, business owners and entrepreneurs to succeed in their job. Besides, characteristics are also affected to human behavior. People can satisfy their job because they feel their job is suitable for him and the job is consistent with their work style. However, it is very interesting to focus on Generation Y people because Generation Y is the main worker in present and it is the generation which is different from other generations. After do this research, there is an interesting factor which can be main factor which Generation Y people use. Parent business can be a reason which people want to have own business or some employees have to leave from their job to help their parents to do own business. Therefore, this research will be important to the boss to choose new employees and understand Generation Y people' needs. Conversely, Generation Y people can understand themselves and choose the suitable job for them by information in this research.

KEY WORDS: employee / entrepreneur / motivation / characteristics / job problem

28 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	v
CHAPTER I INTRODUCTION	1
CHAPTER II LITERATURE REVIEW	2
CHAPTER III METHODOLOGY	4
CHAPTER IV RESULTS AND DISCUSSION	5
3.1 Basic Data	5
3.2 Main Data	6
CHAPTER V CONCLUSION	15
REFERENCES	17
APPENDICES	18
Appendix A Survey Questionnaire	19

LIST OF TABLES

Table	Page
4.1 Employee Sample Background	5
4.2 Self-Employed Sample Background	6
4.3 3 Reasons for working as employees	7
4.4 3 Characteristics of employees	7
4.5 3 Reasons or doing own business	8
4.6 3 Characteristics of self-employed	9
4.7 Employee Results of Question “Are you still happy with your present job?”	10
4.8 Self-Employed Results of Question “Are you still happy with your present job?”	10
4.9 Employee Results of Question “Do you want to start your own business?”	12
4.10 Self-Employed Results of Question “Do you want to work as employees?”	13

CHAPTER I

INTRODUCTION

All people might have a time to decide something to pave their life. They have to find many reasons to answer their question and find the way to achieve their goal. Nowadays, there are many students graduate from university and they have to think about their job which they want to do and it can make them to have a success in the future.

Generation Y is an interesting generation. They are people who grew up with technology such as internet, email, and mobile phone. They can access to information suddenly without waiting time, so Gen Y people has special characteristics as confident, liberal, self-expressive, open to change, and optimistic. Therefore, life style and work style of Gen Y people is different from other generations. Beside, there are many company try to retain Gen Y employee because most of employee is in generation Y. (PewResearchPaper, 2010)

Moreover, I used to work as employee for 10 years and I resigned from financial company to study in Master Degree in CMMU. I will graduate next 2 months and I asked my friends about their job in future. They are not sure about the job which they want to do. Some friends want to find the new job in other companies, but someone wants to have their own business. They have different reasons to support their decision, however, they have the same goal to achieve success in their job and get more money. It is interesting for me to find the factors that affect to their decision to choose the job way. Why do some people want to work as employee and why do some people want to work as self-employed? It is also useful for company when they choose people to work with them for a long time. Training course for new employee is high cost and company does not want to pay this expense a lot. Therefore, it is the interesting question that I want to know the answer. **“Why do Gen Y people choose to work as employee or self-employed? What factors?”**

CHAPTER II

LITERATURE REVIEW

Generation Y

Generation Y or Gen Y or known as “Millennial” are people who born between 1981 and 2000. It is followed Baby Boom and Generation X respectively. This generation is the new generation of current employee now after Baby boomers work for along time and prepare to retire from their work. Gen Y is person who has well education, technology skill, self-confidence, a lot of energy, and can do multi-tasking. Moreover, they set their expectation in high level and try to find new challenges all the time. However, they still need work life balance and social interaction, so people in other generations look Gen Y people do not dedicate to their job. (Gilbert.J, 2011)

Motivation

According to Fernando C. Gaspar said in the article of “Why People Say No To Entrepreneurship? a comparative study” about some people who did not want to become entrepreneurs because they thought they did not have potential to do own business and they resisted the entrepreneurial idea. They also believed it had many obstacles to create new jobs. Therefore, they chose to work as employees instead of self-employed.

Moreover, self-employed and employees have different motivation to spur them to start their job. People choose to become employees because company offer many choices to motivate people to work with them and it can be fulfilled their needs. The motivating factors which are interesting work, good wages, full appreciation of work done, and job security are the motivations which people use to decide to apply that job. They are related to Maslow's need-hierarchy theory: self-actualizing, physiological, esteem, and safety factor respectively. (Lindner.J, 1998) If company job can support all their needs, people will satisfy and want to work with that company.

However, if motivations cannot support all needs to people, they will find the new jobs which are fulfilled their needs. Self-employed is a choice that many people want to be.

Values

The characteristics of people can affect to people to act, do, and decide something in their life, so characteristics of each people can related to the suitable job that they want to do. The phenomenal that can support entrepreneur to be successful are (1) Need for achievement; (2) Locus of control; (3) Risk-taking propensity ;(4) Job satisfaction; (5) Previous work experience; (6) Entrepreneurial parents; (7) Age; (8)Education (Kuratko.D & Hodgetts.R, 2007; Beaver.G, 2002) People who have these characteristics will tend to do entrepreneurial job more than people in other types.

However, some people do not want to have own business because they think they have to get entrepreneurial stress. Researcher David P.Boyd and David E. Gumpert identified the cause of this stress into 4 causes: (1) Loneliness: they have to work in long hours to run their business and make profit from them. So they cannot have a time to meet friends and family member and cannot participate in social activities. (2) Immersion in Business: entrepreneur can make enough money to pay for their leisure activities but they cannot have a time to take them because they cannot stop working and their business should operate continually. (3) People Problems: many entrepreneurs have to work with their employees, partners, customers, bankers, and so on. They have to confront many conflicts from partnership and confront problem about the laziness of employee. It can make entrepreneur feel bored, moody, and disappoint. (4) Need to achieve: entrepreneurs try to accomplish too much and always think they do not work well enough. They also believe that they cannot stop or slow down because many competitors try to compete with them. (Kuratko.D & Hodgetts.R, 2007)

CHAPTER III

METHODOLOGY

I would like to know deeper information about “Why do Gen Y people choose to work as employees or self-employed? What factors?” that I mentioned in the introduction, so I prepared questionnaire to interview 2 target groups:

1. Gen Y people who are self-employed. I chose 2 types of self-employed as follows,
 - 1.1 Entrepreneur or Gen Y people who do their own business since they graduated.
 - 1.2 Business owner or Gen Y people who inherit business from their parents.
2. Gen Y people who work as employees in company more than 3 years.

I gathered information via both telephone interview and face to face conversation and I prepared the Survey Questionnaire following in Appendices.

CHAPTER IV

RESULTS AND DISCUSSION

I collected the data from interviewing 5 employees and 5 self-employed and all of them are currently working in different companies or have different owns businesses.

4.1 Basic Data

I separate my samples into 2 groups: 5 employees and 5 self-employed as follows,

Table 4.1 Employee Sample Background

<p>1st Sample Gender: Male Age: 31 years Occupation: Employee Position: Supervisor-IT Auditor The Stock Exchange of Thailand No. of years in job: 10 years</p>	<p>2nd Sample Gender: Female Age: 25 years Occupation: Employee Position: Accountant Seagate Technology (Thailand) Co., Ltd. No. of years in job: 3 years</p>
<p>3rd Sample Gender: Male Age: 30 years Occupation: Employee Position: Electrical Engineer Black&Veatch (Thailand) No. of years in job: 8 years</p>	<p>4th Sample Gender: Male Age: 28 years Occupation: Employee Position: Senior Consultant Criterion Asia Recruitment No. of years in job: 4 years</p>
<p>5th Sample Gender: Female Age: 31 years</p>	

Table 4.1 Employee Sample Background (cont.)

Occupation: Employee Position: Manager, Corporate Portfolio Management Department, Kasikorn Bank No. of years in job: 8 years	
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Table 4.2 Self-Employed Sample Background

1st Sample Gender: Male Age: 32 years Occupation: Own Business Position: Owner of Charoen Thai Painted Expert Co., Ltd. No. of years in job: 8 years	2nd Sample Gender: Male Age: 32 years Occupation: Own Business Position: Owner of Kumpol Air Condition No. of years in job: 10 years
3rd Sample Gender: Male Age: 32 years Occupation: Own Business Position: Owner of Sinseree Fish Sauce Factory No. of years in job: 10 years	4th Sample Gender: Female Age: 27 years Occupation: Own Business Position: Owner of Apparel Creation Co., Ltd. No. of years in job: 3 years
5th Sample Gender: Male Age: years Occupation: Own Business Position: Owner of Auto Master Car No. of years in job: 8 years	

4.2 Main Data

I interviewed 5 employees about top three reasons which they chose to work as employees and their characteristics and I could get the results as follows,

Table 4.3 3 Reasons for working as employees

3 Reasons for working as employees	Total	%
Good Wages	1	20
Security/Safety	4	80
Good Benefit	2	40
Good Company	2	40
Prefer to work on working day and relax on holiday	3	60
Want to have socialism in office	1	20
Others (Have leave time)	1	20

From the figure above, the first reason which employees chose was Security/Safety with score 80%, the next was Prefer to work on working day and relax on holiday with score 60%, and the third was Good Benefit and Good Company. Both of them got the same score at 40%. Most employees wanted to get salary every month and did not want to confront the problem about uncertainty of money. Therefore, they liked to have certainty in their life and they preferred to work in fixed time and fixed day. They could plan their schedule to work on Monday to Friday and relax or travel on Saturday and Sunday.

Table 4.4 3 Characteristics of employees

3 Characteristics of employees	Total	%
Independent	2	40
Stable/Do not like to change	1	20
Adaptation	1	20
Risk Taker	1	20
Responsibility	2	40
Flexibility	3	60
Comfortable	4	80
Other (Socialization)	1	20

From the figure above, the top three characteristic which people thought that they were Comfortable with score 80%, followed by Flexibility with score 60%, and the last were Independent and Responsibility with score 40%. Most employees chose Comfortable because they just wanted to have a job, got salary regularly, and did the job only part that they had to do. They did not want to confront many problems as same as the problems which entrepreneurs and business owners confronted everyday.

Moreover, I interviewed 5 self-employed about top three reasons which they chose to do own business and their characteristics and I could get the results as follows,

Table 4.5 3 Reasons or doing own business

3 Reasons for doing own business	Total	%
Parent business	3	60
Good income	3	60
Independent	2	40
Good business	1	20
Use your preferred skill	1	20
Love your job	1	20
Do not want to work in fixed time and fixed workplace	3	60
Others (Want to prove myself)	1	20

The top three of reasons for doing own business are Parent business, Good income, and Do not want to work in fixed time and fixed workplace. 60% of self-employed interviewees had to do own business because their parent had business and they are the first son in the family. However, there are some interesting points, if the first member and followed member of family do not want to do their parent business, the youngest son/daughter will be an expected person to continue this business.

Moreover, interviewees add more information about good income. They thought if they worked as employees, they would have fixed salary every month. If

they did own business, they thought that the more they worked hard, the more they would get money.

The last, most of self-employed people did not like to work in fixed time and fixed workplace. They wanted to have freedom to choose the time and the place to work. Some interviewee said they could work only in the morning and relax in the afternoon and start their job again in the evening. They prefer to set their schedule by themselves.

Table 4.6 3 Characteristics of self-employed

3 Characteristics of self-employed	Total	%
Independent	4	80
Risk Taker	1	20
Confident	1	20
Responsibility	3	60
Flexibility	4	80
Comfortable	1	20
Others (Honest)	1	20

From the figure above, the top three characteristics which self-employed chose the most were independent (80%), flexibility (80%), and responsibility (60%). This results were related to the reasons for doing own business about they did not want to work in fixed time and place. 80% of interviewees thought they were independent, so they preferred to set their time and place to work to make them get more convenience and flexibility.

Moreover, I asked question about whether were they still happy with your present job or not. I gathered information and summarized it in this below table,

Q: Are you still happy with your present job? Why / Why not? What factors?

Table 4.7 Employee Results of Question “Are you still happy with your present job?”

Employee Results	Total	%	Reasons
Happy	3	60	<ul style="list-style-type: none"> - Good Job - Good Income - Good Colleagues - Good benefit - Have career growth - Work life balance
Unhappy	2	40	<ul style="list-style-type: none"> - Job cannot add value - Routine job make them bored - Get more pressure from job - Cannot use preferred skill - No career growth

2 of 5 employees or 40% thought they were not happy with your current job because the job could not add value for them and it had no career growth and no utilization their full potential. However, 3 employees or 60% had opposite thinking about they were happy with current work. They thought they got the salary every month, interesting work, good wages, good benefits, and career growth. This result is consistent motivation theory of employee about employee will be happy to work in company when they feel company can give many things to fulfill their needs. (Hiam.A, 1999)

Table 4.8 Self-Employed Results of Question “Are you still happy with your present job?”

Self-employed Results	Total	%	Reasons
Happy	2	40	<ul style="list-style-type: none"> - Can manage time - income > salary - Self employment, can set policy by themselves - Work Life Balance - Work hard, play hard
Unhappy	3	60	<ul style="list-style-type: none"> - Work hard to get more money - Uncertainty income - Boring job - No challenge - Worker problem - Do not use preferred skill - Do not love job (Parent business)

From the table above, 60% of self-employed were not happy with their current job because they had to work hard to get more income. If they stopped working, their business would be stopped and they could not generate money. Interviewee added the reasons that they could not leave for a long time to go to travel. Therefore, they were not happy with their own job because of this reason. Moreover, worker problem was also critical factor that many self-employed interviewees had to face this problem and tried to solve it everyday. It made self-employed feel discouraged and moody. However, 40% of self-employed were satisfied with their job because they thought they could manage their time by themselves. They could run the business in their style and set the policy which they wanted to follow.

The last question which I asked was

“Do you want to start your own business? Why / Why not?” for employees and “Do you want to work as employees? Why / Why not?” for self-employed.

I summarized the answers from gathering information from interviewees as follows,

Table 4.9 Employee Results of Question “Do you want to start your own business?”

Employee Results	Total	%	Reasons
Want to start own business	2	40	<ul style="list-style-type: none"> - Want to get more income - Manage everything by themselves - Can do preferred job - Make me rich, do not make others rich - Flexible work time - Avoid argument with colleagues
Do not want to start own business	3	60	<ul style="list-style-type: none"> - Do not know what to do - Fear to fail - Fear uncertainty income - Cannot take risk - Cannot sure that income > salary - Only salary can be fulfilled their standard needs exp. car, house, food

From information above, 60% of employees did not want to start own business because their positions were in higher level in company and they felt safety because they satisfied with their current life. Moreover, I asked these employees further question about why they still work as employees. They said they did not know how to start the business and which business that they want to do. Moreover, they did not have business background, so they could not guarantee that they could run business successful. Kuratko.D & Hodgetts.R (2007) mentioned that there were six determinants which might make self-employed fail in the business: (1) Lack of management skill (2) Poor management strategy (3) Lack of capitalization (4) Lack of vision (5) Poor product design and (6) Key personnel incompetent. Therefore, these factors are also the main factors which employees do not want to start own business.

However, 40% of employees wanted to start own business because they got lower salary and they thought they could make more money by doing their own business. Moreover, they thought that they could dedicate for their own business and got all returns. They did not want to do the job for others.

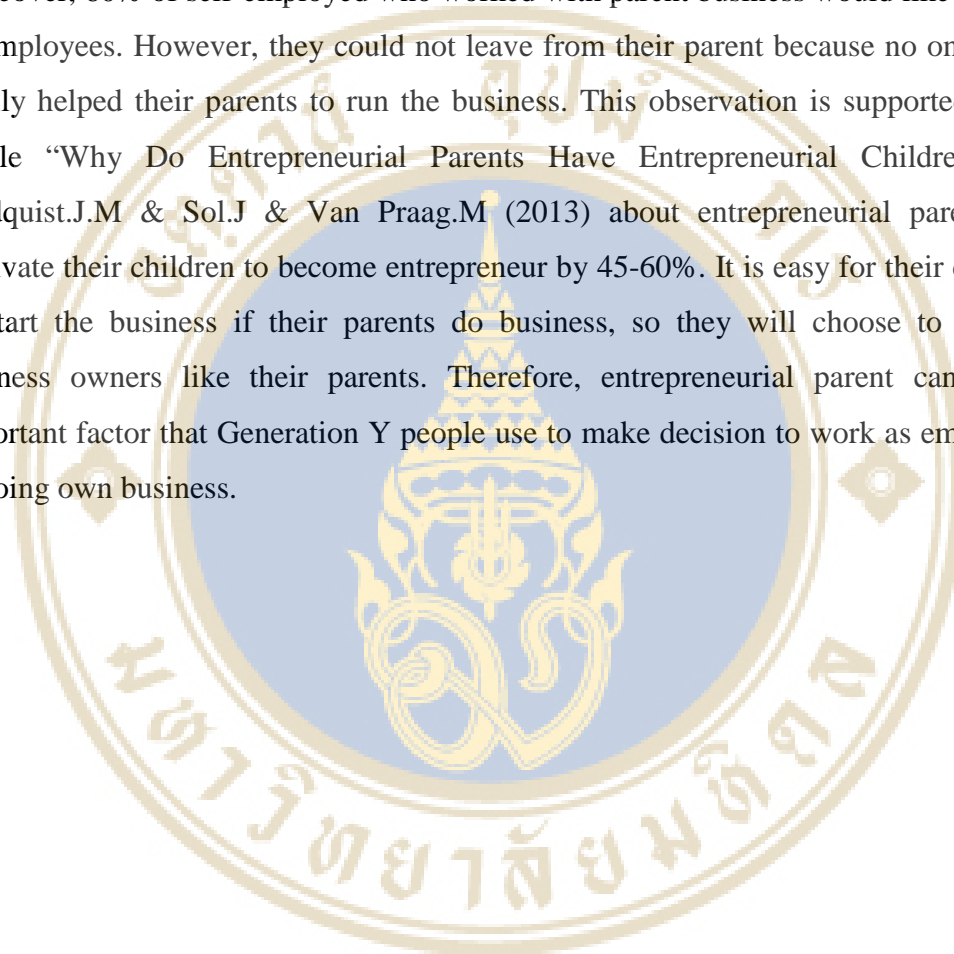
Table 4.10 Self-Employed Results of Question “Do you want to work as employees?”

Self-Employed Results	Total	%	Reasons
Want to work as employee	2	40	<ul style="list-style-type: none"> - Want to use preferred skill - Learn the new thing from big company - Have leave time - Gain other field experiences - Do not have responsibility for human management - Can focus on only their job - Feel bored their parent business
Do not want to work as employee	3	60	<ul style="list-style-type: none"> - Do not want to be under control - Salary < income - Do not like to work in fixed time - Want to success in own business at young age - Can take more risk - Prefer more challenges - Have responsibility to run their parent business

From data in the table above, 60% of self-employed did not want to work as employees because they want to have a freedom to work and do not want to be under control others. Moreover, they could not accept to start salary and work as junior position in the company, so they did not want to be employees at all. However, 40% of self-employed wanted to work as employee because they wanted to do their

job that they preferred to do it and they did not need to have responsibility about human management. They could focus on only their job which they had to do.

Moreover, I am interesting about parent business which can affect to decision making of Generation Y people to do the job in the future. 20% of employees has entrepreneurial parent and they can start their own business by helping their parent business but they do not like this business, so they do not want to do own business. Moreover, 60% of self-employed who worked with parent business would like to work as employees. However, they could not leave from their parent because no one in the family helped their parents to run the business. This observation is supported in the article “Why Do Entrepreneurial Parents Have Entrepreneurial Children?” by Lindquist.J.M & Sol.J & Van Praag.M (2013) about entrepreneurial parent will motivate their children to become entrepreneur by 45-60%. It is easy for their children to start the business if their parents do business, so they will choose to become business owners like their parents. Therefore, entrepreneurial parent can be an important factor that Generation Y people use to make decision to work as employees or doing own business.



CHAPTER V

CONCLUSION

There are many factors that can cause to Generation Y people to make decision about choosing their work in the future as I have mentioned above. In case of employee, Security/safety, Prefer to work on working day and relax on holiday, Good Benefit and Good Company are the reasons which employee want to receive from company. It can motivate people including Generation Y people to join with company which can support four basic needs as self-actualizing, physiological, esteem, and safety. Moreover, characteristics of human can affect to people behavior. Comfortable is the main characteristic which most employees behave and it affects to their life style. They want to make their life comfortable, so they prefer security and safety from company and weekend days for their free time. Moreover, security of company including good benefit which employee can get extra from salary.

Besides, the reasons which motivate Generation Y people to be self-employed are Parent business, Good income, and Do not want to work in fixed time and fixed workplace. Parent business is significant reasons which gen Y people cannot work as employees because they have to help their parents to run business. Moreover, income can motivate Gen Y people to do more own business when comparing with salary. Moreover, the characteristics of self-employed are independent and flexibility, so it affects to self-employed who prefer to work at time that they want to do and prefer to work at other places that they want to go.

However, a basic psychology of Generation Y people is work life balance, so both employee and self-employed want to have work life balance but it is different style. Work life balance in employee's mind is to have a good job in good company and get good salary. They have clear schedule to work and leave and easy to manage their time. They start doing their work at 8.30 am to 17.30 pm and they can play sport after working. Self-employed also need work life balance. They want to have a good business which can make more money for them. Although, they have to work harder

but they are willing to use their full potential to work their business. They prefer to have a freedom and do not want to be under control. Therefore, they like to set their work schedule by themselves. They can go shopping or play sport during employees are working. It makes them feel they can balance their life and work.

Moreover, both being an employee and being a self-employed have many obstacles which they might face in their life. The problems which make employee do not want to do their job are job boring, no career growth, job pressure, and low salary. These factors can make employees want to change their job or people who are thinking to work as employees do not want to start their job in company.

The problems which make self-employed do not want to do their job are boring parent business, no leave time, worker problem, and hard working. These problems can make many self-employed feel give up; however, they cannot to leave their job and change to work as employees because their characteristics are not suitable for working in office and do the job under boss control. They will change to do other own businesses which they think it can be more successful than the old one.

Therefore, when Generation Y people choose their work, they will consider intrinsic and extrinsic motivation, problems which they have to face, and the job which is consistent with their characteristics. Many bosses can use this information to choose Generation Y people to join with them and ensure that they want to work as employee because it is related to labor retention in the office. Moreover, the boss can use this study case to set reward and motivation which can fascinate other Generation Y people to join with company. It can reduce lack of worker problem and there are many applicants to apply job. It is a good way for the boss because she/he will have many choices to choose applicants. They can find real people who want to work with them and have qualification which is suitable for the job.

Finally, generation Y people can understand their characteristics and work style. They can compare the job as employee and self-employed and choose the suitable job for themselves. They can know the problem which it might happen when they do the job and consider which one they can accept it. It can reduce the risk of changing job of Generation Y people.

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Appendix A. Survey Questionnaire

Gender: Male
 Female

Age: under 20 years
 21-30 years
 31-40 years

Occupation: Employee
 Own Business

Position:

No. of years in job: below one year
 1-3 years
 4-6 years
 7-10 years
 above 11 years

For Employee:

Why do you choose to work as employees? (Rank 3 reasons: 1-the most, 3-the least)

- Good wages
- Independent
- Security/Safety (get money every month)
- Interesting work
- Good benefit (bonus, incentive, and welfare)
- Good company
- Prefer to work on working day and relax on holiday
- Use your preferred skill
- Love your job/loyalty
- Want to have socialism in office
- Others – please specify

Explain reason.....

Do you think what your characteristics are? (Rank 3 reasons: 1-the most, 3-the least)

- Independence
- Loyalty
- Stable/Do not like to change
- Adaptation
- Risk Taker
- Confident
- Responsibility
- Leadership
- Flexibility
- Foresight
- Comfortable
- Others – please specify

Are you still happy with your present job? Why / Why not? What factors?

Do you want to start your own business? Why / Why not?

For Self-Employed:

Why do you choose to do own business? (Rank 3 reasons: 1-the most, 3-the least)

- Parent business
- Good income
- Independent
- Security/Safety
- Interesting work
- Good business
- Use your preferred skill
- Love your job
- Do not want to work in fixed time and fixed workplace
- Others – please specify

Explain reason.....

Do you think what your characteristics are? (Rank 3 reasons: 1-the most, 3-the least)

- Independence
- Loyalty
- Stable/Do not like to change
- Adaptation
- Risk Taker
- Confident
- Responsibility
- Leadership
- Flexibility
- Foresight
- Comfortable
- Others – please specify

Are you still happy with your present job? Why / Why not? What factors?

Do you want to work as employees? Why / Why not?

