

**CRITERIA IN JOB SELECTION OF GENERATION Y  
WHO GRADUATED FROM BACHELOR'S DEGREE OF  
INTERNATIONAL COLLEGE IN BANGKOK IN THE AEC ERA**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY  
2014**

**COPYRIGHT OF MAHIDOL UNIVERSITY**

Thematic paper  
entitled  
**CRITERIA IN JOB SELECTION OF GENERATION Y  
WHO GRADUATED FROM BACHELOR'S DEGREE OF  
INTERNATIONAL COLLEGE IN BANGKOK IN THE AEC ERA**

was submitted to the College of Management, Mahidol University  
for the degree of Master of Management  
on  
January 4, 2014



.....  
Mr. Ekawit Leelasuksan  
Candidate

.....  
Asst. Prof. Brian Hunt,  
Ph.D.  
Advisor

.....  
Assoc. Prof. Sooksan Kantabutra,  
Ph.D.  
Committee member

.....  
Assoc. Prof. Annop Tanlamai,  
Ph.D.  
Dean  
College of Management  
Mahidol University

.....  
Asst. Prof. Winai Wongsurawat,  
Ph.D.  
Committee member

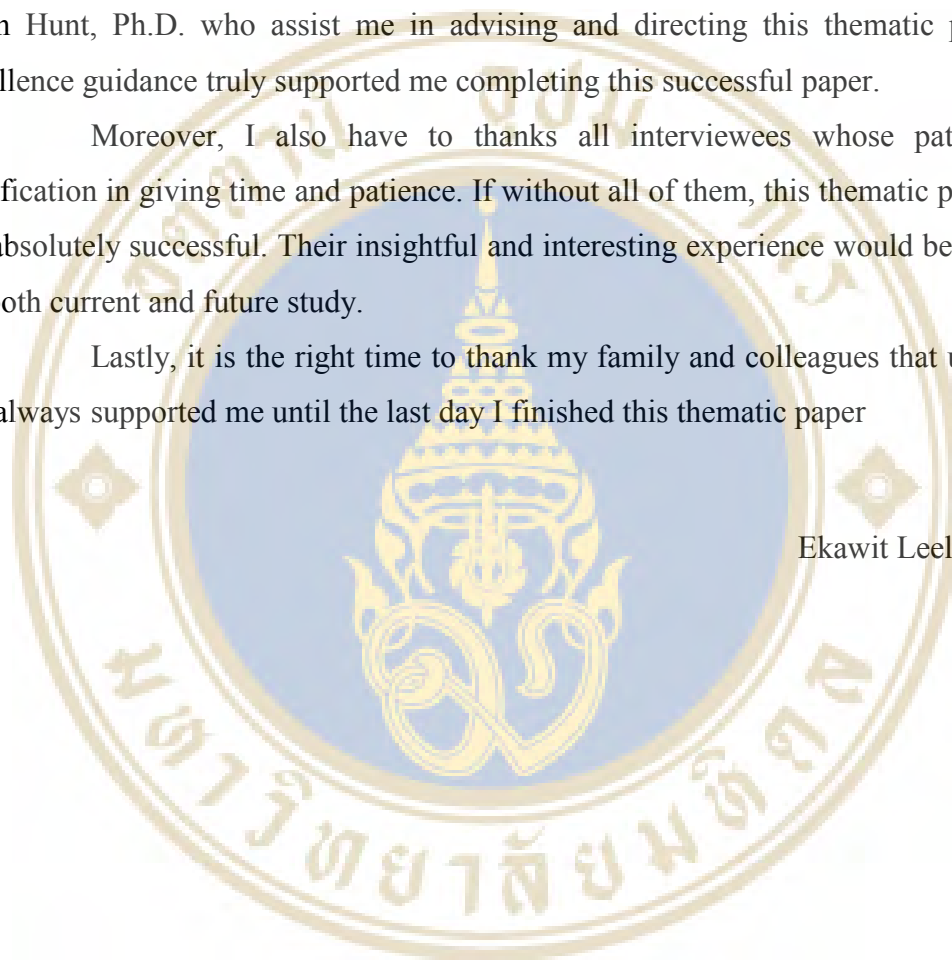
## ACKNOWLEDGEMENT

I would like to express my sincere gratitude to the contributions of Asst. Prof. Brian Hunt, Ph.D. who assist me in advising and directing this thematic paper. His excellence guidance truly supported me completing this successful paper.

Moreover, I also have to thanks all interviewees whose patience and scarification in giving time and patience. If without all of them, this thematic paper could not absolutely successful. Their insightful and interesting experience would be beneficial for both current and future study.

Lastly, it is the right time to thank my family and colleagues that understand and always supported me until the last day I finished this thematic paper

Ekawit Leelasuksan



**CRITERIA IN JOB SELECTION OF GENERATION Y WHO GRADUATED FROM BACHELOR'S DEGREE OF INTERNATIONAL COLLEGE IN BANGKOK IN THE AEC ERA**

EKAWIT LEELASUKSAN 5549005

M.M.

THEMATIC PAPER ADVISORY COMMITTEE : ASST. PROF. BRIAN HUNT, Ph.D., ASSOC. PROF. SOOKSAN KANTABUTRA, Ph.D., ASST.PROF.WINAI WONGSURAWAT, Ph.D.

**ABSTRACT**

Generation Y are becoming the major workforce in today business market. However, with some external environments, like technology advancement, demographic and geographic changes, has let the trends of job selection differ from the past. That's many people are regarding Generation Y are so far different from the previous generation: Baby Boomer, and Generation X.

In job selection, an average individual is always accustomed to the recruitment from employer side. In contrast, since the world has turned global, Generation Y are tempted to select their employers. By this means, they have attributes of self-confidence, self-discipline, and career-oriented characteristics due to the blending of family background, social status, and education levels.

In mean time, the finding of this thematic paper only focuses on a group of people in Generation Y that graduated from an international college in Bangkok, Thailand. In Thai society, there is a belief that being master or proficient in English language would benefit more opportunities than others in career selection. That's why this research is going to explore if it is right or wrong in the view of an employee.

**KEY WORDS: JOB SELECTION/GENERATION Y/GRADUATES FROM INTERNATIONAL PROGRAM/ JOB OFFER/ CRITERIA IN JOB SELECTION**

25 pages

## CONTENTS

|  | <b>Page</b> |
|--|-------------|
| <b>ACKNOWLEDGEMENT</b>                         | <b>ii</b>   |
| <b>ABSTRACT</b>                                | <b>iii</b>  |
| <b>CHAPTER I INTRODUCTION</b>                  | <b>1</b>    |
| <b>CHAPTER II LITERATURE REVIEW</b>            | <b>3</b>    |
| 2.1 Generation Y in Thailand                   | 3           |
| 2.2 Job Selection of Generation Y              | 4           |
| 2.3 AEC and Thailand                           | 6           |
| 2.4 Conclusion of Literature Review            | 7           |
| 2.5 Future Study                               | 8           |
| <b>CHAPTER III DATA COLLECTION METHODOLOGY</b> | <b>9</b>    |
| 3.1 Research Question                          | 9           |
| 3.2 Selected Participants                      | 10          |
| 3.3 Procedure                                  | 11          |
| <b>CHAPTER IV RESEARCH FINDINGS</b>            | <b>12</b>   |
| 4.1 Profile of Respondents                     | 12          |
| 4.2 Result of Interview Questions              | 13          |
| <b>CHAPTER V DISCUSSION</b>                    | <b>18</b>   |
| 5.1 Goals and Expectations                     | 18          |
| 5.2 Criteria in Considering the Job Offer      | 18          |
| 5.3 Influential Factors in Career Retention    | 19          |
| 5.4 Understanding of AEC in 2015               | 20          |
| <b>CHAPTER VI LIMITATION AND FUTURE STUDY</b>  | <b>21</b>   |
| <b>CHAPTER VII CONCLUSION</b>                  | <b>22</b>   |
| <b>REFERENCES</b>                              | <b>23</b>   |
| <b>BIOGRAPHY</b>                               | <b>25</b>   |

## CHAPTER I

### INTRODUCTION

Thailand is a country where Thai is used as an official language and English is just a foreign language compulsorily offered in all education programs. However, an English proficiency index conducted by EF (known as English First Institution) revealed that out of 60 countries and territories where English is not their mother tongue, Thailand manages only 55<sup>th</sup> place. This piece of information has awakened the education system what factors given the place too low. Many said it was because in their daily life they were living in the Thai context.

On the other hand, a number of parents have sent their children to study in an international program where English is used as a medium of communication. They had a strong belief that if those students possessed a strong command of English, they all would have more opportunities on a job search and career path, as well as received higher salary rate than others whose English are poor.

The trend of mastering English accelerates once the government announced an integration of ASEAN economic community in 2015. This means that within this multinational community, bilinguals and multilingual individuals will be very advantages at finding job positions and getting promotions. At corporate level, the companies adapting well to foreign rage will only proliferate from the integration, while those that doesn't will be ignored.

So far this the generation Y (The Millennial Generation), who were born between the early 1980s to the early 2000s, are transforming their status into a junior to senior employee levels. The study from Deloitte (2011) stated that generation Y are becoming more career savvy, they know what they want, they believe they can achieve it and they are actively planning to do just this. They are optimist about the future.

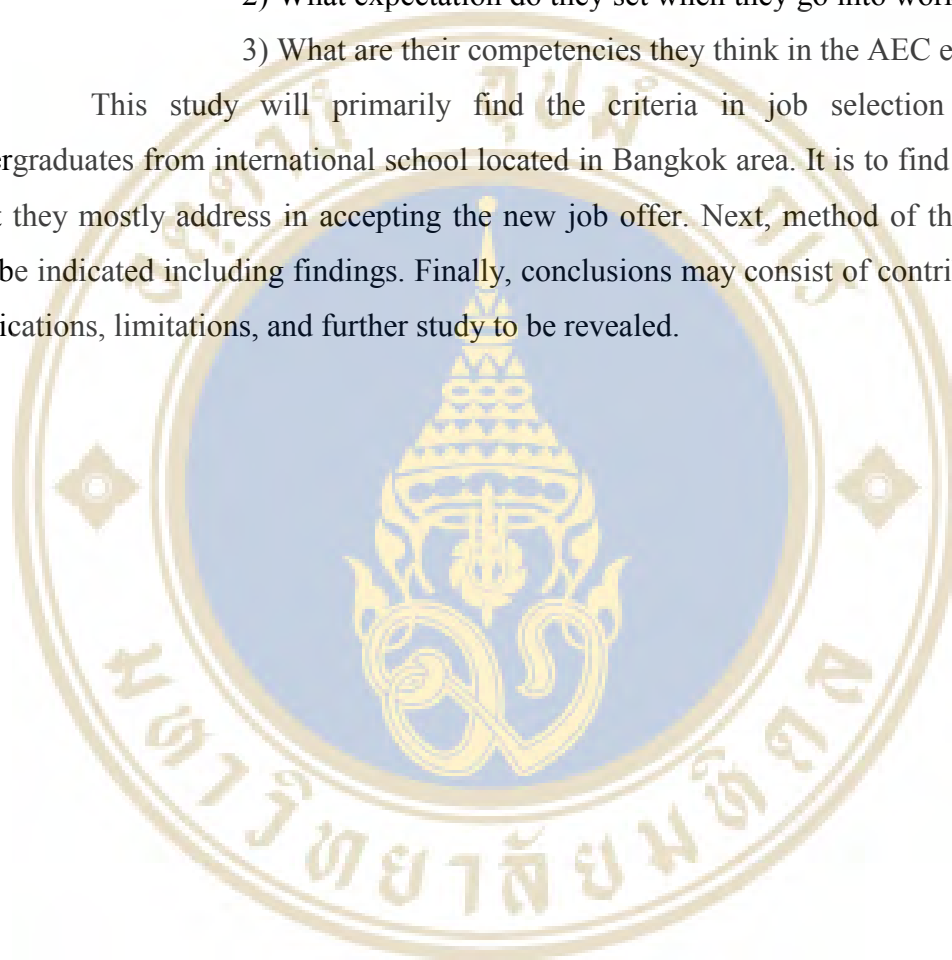
From the total number of employees in each company, the majority are people in generation Y. They are obliged to pose in the operation level that

fundamentally propels the company's activity. In case of their resignation, it could affect the operational performance. Especially, white-collars graduated from International colleges often change their jobs, for the sake of either salary increment or job challenge.

There are three main questions of this study:

- 1) To accept the job offer, what do they consider?
- 2) What expectation do they set when they go into work?
- 3) What are their competencies they think in the AEC era?

This study will primarily find the criteria in job selection of the undergraduates from international school located in Bangkok area. It is to find reasons what they mostly address in accepting the new job offer. Next, method of this study will be indicated including findings. Finally, conclusions may consist of contributions, implications, limitations, and further study to be revealed.



## **CHAPTER II**

### **LITERATURE REVIEW**

Those who born in the 1980s and 1990s are the latest age group to enter the business community, they are regarded “Generation Y” or the “Millennial”. Ferguson (2011), there have been suggestions that this generation share a global culture facilitated by global media vehicles such as MTV, Youtube, and etc., as well as an adoption of technological advancement. Research conducted by Deloitte (2011) also mentioned that they are becoming more career savvy, they know what they want, they believe they can achieve it and they are actively planning to do just this.

However, many organizations, namely Pwc (2013), found that Millennials are often perceived as being less committed to their workplace. As a result, turnover rate of certain organization goes up, while this generation leaves the job and starts to search for a new career that suit their needs.

Currently, there are few literatures about the job selection of Generation Y in the Thailand’s workforce market, especially in an AEC era. Therefore, information and discussion of this part will focus on 4 key factors: Generation Y in Thailand, Job Selection Criteria, and AEC and Thailand.

#### **2.1 Generation Y in Thailand**

In 1997, Thailand encountered the massive financial crisis called Tom Yum Kung Crisis, letting numerous corporations shut down and bankrupted. Upon the crisis, all the Generation Y were still in their school, not knowing much what would be in their future life. Unlike today, they have been growing up at the age of 17-33 years old and started to enter the workforce market, turning their social status from students into professional career.



According to the research carried out by Manpower Group (Thailand), 16 million of total 64.6 million populations are Generation Y. In 2015, 75% of global population will be the Generation Y.

Weyland (2011); Generation Y are complex people with many contradictions. They are technologically savvy but highly creative. They are environmentally conscious yet highly mobile. They expect instant reward but also demand development for long term. They think like entrepreneurs but tend to value relationships over money. These specific characteristics are challenging for their employer.

A number of the Generation Y did not apply for a job in any organization, but to start running their own business. Today, many successful entrepreneurs are still young. In case of getting to be an full-time employee, an interview of Ms.Taweelappanthong, a business consultant from PwC, said that the Gen Y saw their colleague in previous generation as being bossy, and too much hierarchy. That's why, Generation Y would love if their workplace are flexible in working hour, and too open form them to share opinions, ideas and feedbacks.

Weyland (2011) said that Generation Y are attracted to companies with strong value, social ethics, distinctive brands and non-hierarchical environments. They will know, through their social media network, what the reputation of the companies. Generation Y typically expects instant results and easily get frustrated with old technology and slow communication/information flow.

We could see that manpower of Generation Y has played an important role in an organization. One of the strategic key issues of many companies in today context is to transforming knowledge and system into Generation Y employee to sustain company's wealth and benefits. Also, they are propelling the economic welfare of the country.

## **2.2 Job selection of Generation Y**

Not only employers are looking for the right person that suit the firm, but also employees or candidates are finding the right organization matching their preferences. We are to admit that Generation Y has shared different social and

historical experiences from their generation predecessors. Many companies see that recruiting and retaining the best employee is a very vital to organizational success.

Moreover, Luscome (2012) as well gave some insightful information on the framework of Expectancy-Value, and Goal-setting theory.

Expectancy theory is about mental processes regarding choice, or choosing. It explains the processes that an individual undergoes to make choices. Luscombe (2012) suggests that Generation Y do not only consider the rewards and goals the company set out, but they also think about psychological and material costs e.g. monetary, and time. Luscome (2012) also mentioned about the study of Vroom that students selecting an employer, the organization that offered positions that were viewed as instrumental for attaining valued results also obtained high attractive rating.

In goal-setting theory, it is an involvement among SMART (specific, measurable, achievable, realistic, and time-targeted. (Locke; 1968) It is a powerful way of motivating people. Goals are a form of motivation that sets the standard for self-satisfaction with performance. Luscome (2012) pointed out work motivation that Generation Y set out relatively varied on an expectation they had. When work is perceived by individuals as not utilizing their skill, they would be less motivated and finally vacate their posts.

That's why goals and expectation of Generation Y must be met with the organization's alignment. What employee in this age group considered most in job selection are: high pay-rate, recognition, and work-life balance. Some employers might think that dealing with these employees are burdened and annoying since they are too difficult to understand.

According to the survey conducted by Magazine 360, the most important criteria in selection the job offer for Generation Y are: Personal attitude and preference towards the job, Attractive benefits and remunerations, and Matching organizational culture and value. This study also make a relevance to the research conducted by PwC that more than 60% of Generation Y needs flexible working hours and autonomous working tasks, which simply refers to "Anytime, Anywhere, Any device", along with an ideal of work-life balance.

## 2.3 AEC and Thailand

The 10-member Association of South East Asian Nations (ASEAN) aims to create an ASEAN Economic Community, known as AEC, by 2020. Meanwhile, this implementation will be taken place in 2015. The AEC would have a combined population of over 575 million and total trade exceeding US\$ 1,400 billion.

Doyle (2012) said that the integration of AEC would change the ASEAN economy into a single market and production base making ASEAN more dynamic and competitive with new mechanisms and measures to strengthen the implementation of existing economic initiatives; accelerating regional integration in the priority sectors; facilitating movement of business persons; skilled labor and talents; and strengthening the institutional mechanisms of ASEAN.

Following are the key characteristics of the AEC as set forth in the blueprint:

1. Free flow of services
2. Free flow of investment
3. Free flow of capital
4. Free flow of skilled labor.

Most of the campaigns established by both public and private sectors are adopting to the meet the needs of AEC, especially Thailand. Schools, Hospitals, and even medium-big corporation has been awakening employees to get English language proficiency. We cannot neglect that English language is turning a big role in business context, apparently once AEC is implanted, English will become a medium of communication. By this means, Thai white-collar must be competing with other candidates from the other 9 nations. This key issue also related to an article of Pratrungkrai (2013) published The Nation that, despite Thailand's skilled worker are highly qualified, its weakness is the lack of foreign-language skill, especially English.

An article wrote by Chongkittavorn (2012) stated under the government of Prime Minister Yingluck Shinawatra, the AEC platform has been accorded a top priority and morphed into a major populist policy. Any reference that has the word "AEC" in it would certainly get the government funding.

In contrast, another publication of The Nation (2012) demonstrated Thailand must be well prepared to the upcoming AEC, in terms of the salary offer.

The liberalization of the labor market would prompt Thai workers to seek foreign employment if they could get higher salaries in other countries. As a result, Thailand may face shortages in professions if Thais are lured by higher salaries in other countries.

To sum up this point, Thailand is now taking such actions to prepare for AEC. Institutions and researchers have been undergoing a number of studies for the pros and cons once Thailand taken into this community. Some said it would be more disadvantages than advantages if language barriers, English and other foreign languages, are still the primary weakness of the Thai.

## **2.4 Conclusion of the Literature Review**

Generation Y or the Millennium are becoming the major workforce in business community. With their innate recognition, they are never afraid of being a hard-worker but quite eager to learn new things that could develop their competencies. On the other hands, they are quite challenging for their employers due to being ready-confessed, self-confidence. In case, the employers understand their lifestyle or the change in generation, all working issue related Generation Y would be diminished.

Generation recognize the organizations that are ethical and moral. When selecting such job offers, they will be looking into company's value and culture, salary package, and working hours that must be flexible. Employer must be aware that this generation needs the work-life balance. Although the Generation Y are able to work hard to attain achievement, they love to have their own time spending with friends and family. In addition, Generation Y will start bowing out the organization once they perceive that expectations and goals they set haven't met up. Therefore, to motivate the Generation Y or retaining them to the firm, employers should be cautious this point.

Tackling down in to the AEC, organizations and individuals are looking forward to the joining of an integration among the 10-ASEAN members. Free flow of skilled labors includes doctors, nurses, engineers, accountants, architectures, and tourism. Expecting phenomenon after the AEC is that skilled labor of Thailand will

move into other regions if salary and benefits are highly offered. This would cause damage to the small-medium organizations that cannot offer competitive benefits to attract employees.

I would say here, Generation Y of Thailand will have more opportunities in job selections. Should they are skillful; their career path could be far interesting and advantageous.

## **2.5 Future Study**

The study puts an emphasis on Generation Y in Thailand who graduated a bachelor's degree from an international program in Bangkok. Method of finding is based on qualitative research – group discussion. Participants are both males and females who have been working in professional careers for at least 2-5 years. All of them must be entitled at least senior level as well as using English as a medium of communication in their workplace.

The study would be tracking down what factors and criteria influence Generation Y in the job selection process. They are to be gathered together and keep discussion about their job selection perception. Some interesting answers given by participant would be explored more as an individual interview.

## **CHAPTER III**

### **DATA COLLECTION METHODOLOGY**

Since there are few researches focusing on the job selection for employee aspects, individual interview is a tool I used to complete the process. Comparing to other methods i.e. questionnaires, focus group and etc. The personal interview could release insightful information, it is said to be a qualitative research, that benefits the research in giving specific answer in depth way. It additionally discovers how the respondents think and feel about a topic and why they hold certain opinions.

The session was conducted based on a semi-structure. Only five questions are made and other will be asked upon the flows of an interview.

#### **3.1 Research Questions**

Based on the foregoing review of the literature on job selection, and goal-setting theory, and expectancy-value model, the following research questions were formulated:

1. Do the respondent always set goals and expectation in their career life?
2. How do these people deal with the situation when their expectations and goals were not met?
3. What are to be the critical criteria in considering a new job offer?
4. What is AEC and how it impact/influence their career path?

The first research questions stems from the need to examine whether average generation Y does have a goals and expectation in their walk of life. Many people from different generational ages always scrutinize that the Millennial are not tough and not well prepared under pressure. Secondly, I would like to see how all of them would cope up with the situations if their expectations and goals are not attained, problem-solving situations and strategic ideas. On the other hand,

Dries/Roalnd/Kerpel (2008) elaborated that people who have not achieved this kind of career success may still judge such criteria as important.

Subsequently, the study will check if generation, functional level and career also influence how people make career success evaluation. I would like to see the potentials which sting the Millennial out into their new job. The evaluation includes expecting working environment, pay-rate, career security, and so on. It is to see how people make standard in selecting the job offer for themselves and what could be the essential judgment in their life, because as we have known different people usually have different mindset -- as well as in job selection process.

Lastly, issues are regarded on the basic knowledge of AEC (ASEAN Economic Community). The questions are put into an interview for a publication from Bangkok Post revealed that the majority of people in Thailand are still not prepared to face the new challenge from this multi-nation integration. That's why respondent will have to send off their ideas and understanding about AEC to probe further whether they are aware of such impacts or influence.

It may be interesting to note that the first and second questions focus on the actual career of the participants, while the third research question center around future job preference and selection and the fourth questions would imply on the basic knowledge of the upcoming event in their life in 2015.

### **3.2 Selected Participants**

Participants are required to be 24 to 30 of ages. The participants must have been graduated from any international college using English as a mean of instructions and must be living in Bangkok. They are identified to have a professional experience for at least 2 years of working.

However, an assumption was made that those who have been working full-time are now pursuing a career in an area in which they wanted to work and therefore may have an expectations and goals relating to the particular new job (either relating or not relating to their university degree).

### 3.3 Procedure

Prospective participants was received a call for an interview permission. They were told with description about the study and appointment time. The session was organized in different location depending on the convenience of respondents. Throughout the finding, interviewees must address their opinion and perception by using English language and all information was recorded along a conducting time.

All participants were notified that they would have a period of 20 minutes to complete this individual interview.





## **CHAPTER IV**

### **RESEARCH FINDINGS**

#### **4.1 Profile of Respondents**

Participant A (Age: 26 years old)

He graduated from Sirindhorn International Institute of Technology of Thammasat University, known as SIIT. His study focused on Chemical Engineering. He had been working in a Quality Assurance Department (QA) for 2.5 years before deciding to quit his career and start helping his family business.

Participant B (Age: 29 years old)

She obtained a degree of Business-English from Bangkok University International College. She's currently working at one of the global medical assistance company as an International Coordinator. She has changed her career for 4 times.

Participant C (Age: 25 years old)

Graduating from Stamford International University (STU), his concentration was on the Hospitality and Tourism Management. He's currently working in the reservation company as an Online Reservation Officer. This is his 2<sup>nd</sup> job in his career life.

Participant D (Age: 25 years old)

She graduated from Assumption University, from a faculty of Arts – Business-English. She is working as a Sales and Executive Marketing in a valve industry. She has been working here for 3 months. Her first job was a Juristic Building Officer, then she quitted to work in an Oil and Gas Company in a position of Sales and Marketing Executive.

Participant E (Age: 30 years old)

She's working as a Learning and Development Consultant in multinational company from England. She obtained her first degree from Bangkok University International College, known as BUIC. She had started her first job as a Call Center, spending her career there for 6 months. Then she came back to help the family business in Hadyai, Songkhla.

## 4.2 Result of Interview Questions

**Q1. Please indicate your attitude and expectation toward your career life.**

- Respondent A**
- He loves a job which challenges his knowledge and competency. He would be proud of himself if he has a capability in dealing such difficult tasks. His expectations toward his job are: it must be related to mathematical literature, and expand him an insightful vision in helping his family business in the near future.
- Respondent B**
- She usually has a positive thinking toward her career, and being a customer-centric person. She is willing to help others, and she would be drastically delightful every time she assists others.
  - She sets an expectation that she would become a supervisor in the coming years, and her salary would be incrementally increasing.
- Respondent C**
- He sets an expectation that the current job (at a certain company) should diversify some knowledge and broaden his vision in starting up his own business. He plans to establish a travel agency at the age of 30s.
  - He has not valued any attitude through his career life. He restated that he's just working to earn money for his living.

- Respondent D**
- Her attitude toward the job is that she's quite a hard-working and enthusiastic person who always seeks achievement.
  - She expects the career could give broaden her knowledge and vision, as well as she is also seeking for a connection of which she will start her own business in the future.

- Respondent E**
- She is the one looking forward to self-learning and self-development.
  - She expects herself to become one of the management team in the next 5 years.

**Q2. What do you consider most in selecting a job offer? Also rank them from most important to least important.**

- Respondent A**
- He only wanted to work in any position where his educational degree suited it. Money was out of his need.

- Respondent B**
- She must be eager to work in a position assigned, then job description should be relevant to her mindset: broaden her capability and competency, as well as extending more knowledge where her previous experience could benefit it.
  - Secondly, salary and fringe benefit must be too attractive to trade off a resignation from current company she's working with.

- Respondent C**
- Benefit and increasing salary are the most important factors in selecting a new job.
  - Later on, the task and responsibility should be challenging his roles.

- Respondent D**
- First thing goes to salary and benefit, both of them must be highly competitive.
  - The second point is that the job must challenge her knowledge and skills.

- Respondent E**
- She would firstly consider about an opportunity of career development once she changes the job.
  - Then, she point into a part of compensation and salary.

### Q3. What made you resign from your previous job?

- Respondent A**
- He didn't learn much from his previous job since he said that he was tasked into a labor skilled position. He was eager to learn more and be challenged in his workplace. He as well mentioned that the perception between himself and his boss were not that steady.
- Respondent B**
- She did not learn that much, and the salary given was too low at that time. She then left the two previous jobs to find such firm giving her more payrate.
- Respondent C**
- His current employer invited him for a job interview, and then offered him a higher salary base including lighter duty but higher position.
- Respondent D**
- Her first job was not quite challenging toward her capability. For her 2<sup>nd</sup> job, she was bored with the management style which directed the company as a family business.
- Respondent E**
- She said that her previous job was not giving her any development to her capacity. She was eager to find the harder and more sophisticated job.

### Q4. Which could influence you in being and retaining at the certain position which you are (were) working? Please explain.

- Respondent A**
- He put much effort into the having an opportunity in learning new things which could eventually benefit him in the family business. Later on, salary was not the critical factor he's thinking but being-valued from his colleagues does matter. He would be happy as if it were his achievement if someone could spot out his performance.
  - Working environment is another addressed point, his preference are that friendliness, less hierarchy.
- Respondent B**
- The most critical factors is that getting a competitive salary, she said that she always give the best efforts into her work

and task while she expects such high pay rate in return too.

- She loves the flexibility in working hours – she is bored with clock-in and clock-out, then being crowded with people of both before work and after work.
- Friendly colleagues showing their willing for help and supportive actions is also one of the factors she considers in career retention.

**Respondent C**

- There is no specific justifications in retaining him or influencing him to be at the current organization.
- Unless the job does not enhance his performance, he would start to look for a new job at once.

**Respondent D**

- As long as she viewed herself of being-valued from colleagues and employer, rarely does she think of changing a job.
- On the other hand, her benefit and salary must drastically increase each year.

**Respondent E**

- She loves to work in a flexible environment, and the tendency to be able to work at home, and the opportunity to meet people from different walks of life.
- Secondly, salary and compensation are to be her second factors. She said that the income should be in an alignment with her personal life.
- In her third part, she talked about having further chances to work abroad, together with career promotion.

**Q5. Please explain your justification of AEC. Would it impact or benefit your current career?**

**Respondent A**

- From his point of view, employees will be impacted throughout the integration of this community since the organizations and employers have more supply of candidate pools in their hand. Individual must be expedite in improving English language proficiency, otherwise there is a

likelihood in not getting employment.

- Furthermore, his family business could be affected too. Foreign investment would penetrate into Thai market easily, whereas his family business has not set out any proactive actions to prevent such business phenomena that could hugely impacts his business.

**Respondent B**

- It was likely she did not have much information about AEC. She said that she had no clue how this economic community could influence or impact her career path.

**Respondent C**

- He has heard about the AEC for some time. From his understanding, it is the trading agreement among the country members.

- He thinks that he is probably affected from this community as his career is in a tourism field where the workforce is about to be free-flow across the member nations.
- He hasn't prepared himself into this event yet.

**Respondent D**

- She's well aware of this business phenomenon that will be implemented soon.
- She elaborated that it might affect her current position that her task would be a little more difficult when dealing with each key accounts, she must try competing with competitors.
- Lastly, she doesn't think that her career path would get an impact since her job is relevant to experiential skills.

**Respondent E**

- She didn't think the AEC could impact her career path at all, she mentioned that it was too far to her position.

## **CHAPTER V**

### **DISCUSSION**

#### **5.1 Goals and Expectations**

Generation Y hold a strong attitude toward their career life that they are enthusiastic, eager to learn new things, and love challenging jobs. They are not afraid of doing such difficult tasks and assignment. In addition, an insight information from this finding shows that people in this certain ages are self-disciplined and self-mastery. Most of them would love to be coached for further development as long as they are looking for an achievement.

Talking into an expectations of the Generation Y, they always set out their expectation upon an application of the jobs, the Millennial expects fast path of success and speedy promotion. People connection is smother interesting point that these individuals looking for. Generation Y are somehow the inspirational people -- in decision making process, they use partial emotional criteria to judge out. Like a time of asking for a resignation, the respondents said that, if they felt themselves had not deserved their expectation, they would look for a new workplace.

#### **5.2 Criteria in considering the job offer**

It seems like Generation Y are in search for only job having challenging roles and self-development, and a job paying competitive and fringe benefit. (Karsten, 2013)Salary is paramount when trying to retain unhappy workers but manager relationships and career development opportunities are close behind.

We cannot neglect that those Millennial are in need of money to spend for their life; on the other hand, aside from fringe benefit, the Millennial needs a job that could satisfy them in career development. Most of Generation Y do have a goals in their life – the common case is being a business owner, they need the job that could develop, empower, and broaden their career ahead. Such Job offer attracting

Generation Y should be appealing in future opportunity, and of course, it has been taken into account as soon as Generation Y have to think about leaving for a new workplace.

Interestingly, according to the findings, only two respondents considered fringe benefits and salary as a first criterion. It is understandable that a man cannot live without money. But in a career life of Generation Y, should the job description are attractive for the respondent to go, the pay rate offering must be competitively aligned with the roles Generation Y have to do. Unless the company offer high rate of remunerations, the job could be ignored at last.

### **5.3 Influential Factors in Career Retention**

Although this research paper mainly discuss about the criteria in job selection, I also provide this part in the topic. During an interview, I have probed out some questions asking the respondents to express their opinions at which the factors that could retain them into the current jobs. Several points of view are given out: Salary incremental, Workplace environment, Opportunity for career development, Flexibility of working condition.

Certainly, money is the first factor in remaining with the employers. The respondents elaborated the perception that they set out the percentage of salary incremental they should have by judging from their performance. When employers gave the incremental and bonus below their setting, this brought about job dissatisfaction, then eventually lead to the turnover.

Workplace environment means the morale and business ethic including the relationship between colleagues. This is one common issue which challenges employer, employees could take an immediate turnover in case they see their workplace does low morale and having less friendly colleagues. Then the prefer environment is not limited to being-valued and supported from people surrounded. Due to the fact that, employees in Generation Y love to see someone value them. They love to see themselves important in the roles.

Besides, Generation Y shows their interest on the flexibility of the job. Many companies normally do a regulation in office hours, and code of conduct like



punctuality, dress code, and etc. The respondents expressed their opinion that they have worked with their current employers for some time and scarcely search for a new job because of the flexibility in working hours. Generation Y employees may see that working as a roster is matching their lifestyle because they don't need to be in a crowd during both morning and evening time.

In this section, the career development responds that the company providing career opportunity and development has less likelihood of job resignation. In contrast, it could perfectly remain the number of employees. The respondents said that an advance may include training session in relevant topics, overseas assignments, and position promotions.

#### **5.4 Understanding of AEC in 2015**

Out of the total respondents, three of them elaborated that an integration of Thailand into the AEC could impact their career life as long as there would be more competition among their own industry. However, according to an interview, all of them haven't prepared to promptly response this phenomenon because all information and keynotes distributed across public was only from an imaginary analysis plus experience of the speaker forecasting what are to be happened.

On another point of view, two of the group said that they have no idea and haven't expected anything would either influence or deteriorate their career path. What they are focusing nowadays are to earn money from their work, to acquire as much career experience as they could, and to gain such recognitions from employers.

## **CHAPTER VI**

### **LIMITATION AND FUTURE STUDY**

Throughout the research, only 5 interviewees were invited to participate the finding. Probably, the future study may increase the number of respondents in order to acquire broad and insightful data to prevent the deviation of information. On the other hand, the occupations of respondents were limited to customer service, marketing and sales, and engineer. It may be more beneficial if there were more careers joining the study, the result might be different in term of career path. Then, this research have another limitation on mainly focusing individuals who are around 26 years old; therefore, Generation Y of fresh graduates have been overlooked, this may cause a result in single dimension.

Further, for the future study, research may be conducted in different group of people as Generation Y graduated from Thai College. This is to see their potential and perception across the job finding and job selection whether they do have the same mindset or not. In addition, the research may tend to change group of people in different generation – Generation M, Generation X, and Baby Boomer. Thus, the results of finding could be advantageous to various organizations where human resources have been put importance.

Lastly, I do recommend the research to be repeated with this group of people right after the time of AEC in 2015. This is to see if they would see any prospecting impacts toward their career, otherwise their expectations/goals/mindset would change or not.

## CHAPTER VII

### CONCLUSION

Job selection criteria of Generation Y may seem a little perplexing in the views of employer since they have different attitudes and expectations upon a job application. Most millennial have been working so hard to achieve their certain goals i.e. some might be looking for an experience to start up their own business, others would like to be promoted onto the management team.

Aside from the consideration of salary and other benefits, Generation Y also take an emphasis on career path and acquiring experience because not only they are working for their everyday living, but also they are looking ahead of their future career. Employer must be crucially aware of the needs, goal-setting, and expectation of these people ahead of their job application for they are becoming the majority workforce in the near future.

Should employers completely understand Generation Y, the jobs and task of them would be fulfilled with harmony and mindfulness, preventing any contradiction and low morale at workplace. At last, the employers could get the right person into the position and to have less cost in acquiring the new hire.

Lastly, in time of AEC alertness, the groups of Generation Y haven't seen the impacts which may obstruct or dilute their future career. In one hand, they have no clue how it related to their daily activities since this economic integration will be taking place in 2015. We may have to see this coming future, whether or not they would be benefit or disadvantage from the event.

## REFERENCES

- Chongkittavorn Kavi(2012), “Why Thailand is crazy over AEC”,  
published on November 19<sup>th</sup> 2012,  
<http://www.nationmultimedia.com/opinion/Why-Thailand-is-crazy-over-AEC-30194564.html>
- Deloitte (2011), Generation Y Changing with the times, pp.2-4.  
Published in Germany.
- Doyle Michael (2012), “AEC: Opportunitis, Challenges, and the Way Forward”,  
Published June 2012, [http://www.boi.go.th/tir/issue/201206\\_22\\_6/219.htm](http://www.boi.go.th/tir/issue/201206_22_6/219.htm)
- Dries Nicky, Pepermans Roland, and De Kerpel Evelien, “Exploring Four  
Generations” Beliefs about Career. (2008)
- Feguson Shelagn (2011), A global culture of cool? Generation Y and their  
perception of coolness, Department of Marketing, University of  
Otago, NZ.
- Generation Y Changing with the times. Published in 2011, Deloitte,  
Germany. Locke, E.A. and Latham, G.P. (1990), A Theory of Goal  
Setting and Task Performance, Prentice Hall, Englewood Cliffs, NJ.
- Luscome Jenna (2012), Essential elements for recruitment and retention :  
Generation Y, Queensland University of Technology, Kelvin Grove,  
Australia.
- Manager Online (2013), “Generation Y workforce in Thailand’s business  
context and AEC”, on October 8<sup>th</sup> 2013,  
<http://www.manager.co.th/iBizChannel/ViewNews.aspx?NewsID=9560000126385>
- Oliver, D. (2006), “An expectation of continued success: the work attitudes of  
generation Y”, Labor and Industry, Vol. 17 No. 1, pp. 61-84.
- Pratruangkrai Petchanet (2013), “Labor strategy needed ahead of AEC:  
study”, published on March 25<sup>th</sup> 2013,

<http://www.nationmultimedia.com/business/Labour-strategy-needed-ahead-of-AEC-study-30202613.html>

PwC (2013), "PwC's NextGen: A global generational study 2013 Summary and compendium of findings", pp.6.

Ragil, Ratnam (2012), "AEC in Thailand - Pure Growth Asia." *Pure Growth Asia.*, on November 15<sup>th</sup> 2013, <http://www.puregrowth.asia/aec-in-thailand.html>

Taweelappanthong Wilaiporn (2012), "Gen Y Poised to Transform Office Life as Generational Talent Battle Looms", PwC, <http://www.pwc.com/th/en/press-room/press-release/2013/new-release-06-06-2013.jhtml>

The Nation (2012), "Country must be ready for AEC", published on November 1<sup>st</sup> 2012, <http://www.thaivisa.com/forum/topic/594970-thailand-must-be-ready-for-labour-changes-under-aec/>

Vroom, V.H.(1964), *Work and Motivation*, Wiley, New York, NY

