

CONNECTUS
CONNECTING TALENTS • BUILDING SUCCESS

2019 人力资源雇佣调研报告

Employment Survey

欢迎参阅2019 CONNECTUS 人力资源雇佣调研报告。我们收集的见解来自七大行业的千余位雇主及候选人，为2019年中国人才市场走向提供指南。

Welcome to the 2019 CONNECTUS Employment Report. Compiling inputs from employers and candidates of 7 major industries. This report provides insights to the talent market trends in China.

- 样本量：1199
Sample Size: 1199
- 报告持续时间：2019.03.4 – 2019.04.12
Survey Duration : 4Mar 2019 – 12Apr 2019
- 调研行业：汽车及零配件，工业制造，互联网，医疗健康，消费品，银行及金融，房地产
Industries: Automotive, Industrial, Internet, Healthcare, Consumer, Banking & Finance, Property

PART I

2015-2019

中国区市场宏观趋势

CHINA MARKET OUTLOOK

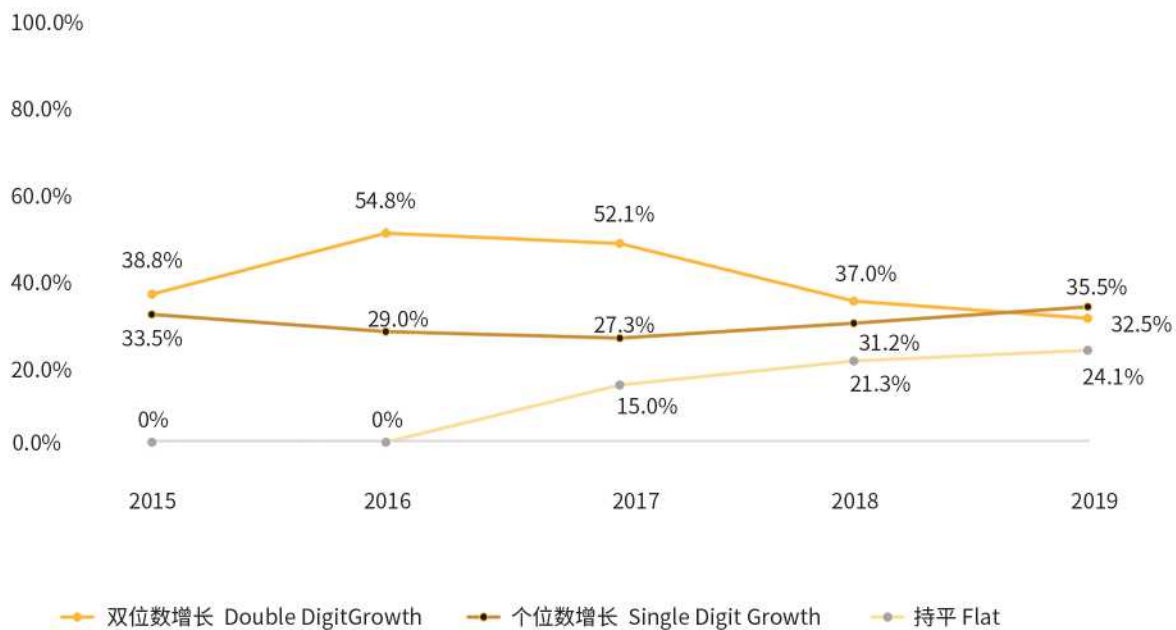


2015-2019年企业营业额变化

Change in Company Revenue from 2015-2019

从近5年人们对企业营业额增长速度预测对比可以看出, 2016年是一个高峰。自2017年以来经济增长速度明显放缓, 但总体仍然呈增长趋势。

Based on the 5-year trend, expectations on the economic growth reached a peak in 2016. Although still positive, expectations on the economic growth has slowed from 2017 onward.





2019 营业额对比

2019 Revenue Expectations by Industries

在医疗健康行业，61.3%的人群认为在2019年企业营业额将会有双位数增长。其他行业对营业额增长的预测更为保守，以持平 and 个位数增长居多。

The Healthcare industry is the most optimistic with 61.3% of the participants expecting **double digit growth** in 2019. Other industries are more conservative with more participants expecting either flat or single digit growth.

营业额增长幅度
Increase in Turnover



PART II

2017-2019

薪资政策

COMPENSATION POLICY



2017-2019三年普调年薪涨幅变化

2017-2019 Change in Merit Increments

2019年年薪普调幅度，对比前两年的数据有明显下降。相比2018年，更多银行及金融和互联网公司，在2019年年薪普调幅度在10-15%的区间

2019 has a lower merit increment compared to 2018 and 2017. A higher percentage of Banking & Financial Services and Internet firms gave a merit increment of 10-15% in 2019 compared to 2018.

年薪普调幅度
Merit Increment

>15%
10-15%





各行业企业奖金占年薪比例

Bonus and Total Compensation Ratio by Industries

相比于各行业，互联网行业中愿意给予员工年薪20%-30%作为奖金的企业较多。

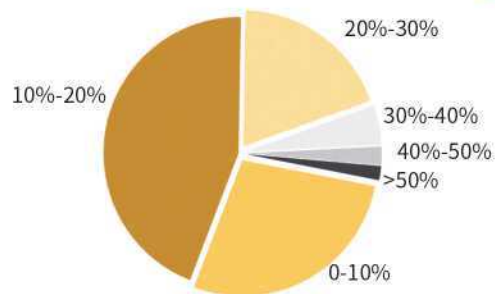
多数企业给予员工的奖金占年薪的比例在10%-20%的区间，银行及金融行业较多企业奖金水平在0-10%

Compared to other industries, the **Internet sector** has a higher percentage of companies that pays 20-30% of compensation as bonus.

Most companies across various industries pay 10-20% of compensation as bonus. A higher percentage of Banking & Finance companies paid 0-10% of compensation as bonus.

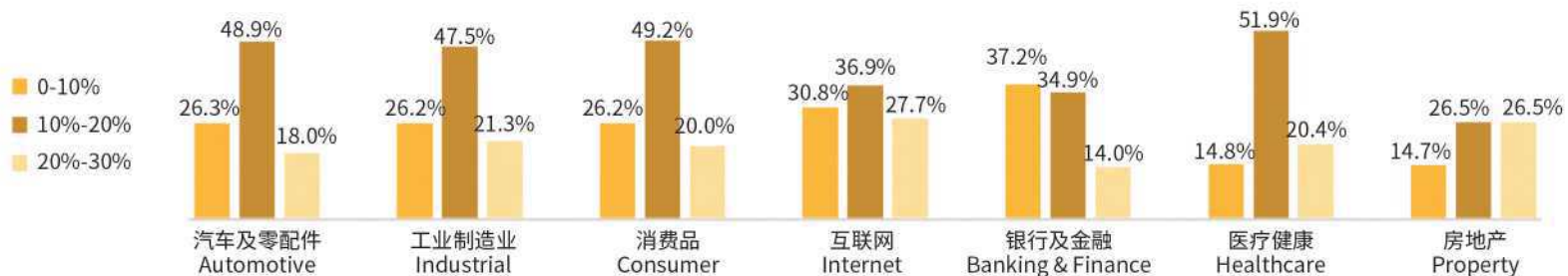
市场整体奖金占比

Bonus as a % of Compensation



奖金占年薪比例

Bonus as a % of Annual Compensation



PART III

各行业流动率

TURNOVER RATE

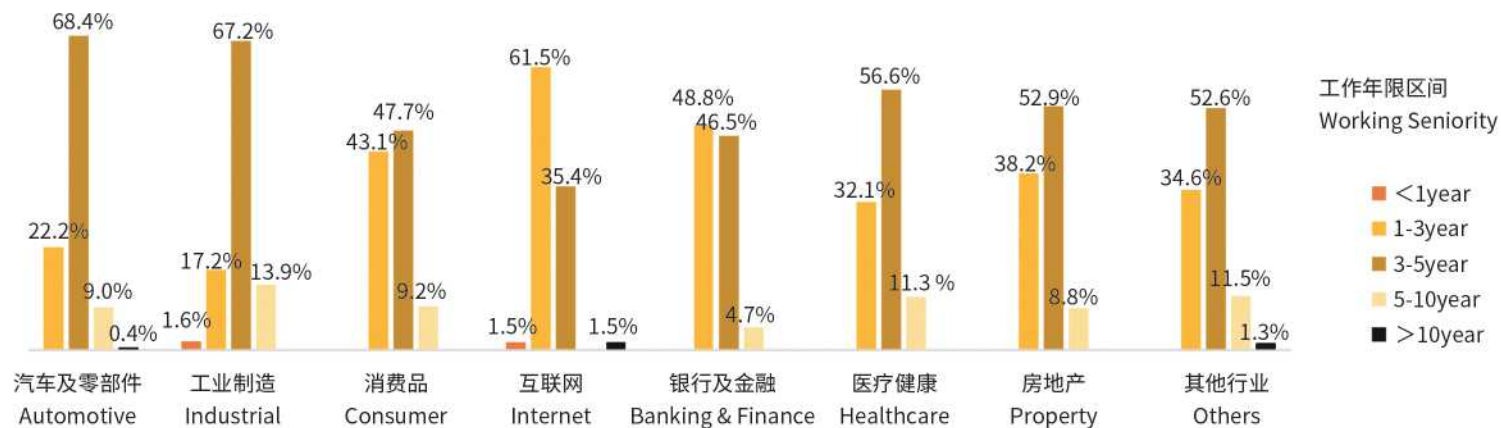


行业员工流动率水平

Staff Turnover Rate

互联网行业的人才在1-3年内离职的比例较高，除此之外其他行业人才相对在3-5年后离职的比例较高。

The Internet sector has the highest turnover in the 1-3 year tenure period. For other industries, the highest turnover is in the 3-5 year tenure period.





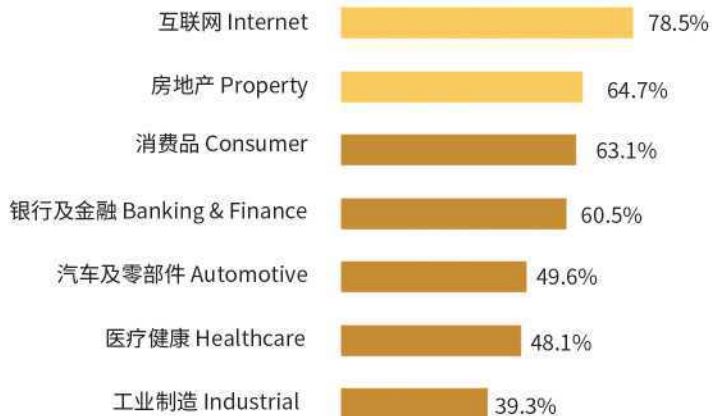
高流动率行业 VS 高稳定性行业

High Staff Turnover Industries vs Stable Industries

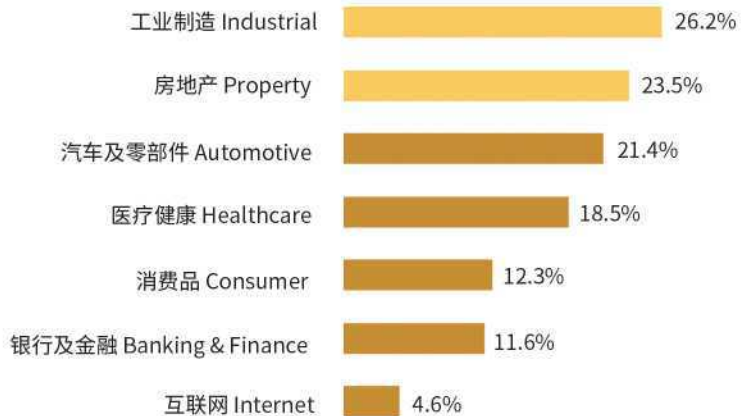
互联网行业人员流动性最高，0-3年内离职的人员占到78.5%，其次是房地产行业 and 消费品行业。工业制造行业的人员最稳定，26.2%的员工在一家企业工作超过5年。

The **Internet** sector has the highest turnover for staff that are less than 3 years at 78.5%, followed by **Property and Consumer** industries. The **Industrial** sector is the most stable with 26.2% of employees staying beyond 5 years.

| 在企业工作低于3年的人员分布 |
< 3 years working in a company



| 在企业工作超过5年人员分布 |
> 5 years working in a company





2018年人才流失较多的岗位

Jobs with the Highest Turnover in 2018

各行业人才流失率较高的岗位为销售、研发及工程、生产运营，因此可以推测在2019年这些岗位及相关的职位会是招聘的热点。

Jobs with the highest turnover in 2018 are Sales, R&D/Engineering and Production/Operation which could be recruitment hot jobs in 2019.

销售

Sales

研发及工程

R&D / Engineering

生产运营

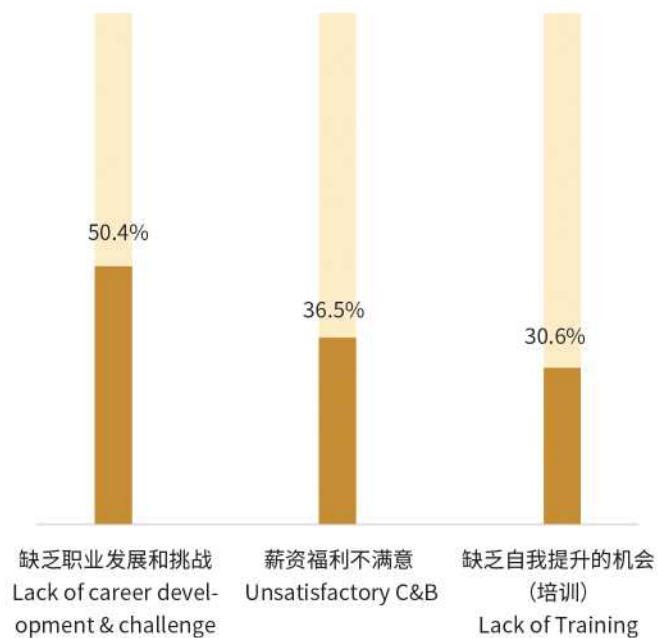
Production / Operation





2018年员工离职主要原因

Reasons for Staff Turnover in 2018



企业希望培养长期忠实度高的员工，需要改善的不仅是薪酬，更多的需要给予员工发展平台以及自我提升（培训）的机会。

To develop long term and loyal staff, companies need to provide **good career development and training opportunities**, in addition to a competitive compensation and benefits plan.

缺乏职业发展和挑战
Lack of career development & challenge

薪资福利不满意
Unsatisfactory compensation & benefits

缺乏自我提升的机会（培训）
Lack of training

PART IV

2019

人力资源挑战

HUMAN RESOURCES CHALLENGES



2019年人力资源的挑战

Top Human Resource Challenges in 2019

53.9%

中长期激励机制
Medium and long term
incentive plan

39.9%

员工职业生涯管理
Career development plan

33.9%

企业文化建设
Developing company culture

2018年数据 Results

59%

中长期激励机制
Medium and long term incentive plan

49%

员工职业生涯管理
Career development plan

44%

招聘合适的候选人
Recruiting the right candidate

与2018年数据相比，排名第三的因素有所变化，HR将更关注企业文化的建设，由于今年经济放缓，招聘合适候选人不再成为人力资源排名较前的挑战因素。

The top 2 HR challenges remain unchanged in 2019. Due to the economic slowdown in 2019, **developing company culture** has replaced recruiting the right candidate as the top 3 HR challenge.



HR/候选人更倾向选择的招聘/求职渠道

Recruitment Channels used by HR / Candidates



HR

- 企业招聘人员更偏向于选择招聘类APP和网站、寻找专业猎头、社交网站的渠道来寻找合适的候选人。
- Corporate HR prefer to use jobsites or apps, headhunters and social websites channels to recruit candidates

候选人

- 候选人选择求职的渠道相对集中在招聘类APP或网站、寻找专业猎头、同事朋友推荐，这三个渠道。而对社交网站或是小程序微信公众号的依赖程度较小。
- Candidates prefer to use jobsites or apps, headhunters and staff referrals when seeking job opportunities. They rely very little on social websites and mini-programs/wechat official accounts.



影响候选人面试满意度的因素

Factors affecting Candidate Interview Satisfaction Rating

相比2018年的数据，公司的工作环境和面试官的专业程度的排名从第二、三位成为候选人在面试中最关注的点。

Work environment and professionalism of the interviewer are the top factors that affect candidate interview satisfaction in 2019 compared to being rated top 2 and 3 respectively in 2018.

2019

公司的工作环境
Work environment
面试官的专业程度
Professionalism of the interviewer

1

面试后，对所申请公司及职位的认知
Understanding about the company/position after the interview

2

公司地理位置
Company location

3

2018

及时有效的面试反馈
Responsive & effective interview feedback

面试官的专业程度
Professionalism of the interviewer

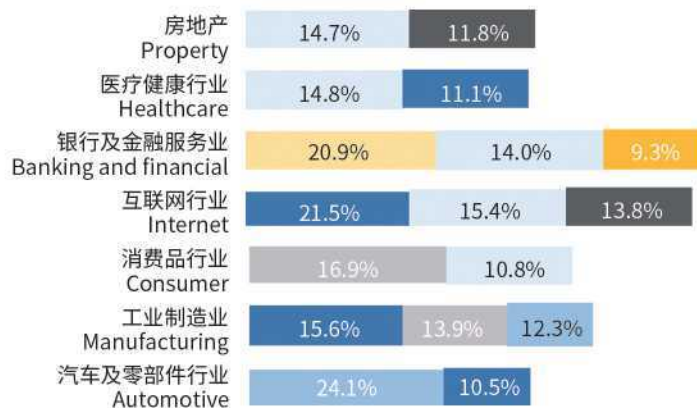
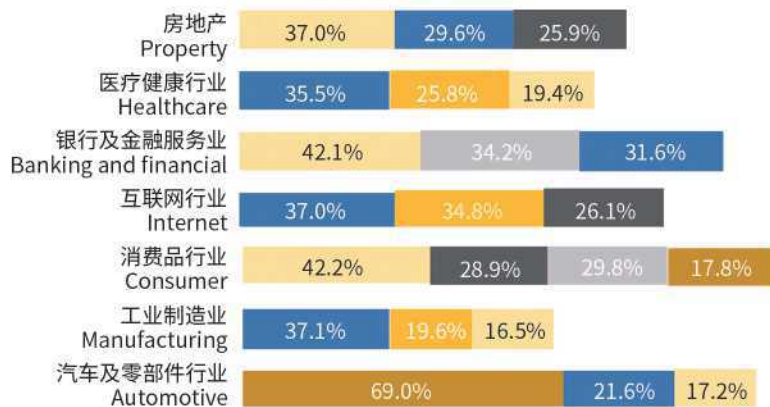
公司的工作环境
Work environment



跨行业人才的选择

Cross-industry Preferences

- 工业制造业 Manufacturing
- 消费品行业 Consumer
- 互联网行业 Internet industry
- 银行及金融服务业 Banking and financial
- 医疗健康行业 Healthcare industry
- 高科技行业 High-tech industry
- 新能源 New energy
- 专业服务及咨询 Professional service consulting



近82%的职场人士会开放选择除本行业以外，其他行业的职位。较多候选人会选择专业服务及咨询行业。企业则比较愿意考虑来自于互联网，高科技和消费品行业的候选人。

Close to 82% of candidates are willing to switch industries. When switching industries, more candidates prefer the Professional Service industries while more companies prefer candidates from the Internet, High-tech and Consumer industries.

PART V

企业培训现状

TRAINING CLIMATE



企业规模与培训预算的关系

Relationship between Company Size and Training Budget

大部分企业培训的年基本人均预算是3000-5000元/人。如果企业规模到达500人以上，至少23.3%的企业会给与员工5000元以上的培训预算。

Most of the companies spend about RMB3000-5000 per staff annually on training. At least 23.3% of the companies with 500 staff or more are willing to spend more than RMB5000 per staff on training annually.





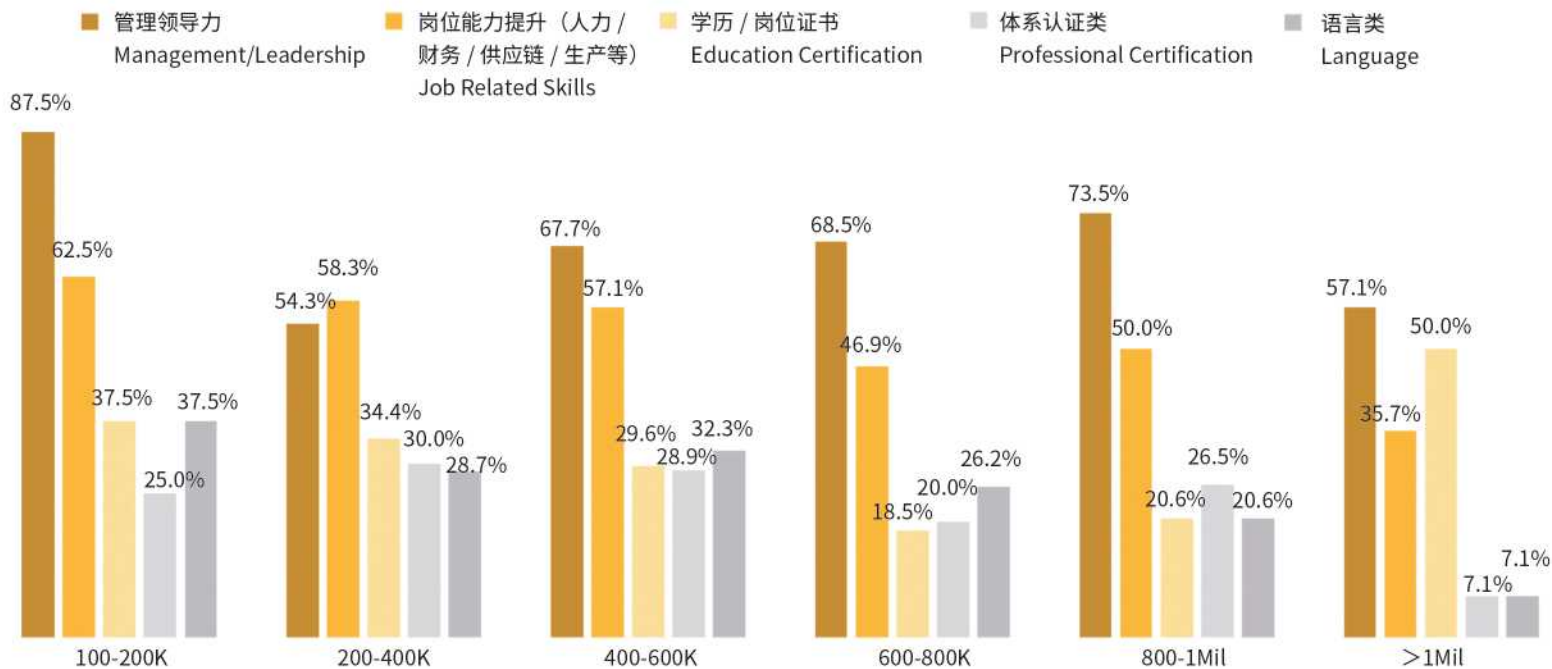
年薪与培训需求的关系

Relationship between Salary and Training Needs

各个薪资水平阶段的人才都重视管理领导力方面的提升。年薪在人民币200-400K区间的人群对岗位能力（人力/财务/供应链/生产等）提升方面的课程尤为重视。

Management/Leadership is consistently ranked as one of the top training needs across all salary ranges.

Employees in the RMB200-400K salary range rank job related skills as the their top training need.





企业提供的培训形式

Training Topics provided by Companies

多数企业采用内部讲师和引进外部课程相结合的培训形式，为员工提供提升机会。企业提供的排名前三的培训课程是管理领导力，职场通用技能和专业技能。

Most companies engage external trainers to complement internal trainers to provide a comprehensive curriculum. The top 3 training topics provided are Management/Leadership, General skills in the workplace and Professional skills.





企业培训预算和员工自费提升预算

Company Training Budget vs Employee Self-improvement Budget

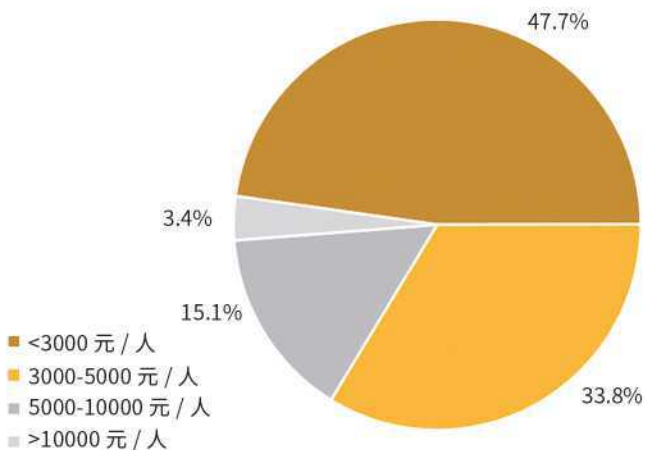
52.3% 的企业给到员工的培训预算在3000元/人以上。

在公司提供的培训之外，仍然有51.6%的人群愿意自费参与3000元以上的外部培训课程。因此很多企业开始提供培训补贴

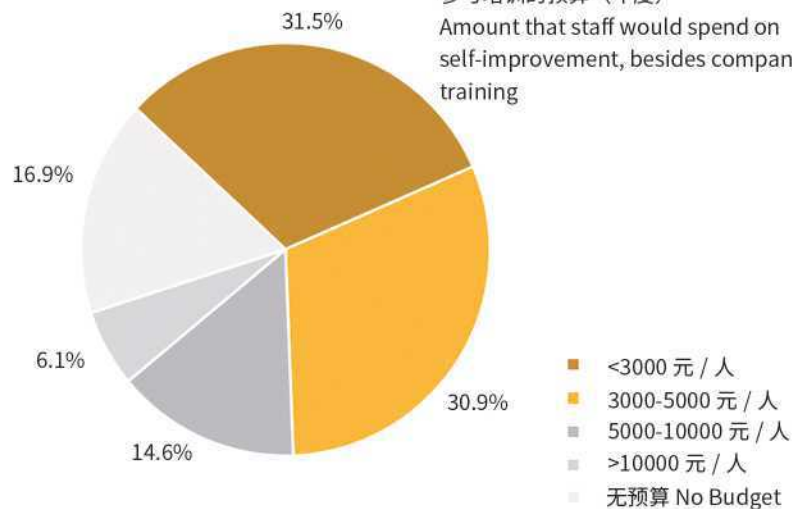
52.3% of companies have a training budget of RMB3000 per staff.

Besides company training, 51.6% of employees are willing to spend more than RMB3000 to attend external training courses personally. Hence, more companies are starting to give out training allowances for staff to attend external trainings.

企业为员工提供的培训预算（年度）
Company training budget per staff



除去企业所提供的培训，员工愿意自费参与培训的预算（年度）
Amount that staff would spend on self-improvement, besides company training



总结

Summary

- 1 企业希望培养长期忠实度高的员工，需要改善的不仅是薪酬，更多的需要给予员工发展平台以及自我提升（培训）的机会。
To develop long term and loyal staff, companies need to provide good career development and training opportunities, in addition to a competitive compensation and benefits plan.
- 2 近82%的职场人士会选择跨行业。企业则比较愿意考虑来自于互联网，高科技和消费品行业的候选人。
Close to 82% of candidates are willing to switch industries. More companies prefer candidates from the Internet, High-tech and Consumer industries.
- 3 各行业人才流失率在2018年较高的岗位为销售、研发及工程、生产运营。
Jobs with the highest turnover in 2018 are Sales, R&D/Engineering and Production/Operation.
- 4 候选人选择求职的渠道相对集中在，招聘类APP或网站、寻找专业猎头、同事朋友推荐。而对社交网站或是小程序微信公众号的依赖程度较小。
Candidates prefer to use jobsites or apps, headhunters and staff referrals when seeking job opportunities. They rely very little on social websites and mini-programs/wechat official accounts.
- 5 公司的工作环境和面试官的专业程度的排名从第二、三位成为候选人在面试中最关注的点。
Work environment and professionalism of the interviewer are the top factors that affect candidate interview satisfaction.
- 6 在公司提供的培训之外，仍然有51.6%的人群愿意自费参与3000元以上的外部培训课程。因此很多企业开始提供培训补贴让员工参加外部培训。
Besides company training, 51.6% of employees are willing to spend more than RMB3000 to attend external training courses personally. Hence, more companies are starting to give out training allowances for staff to attend external trainings.

CONNECTUS Group

– An Award Winning Company



■ Asia Recruitment Awards Hong Kong 2019

Best Executive Search Agency
Best Recruitment Consultant – Sharon Shao
Best Healthcare Team
Best Recruitment Entrepreneur - Alex Seah

■ 2018 RECC in China

Best Corporate Culture Award for Headhunting Industry in 2018

■ 2017–2018 The RI Awards of China

The Business Leader of China
The Best Recruitment Supplier of China (Manufacturing Industry)

■ Asia Recruitment Awards Hong Kong 2018

Best Client Service
Recruitment Team of the Year- Automotive

About CONNECTUS

CONNECTUS, 正如我们的名字所描述那样 – 连接我们的客户和他们领域内最优秀及最合适的人才。我们是专业的一站式人力资源综合解决方案供应商, 依靠着我们对行业的热情及雄心, 在这个变化的数字化时代为我们的客户提供最合适的商业解决方案。

CONNECTUS 总部位于新加坡, 在亚洲拥有超过 150 名员工, 并在 8 个城市设立了办公室。我们的顾问是各自领域的专家, 能够为客户提供招聘、培训和咨询服务。CONNECTUS 在定制可靠和高质量的客户解决方案方面享有盛誉。

CONNECTUS. Our name encapsulates what we do – connecting our clients with the top talents in their respective fields. We are a specialized total HR service provider delivering innovative business solutions in this ever-changing digital era.

Headquartered in Singapore, CONNECTUS have more than 150 staff across 8 cities in Asia. Our consultants are subject matter experts in their core disciplines and are able to provide recruitment, training and consultancy services to our clients. CONNECTUS have a reputation in customizing reliable and high quality solutions to clients.

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