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Increasing Employee Commitment in China – related to high ambitions

Chinese employees occupy second place in international satisfaction rankings. At the same time they now have high expectations for their work-life balance.

With a commitment rate of 66 percent, Chinese employees occupy second place in worldwide satisfaction rankings this year. This was revealed by a panel study by the Kienbaum management consulting firm in association with ORC International which has been issued annually since 2010.

With that China is ranked only behind India, who leads the rankings with 74 percent for the fourth time.

“This study could be an important indicator for many western companies that are active in China,” says Dirk Mussenbrock, founder of the Job Portal SinoJobs, which specializes in Chinese and European professionals and executives.

“The subject of work-life balance is gaining importance in the Middle Kingdom too. Especially executives and well-educated professionals are no longer willing to accept long work days, overtime, and hours spent commuting, which in some cases cause extensive reductions in personal life. Innovative employers can score points here and stem the sometimes considerable employee turnover.”

In comparison to Germany, China is in a very good position. After the global commitment index rose one point over last year to 59 percent, Germany is actually below the worldwide average with a rating of 58 percent.

Mussenbrock & Wang GmbH Company Profile:

Since its foundation in 2008 Mussenbrock & Wang has developed into the leading supplier of recruitment solutions in the European Chinese context. With the job portal SinoJobs and the recruiting event SinoJobs Career Days, we offer specialized solutions for the recruitment of Chinese and European professionals and managers in Greater China and the EU to European enterprises.

The Sino HR Conference – the German-Chinese Human Resources Conference – and special seminars on the subject of the German-Chinese HR management are offered to executives and human resource managers having a focus on China.

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