

The World of Work is changing: Generation Y in ASEAN

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Abstract

Amid a myriad of macroeconomic opportunities and challenges, Generation Y (Gen Y or '*Millennials*') is at the heart of Asia's future economic growth. Born between the early 1980s and the mid-1990s, Gen Y is the largest generation living in Asia today. The strategic potential of this generation to transform the future workplace bearing in mind the SDGs is especially significant across ASEAN. It is estimated that by 2030 Gen Y will make up over half of the region's total population. Not only is Gen Y the fastest growing segment of the workforce but it is also increasingly moving into management positions. The professional success of this cohort is likely to have a significant influence on the future success of national economies.

Our research available suggests that Gen Y employees bring a diversity of expectations, world views and upbringing that differ from their senior colleagues in the workplace. In a region marked by talent shortages, and as economies move towards becoming increasingly knowledge-based, a clear understanding of these factors will allow employers to engage more effectively with this generation of workers.

Based on the need to better understand Gen Y professionals across the region, we conducted a series of surveys to explore Gen Y's current and potential impact in the workplace in Indonesia, Malaysia, Singapore and Thailand. Our report provides, for the first time, data-driven insights on Gen Y and the implications for senior managers and organisations.