

South Korea

1,000
respondents

5% Gen Z 44% Millennials 37% Gen X 14% Baby Boomers

43% Female 57% Male 88% Employed full-time 9% Employed part-time

86% Have one job only 14% Have more than one job 34% Full-time in-person working 52% Hybrid working 14% Full-time remote working

Business viability

55% believe that their organisation will be in business for more than 10 years if they remain on their current path (vs. Asia Pacific 51%), with Baby Boomers being the most optimistic generation (63%) and Millennials being the least optimistic (51%).

Climate action

There isn't a strong sense of urgency from employees in South Korea to push their employers to take climate action. Only 28% think their employers have a responsibility to take action to address climate change (vs. Asia Pacific 41%).



Only **34%** believe their company is taking the right amount of climate action (vs. Asia Pacific 43%) indicating a need for employers to consider more impactful action.

Workforce skills

Only **27%** believe the skills for their job will change significantly in the next five years (vs. Asia Pacific 44%).

Only **24%** are confident that their employers will provide them the opportunity to apply the skills that are most important to their career in the next five years (vs. Asia Pacific 48%).



Employees here believe soft skills and hard skills are equally important to their career, with the most important skills being adaptable/flexible (52%), digital skills (50%) and analytical/data skills (50%).

Employee sentiment

34% are very or moderately satisfied with their jobs, 23% lower than Asia Pacific's average (57%) and consistent with last year's result (34%). South Korea is in the top three territories that are the most dissatisfied with their jobs.

Employees here are 9% more likely to ask for a raise and 5% more likely to ask for a promotion than they were in 2022. However, across all categories, they are less likely to make changes in their jobs compared to other respondents in the region.



	South Korea 2022	South Korea 2023	Asia Pacific 2023
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Ask for a pay raise	18%	27%	43%
Ask for a promotion	15%	20%	38%
Change employer	13%	14%	28%

Inclusion:

- Only 23% can truly be themselves at work (vs. Asia Pacific 52%)
- Only 23% think that their manager considers their viewpoint when making decisions (vs. Asia Pacific 47%)

Emerging technology

Compared to other territories in the region, employees in South Korea are less positive about the opportunities and benefits that Artificial Intelligence (AI) will bring to their career.

38% think that AI will help them increase their productivity/efficiency at work (vs. Asia Pacific 41%)

26% think that AI will create opportunities for them to learn valuable new skills (vs. Asia Pacific 34%)

16% think that AI will create new job opportunities for them (vs. Asia Pacific 25%)

21% think that AI will replace their roles (vs. Asia Pacific 16%)

50% think that digital skills are important to their career (vs. Asia Pacific 59%)



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Work environment

Korean employees are less positive about their workplace environment, culture and relationship with managers, which contribute to lower job satisfaction level.



Fairness

Only 33% state that their manager treats them fairly and equitably (vs. Asia Pacific 53%).



Workplace culture

Only 23% agree that their manager often/usually tolerates small-scale failures (vs. Asia Pacific 31%).

Only 20% agree that their manager often/usually encourages dissent and debate (vs. Asia Pacific 33%).



Empowerment

Only 31% find their job fulfilling (vs. Asia Pacific 51%).



Feedback

Only 32% actively seek feedback and use it to improve their performance (vs. Asia Pacific 53%).

Only 31% provide constructive feedback to their coworkers to help improve the team's performance (vs. Asia Pacific 51%).

