

# Vietnam

1,000  
respondents

14%  
Gen Z

63%  
Millennials

20%  
Gen X

3%  
Baby Boomers

43%  
Female

57%  
Male

90%  
Employed full-time

9%  
Employed part-time

48%  
Have one job only

52%  
Have more than one job

18%  
Full-time in-person working

74%  
Hybrid working

8%  
Full-time remote working

## Business viability

**54%** 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 Millennials being the most optimistic generation (56%) and Gen Z being the least optimistic (47%).

## Climate action

There is a strong sense of urgency from employees in Vietnam to push their employers to take climate action. 55% think their employers have a responsibility to take action to address climate change (vs. Asia Pacific 41%).



**53%** believe their company is taking the right amount of climate action (vs. Asia Pacific 43%).

## Workforce skills

**61%** believe the skills for their job will change significantly in the next five years (vs. Asia Pacific 44%).

**59%** 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%).



They rank people skills as more important than technical or core business skills, including being adaptable/flexible (70%), collaborative skills (70%) and critical thinking (68%). Analytical/data skills are not far behind (66%).

## Employee sentiment

**59%** are very or moderately satisfied with their jobs, consistent with Asia Pacific (57%).

Employees here are slightly less likely to ask for a promotion (-4%) and change employer (-8%) than their Asia Pacific counterparts.



	Vietnam 2023	Asia Pacific 2023
Ask for a pay raise	43%	43%
Ask for a promotion	34%	38%
Change employer	20%	28%

### Inclusion:

- 63% can truly be themselves at work (vs. Asia Pacific 52%)
- 58% think that their manager considers their viewpoint when making decisions (vs. Asia Pacific 47%)

## Emerging technology

Employees in Vietnam are very positive about the opportunities and benefits that Artificial Intelligence (AI) will bring to their career.

**60%** think that AI will help them increase their productivity/efficiency at work (vs. Asia Pacific 41%)

**58%** think that AI will create opportunities for them to learn valuable new skills (vs. Asia Pacific 34%)

**41%** think that AI will create new job opportunities for them (vs. Asia Pacific 25%)

**38%** believe AI will require them to learn new skills that they are not confident that they have capacity to learn (vs. Asia Pacific 22%)

**57%** think that digital skills are important to their career (vs. Asia Pacific 59%)



## Work environment



### Fairness

62% state that their manager treats them fairly and equitably (vs. Asia Pacific 53%).



### Workplace culture

32% agree that their manager often/usually tolerates small-scale failures (vs. Asia Pacific 31%).

32% agree that their manager often/usually encourages dissent and debate (vs. Asia Pacific 33%).



### Empowerment

58% find their job fulfilling (vs. Asia Pacific 51%).



### Feedback

68% actively seek feedback and use it to improve their performance (vs. Asia Pacific 53%).

66% provide constructive feedback to their coworkers to help improve the team's performance (vs. Asia Pacific 51%).

### Key contacts:

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