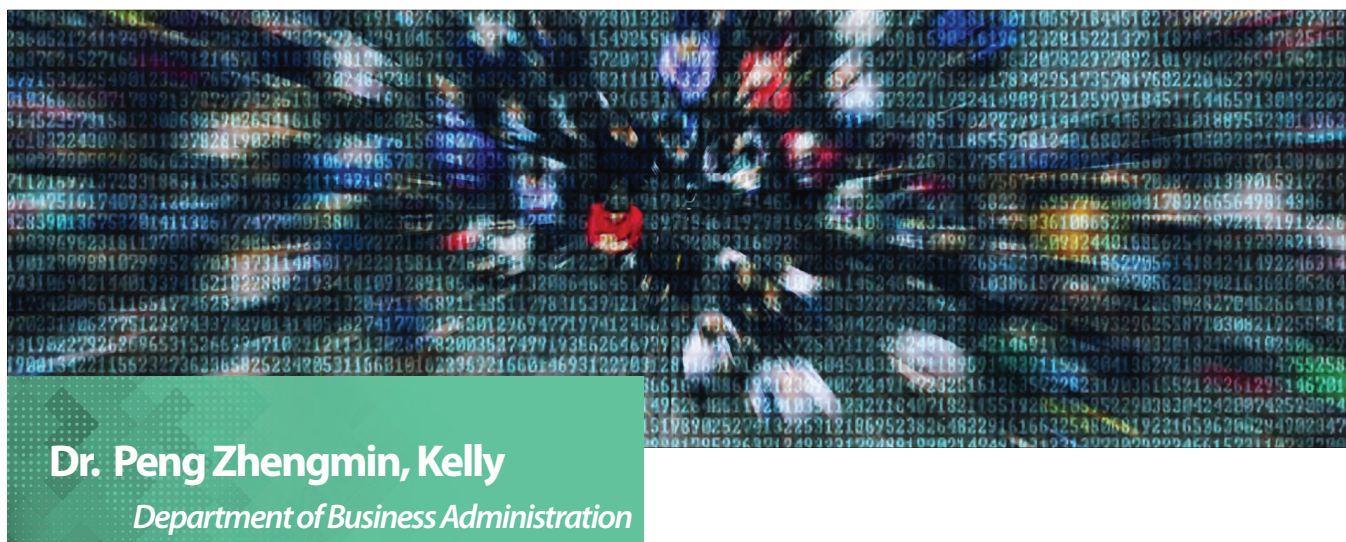


## Career Development of Youths



**Dr. Peng Zhengmin, Kelly**  
Department of Business Administration

### Enhancing Professional Career Services for Youths Over 10 Years Old in Hong Kong, Macau, and Mainland China

Since 2008, Dr. Kelly Z. Peng and her research team have conducted three research projects in career development for youths with funding from three governments, i.e. Hong Kong Special Administration Region (HKSAR)<sup>4</sup>, Macau Special Administration Region (MSAR)<sup>5</sup>, and Mainland China<sup>6</sup>. She produced five journal articles and a book<sup>7</sup> analyzing how career interests, career maturity and emotional intelligence can jointly lead to job attainment and well-being in the workplace. With the development of an effective career assessment kit with job-matching guidance for the career counseling and guidance for youths, her research has made a significant impact on the provision of better career services for youths in various Chinese societies.

#### - Developing the research-based career assessment kit to support youth career service

In 2008 and 2009, the Hong Kong and Macau governments commissioned two projects for research on career choices among youths. Their overall aim was to provide better career orientation and

employment support for youths who have not been able to pursue a university education. Dr. Peng's team therefore developed a career assessment kit that included career interests, emotional intelligence, personality, career maturity and other personal characteristics. The resulting profiles match with a certain (group) of job(s) available on the market. The assessment kit is also available as online software.



#### - Enhancing professional career services for youths through the career assessment kit

The career assessment kit, as prerequisite for career counseling and guidance service, can help career counselors understand the potential and abilities of youth clients (15 to 29 years old). In turn, this helps to provide more personalized career orientation and employment support.

- In 2008, the career assessment kit was fully adopted by Youth Employment Start (Y.E.S., operated by Labour Department, HKSAR Government) centres to provide professional career counseling and guidance services specifically for youths ([https://www.e-start.gov.hk/v4/en/v3\\_services\\_basic.htm](https://www.e-start.gov.hk/v4/en/v3_services_basic.htm)). The improved career service with the career assessment kit has since then been provided to 63,636 youths. About 5,000 youths register for the service per year (ref. Labour Department Annual Reports 2017).

4 2008 - 2010. Development of Assessment Kit for Job-matching for the Labour Department. Funded by the Labour Department, HKSAR Region Government. Principle Investigator: Wong, C.S., Wong; Co-investigator: Wong, P. M., Lun, S. J., Huang, G. H., & Peng, K. Z. Amount Funded: HK\$1,000,000.

5 08/2009 - 12/2009. Validation Study for the Self-Assessment Kit of Career Counseling for the Youth of Macau (Funded by the Education and Youth Bureau, MSAR Government). Principal investigator: Peng, K. Z.; Co-investigator: Wong, C. S., Wong, P. M., & Lun, S. J. Amount Funded: MOP\$160,000.

6 2013 - 2016. The effect of Career Maturity on employment of university graduates and its dynamics: Individual and team level factors (Funded by National Social Science Fund, No.: BIA120061). Principal investigator: Liu, Y.; Co-investigator: Peng, K. Z. & Wong, C. S. Institution: Wuhan University; Amount Funded: RMB\$120,000.

7 Please refer to the publications list.

- In 2009, all youth community centres operated by Education and Youth Bureau, MSAR Government have employed the career assessment kit (<http://www.dsej.gov.mo/cj/cjh/act2.html?timeis=Mon%20Dec%2017%2016:00:07%20GMT+08:00%202018&&>). The Bureau also recommends the kit to all secondary schools to improve career counseling services.
- Since 2010, the career assessment kit for career services can be assessed online by various Non-Government Organizations (NGOs) under the Youth Work Experience and Training (YPTP) Scheme (Launched by the Labour Department, HKSAR government, <https://www.yes.labour.gov.hk/YETP/TB/TBscat>). Up to 2016, about 220,000 young people (at sub-degree level or below) have benefitted from the YETP scheme (ref. Labour Department Annual Reports 1999 to 2016, HKSAR Government).

### - Facilitating career counselors in improving career services with the job-matching approach of the career assessment kit

Given that the major objective of career counselors is to improve their clients' employability, it is imperative that they have specific recommendations in career choice and orientation to provide. As there is no specific international research and practices that take into account Hong Kong and Macao's cultural backgrounds and regional/industrial infrastructures, extensive and systematic work has been done to match the results of the career assessment kit with available vacancies in the Hong Kong and Macao job markets. Optimally, a particular youth with specific career interests, emotional intelligence, personality and other personal characteristics is recommended for one or several specific job types. Through this job-matching approach, the kit, along with professional guidance, help career counselors formulate or modify training and career plans for a specific client, and provide him or her with specific career choice recommendations. Under the Youth Work Experience and Training (YPTP) Scheme, for example, more than 400 career counselors (registered social workers from various NGOs) have received training on the assessment instruments and job-matching guidance provided by our research team since 2011. Indeed, 50-60% of the social workers have reported the team's training have been helpful for career service enhancements.

### - Supporting high school students in making university major choices

In 2013, our research team also obtained the National Social Science Fund of China, aimed at exploring factors affecting the ability of university students in attaining jobs. Dr. Peng's team soon noticed

that many undergraduates did have difficulty in choosing their university major. The team was invited to visit a famous private high school in Chengdu and used its assessment kit to help students understand their potential career alternatives before joining a university. Such assistance has inspired the school management to launch a new project named "High School-University Connective Assistance Program" aimed at facilitating university major choices among students through better understanding of their career aspirations. The high school also stressed that the highlighting in our



research of the powerful linkage between parents and child when it comes to career choices has been very helpful. Dr. Peng has written a series of articles during 5-12 May 2017 in AM730, a newspaper in Hong Kong, to advise DSE students on how to make major choices by understanding the link between career interest and potential career choices.

In the over 10 years journey, Dr. Peng and her research team have successfully linked rigorous research to different community needs across Hong Kong, Macau, and Mainland China.

### Publications:

Liu, L. Y, Peng, K. Z., Wong, C. S., & Mao, Y. (2017). Different forms of relationship between vocational interests and career maturity in Chinese context. *Journal of Career Development*, 44(5), 425-439.

Liu, L. Y., Peng, K. Z., & Wong, C. S. (2014). Career maturity and job attainment: The moderating roles of emotional intelligence and social vocational interest. *International Journal for Educational and Vocational Guidance*, 14(3), 293-307.

Wong, C. S., Wong, P. M., & Peng, K. Z. (2011). An Exploratory Study on the Relationship between Parents' Career Interests and the Career Interests of Young Adults, *International Journal of Educational and Vocational Guidance*, 11(1), 39-54.

Wong, C. S., Wong, P. M., & Peng, K. Z. (2010). Effect of middle-level leader and teacher emotional intelligence on school teachers' job satisfaction: The case of Hong Kong. *Educational Management, Administration and Leadership*, 38(1), 59-70.

劉豔，陳江，黃熾森，彭正敏。(2014) 青年職業興趣量表的開發及其對就業的影響。武漢大學學報，第67期，第6卷，25-32。

劉豔，彭正敏，黃熾森。(2018) 青年職業選擇及發展：基於實證的建議。北京大學出版社。

