

Göttingen East Asia Research Salon

哥廷根東亞學者沙龍



**PREVENTING LABOR TURNOVER OF BLUE COLLAR WORKERS IN CHINA -
TILTING AT WINDMILLS?**

Marina Schmitz



UNIVERSITY OF GÖTTINGEN

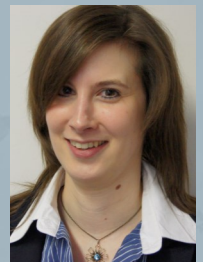
Centre for Modern
East Asian Studies

Preventing labor turnover of blue collar workers in China - tilting at windmills?

Marina Schmitz, University of Göttingen

Retaining employees is the crucial issue of HR managers in China nowadays. Especially manufacturing companies in China report turnover rates of 70 percent and above. Thus, it is further necessary to deepen academic understanding of the mindset of blue collar workers, specifically, psychological and sociological aspects of voluntary turnover behavior among this cohort, being the driving force of the Chinese economy. To get further insights into the topic, I conducted interviews with blue collar workers and HR managers in China regarding work related issues, especially asking them about influence factors of labor turnover decisions. Drawing on the knowledge I acquired in the interviews, I am currently developing a survey which should enable me to answer the following research questions: What kind of incentives should the companies offer to make the blue collar workers stay? Which job characteristics are important for the blue collar workers regarding long-term retention? Is there a difference between the blue collar workers working in different regions or differing in demographic aspects?

Marina Schmitz is research associate and doctoral student at the Chair for HRM and Asian Business at the University of Göttingen. She obtained her master in Sinology (Classical Sinology, Economic Studies) at the University of Trier in 2012. In her research she focusses on retention of factory workers and the influence factors of labour turnover in China.



The 5th East Asia Research Salon

Program

Time, Place

June 17th, 6:15pm, KWZ, Conference Room, 0.701
Heinrich - Düker - Weg 14, 37073 Göttingen

Commentators

Dr. Niall Duggan, Department of East Asian Studies
Nellie Chu, PhD, Transregional Research Network CETREN

Moderator

Katja Pessl, CeMEAS

Program

Presentation of research project (max. 20 minutes)

Comments (max. 10 minutes)

Discussion

Present your research project

Presenting your PhD and/or research efforts to your peers and faculty members will give you valuable feedback and support your research with additional ideas. It introduces you to a network that can be very helpful with your career and future research projects.

Contact

The East Asia Research Salon welcomes new participants and the opportunity to initiate and develop mutual research projects.

Please feel free to contact us!

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