

ABSTRACT

This was a case study in application of career management in Hong Kong on a company.

In recent years many firms had attempted to move from slow-growth bureaucracies to fast-growth, high-performance organizations, whose internal infrastructures could easily adapt to environment fluctuations. Those known to have accomplished this transition successfully realized that their most important level for gaining and maintaining a competitive edge rests with their people.

The growing awareness that people could give a firm its leading edge in the marketplace had led many firms to reposition human resource departments. The new challenge was to identify developmental strategies which inspired commitment to the firm's mission and values, were adaptive to change, and resulted in employees who were motivated to help the firm gain and to maintain a competitive advantage.

It could be concluded that human resources were the main factors in operation of a company, their needs and expectations must be tried to fulfil. Since people demanded good career aspirations in the company, effective career management system became significant to the staff. Otherwise, staff might leave the company and a high labour turnover problem would occur.

People in Hong Kong were more concerned now than in the past about their career because

of the factors of high career satisfaction demand, better education and tertiary industry dominance in Hong Kong.

Therefore, career management in a company became important. Without planning for the career of staff, they might well leave the company. It was, therefore, meaningful to have an investigation in the career management scheme in the company whether it could meet the demand of employees.

However, in real world, many companies did not concern about career management because they ignored the demand of employees and only cared about cost saving.

The mission of the project, therefore, aimed to maintain high calibres by evaluating the different view of the topic of career management from the company and the employees and to recommend a better scheme that met the demand of employees.

Case study on this company and 198 questionnaires were completed. Response rate was 81.5%. The findings revealed that 86.6% respondents were not satisfied with the present promotion opportunities in the management. Moreover, 77.8% respondents indicated that information of career path could be a factor to motivate them to work. However, 55% respondents in this group did not know their career path in the company.

It also showed that the career goal for the biggest group of respondents aimed to become "professionals" in their fields.

Therefore, an effective career management and career development programs should be set up so as to meet the demand of the employees and to maintain high calibres to work in the company.