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India Hiring Tracker

Workplace Trends Edition



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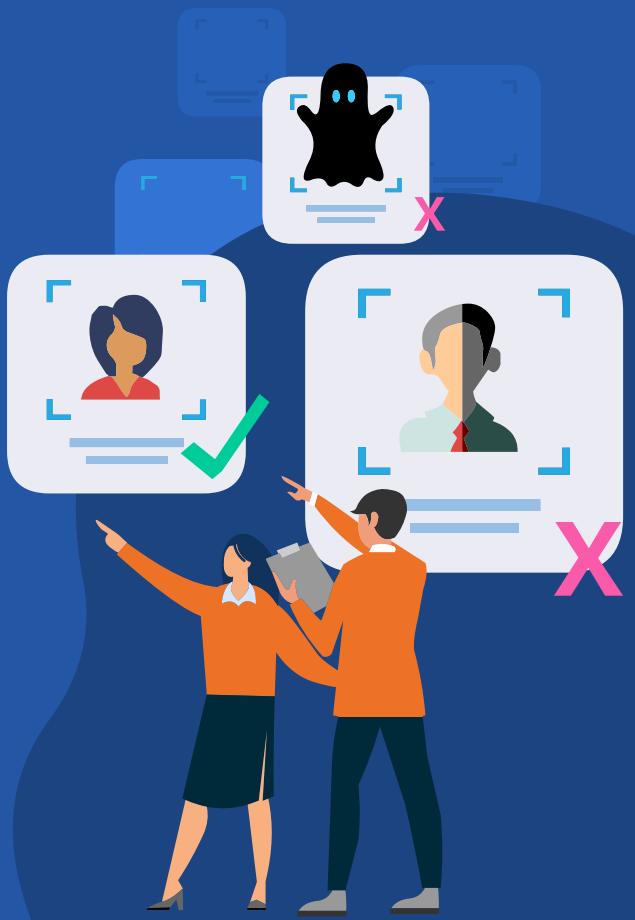
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Foreword



As the talent market galloped forward through the year, and is finally showing signs of consolidation, the cycle is marked by considerably varying requirements and preferences on part of both employers and jobseekers. More significantly, however, jobseekers and employees are driving a dynamic employers are only beginning to comprehend and learning to respond to.

A trifecta of moonlighting, "Quiet Quitting" and ghosting have occupied the mind space of the talent management professional today. This dynamic seems to be a transient response to the pandemic aftermath, when employees are actually trying to strike a balance between life and work, but are veering towards controversial practices that many employers find beyond the pale.

Moonlighting is, perhaps, the after-effect of the pandemic driven uncertainty while Quiet Quitting is a reflex reaction against hustle culture – which, by the way, is also a factor covered by this study. Ghosting seems to be both a consequence of the other factors and a defense mechanism employers find inexplicable for the most part.

The study delves into an assessment of whether the employer-employee twain meets – on the four factors that are quickly shaping an employee-driven dynamic employers have no choice but to quickly learn to grapple with. On the brighter side though, each of these factors is less widespread than the discourse windmills have us believe. Therefore, employers need to identify the small pockets of discomfiture even as they slow down and consolidate the talent gains of the past 10 months.

Sashi Kumar
Head of Sales,
Indeed India

Uptrends - 2022

19%
employees: experienced / have done it
29%
employers: experienced it



Ghosting

29%
employees: burnout
33%
employers: low job satisfaction



Quiet Quitting

37%
employees: earn to repay loan
43%
employers: earn for better lifestyle



Hustle Culture

37%
employees: to safeguard against job loss
31%
employers: employees not fully engaged



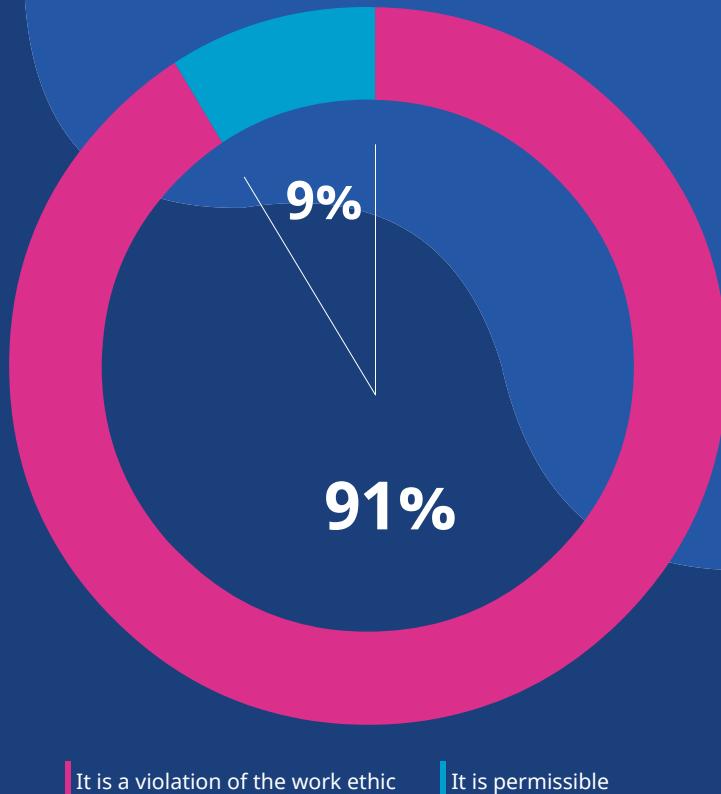
Moonlighting

Employers and employees do not see eye to eye on moonlighting



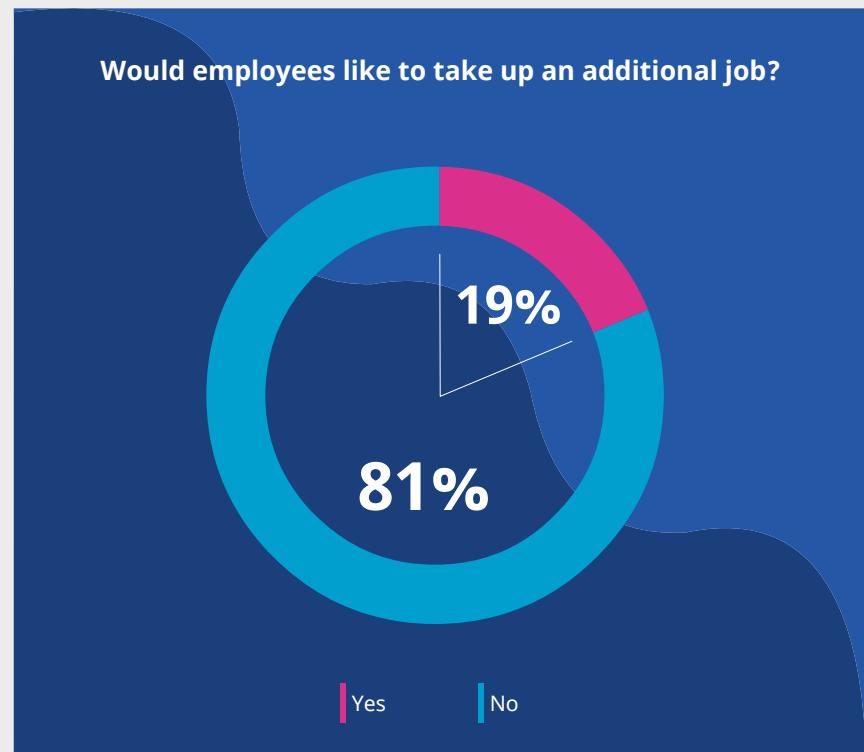
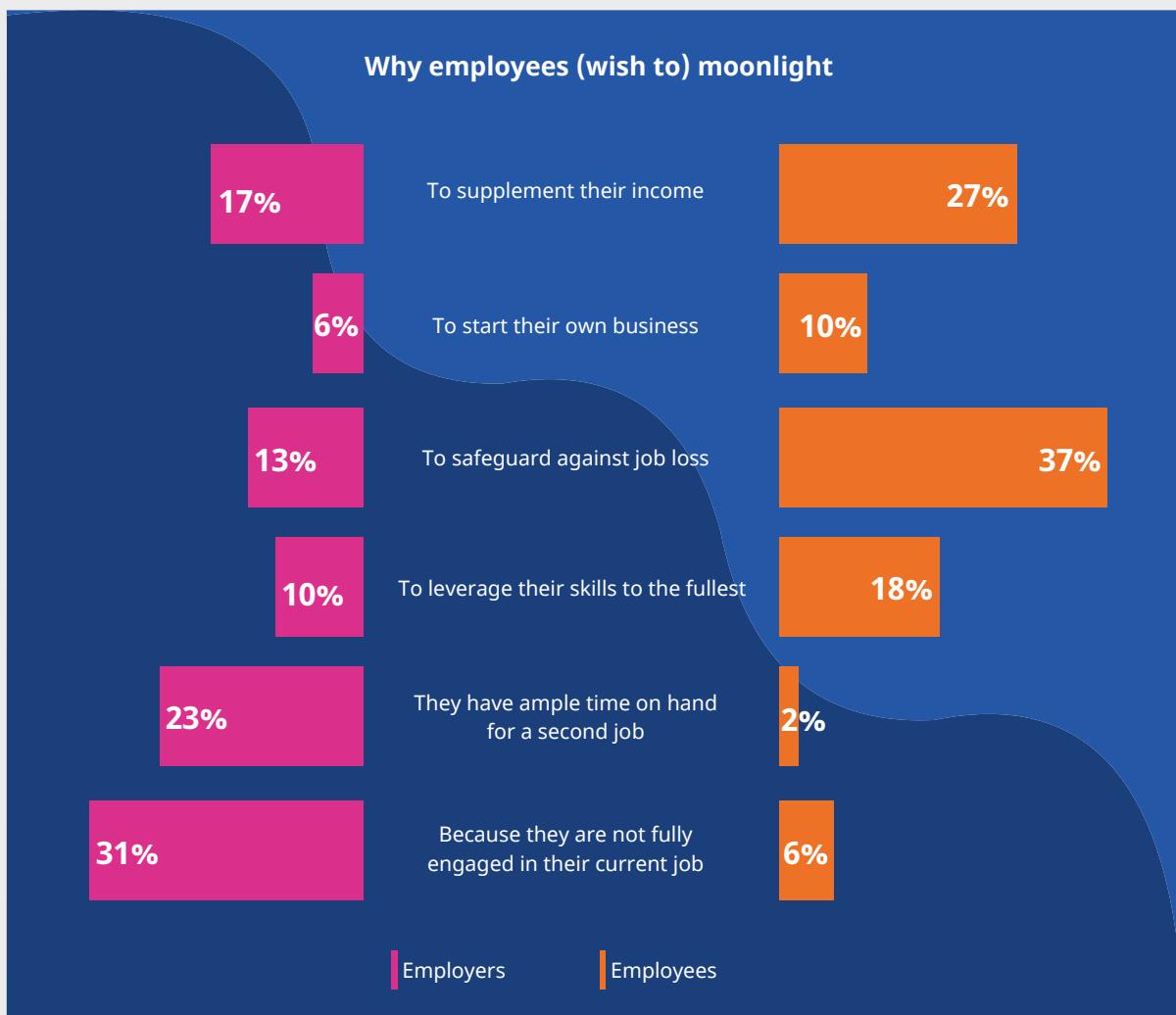
Employers, in general, are not empathetic towards their moonlighting employees. More than three out of four employers believe that moonlighting violates either the work ethic (53%) or the employment contract (25%); 13% think it is undesirable.

Employer view of employees who (wish to) moonlight



Nearly two out of five employees who moonlight (37%) do so to safeguard against job loss, and slightly more than one-fourth do so to supplement their incomes (27%). Moreover, 19% of those employees who do not yet moonlight are open to the possibility, and 33% view moonlighting as a perfectly ethical activity which does not violate the employment contract.

However, employers have a different view of this tendency – 31% believe that employees moonlight because they are not adequately engaged in their work, and 23% believe that employees have ample time on hand for a second job.

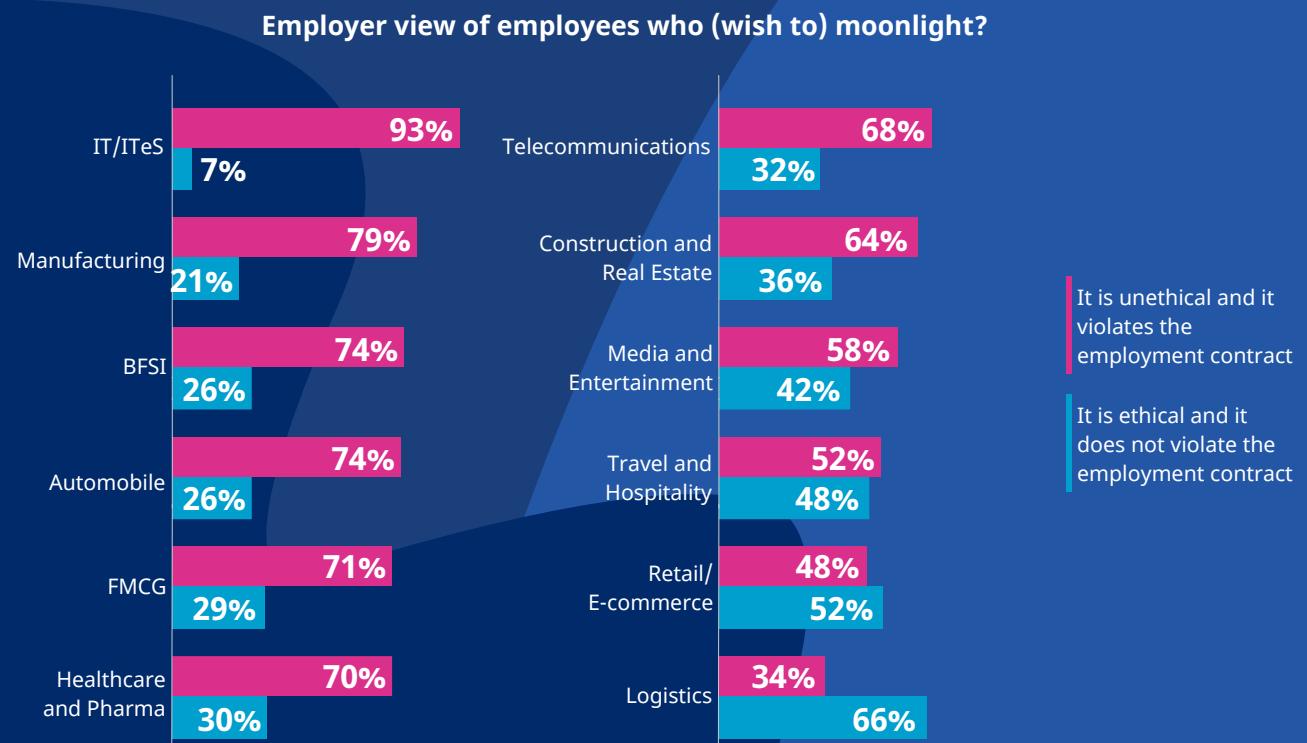


On the other hand, less than one out of five employees (19%) moonlight. And, a large majority of employees (81%) do not wish to take up another job alongside the one they currently work in.

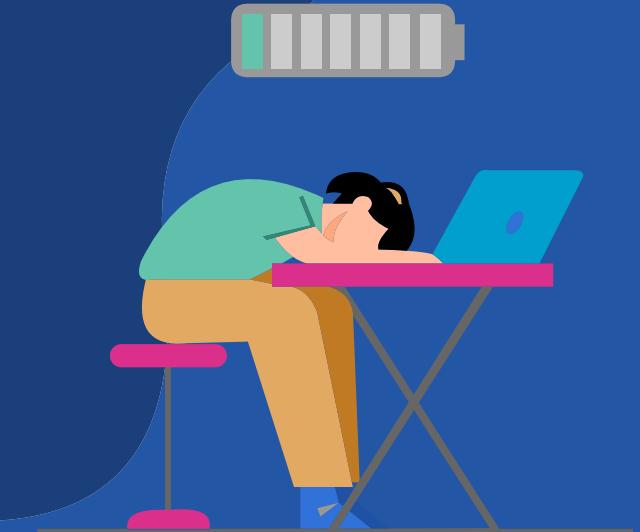
IT and Manufacturing employers are up in arms against moonlighting

Although employers hold differing views, a majority (72% of the employers in 10 out of the 12 sectors surveyed) are opposed to the idea of moonlighting. They believe that it violates the employment contract and the work ethic. IT (93%) and Manufacturing (79%) lead this brigade, followed by BFSI (74%), Automobile (73%), FMCG (71%) and Healthcare and Pharmaceuticals (70%).

Three sectors seem to lie clearly on the other end of the spectrum though – 66% of the Logistics sector employers surveyed, 52% of Retail/E-commerce, and 48% of Travel and Hospitality believe that moonlight neither violates the employment contract nor is unethical. This is due to the highly contract- or gig-oriented nature of employment in these three sectors.

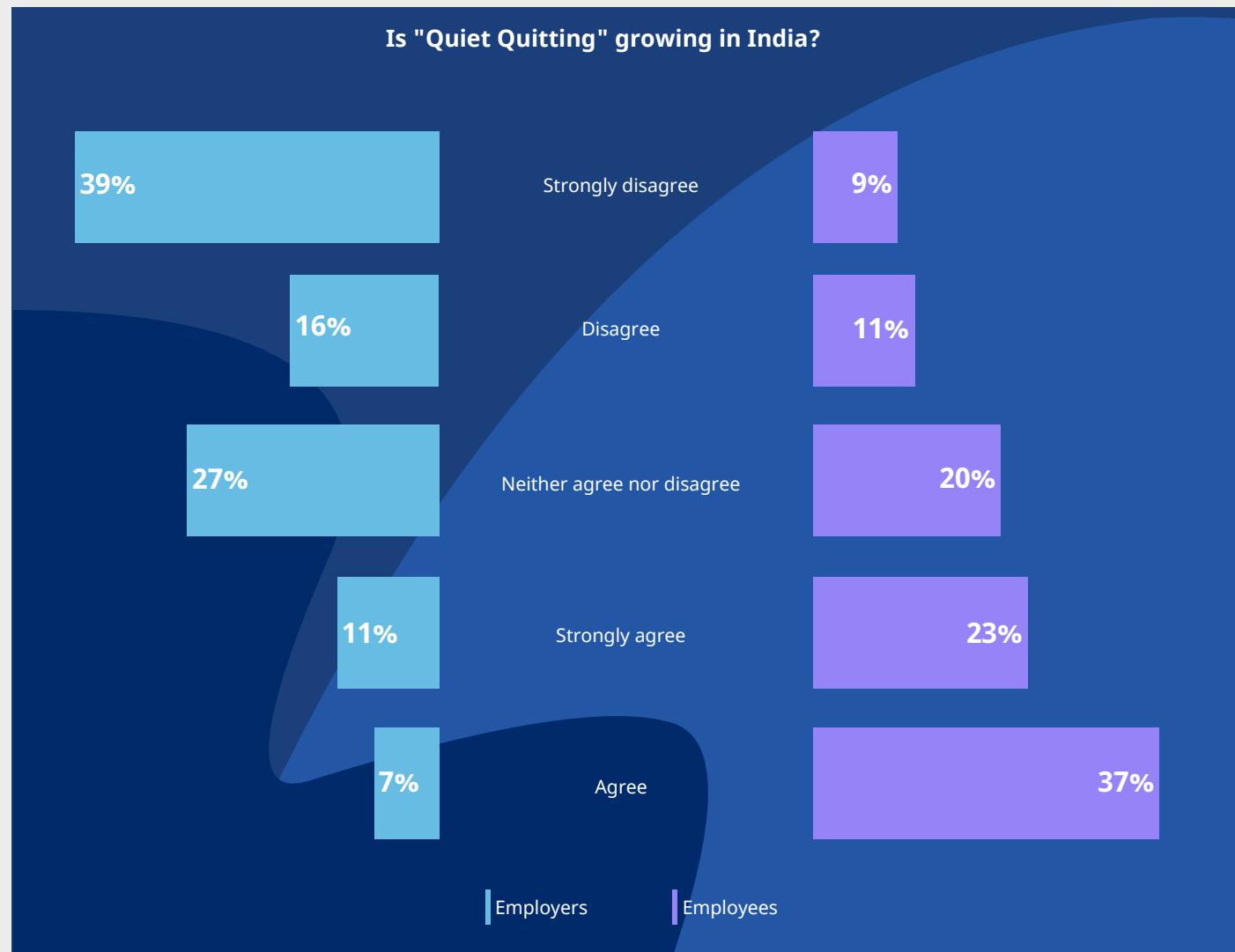


Agreeing to disagree on “ Quiet Quitting¹ ”

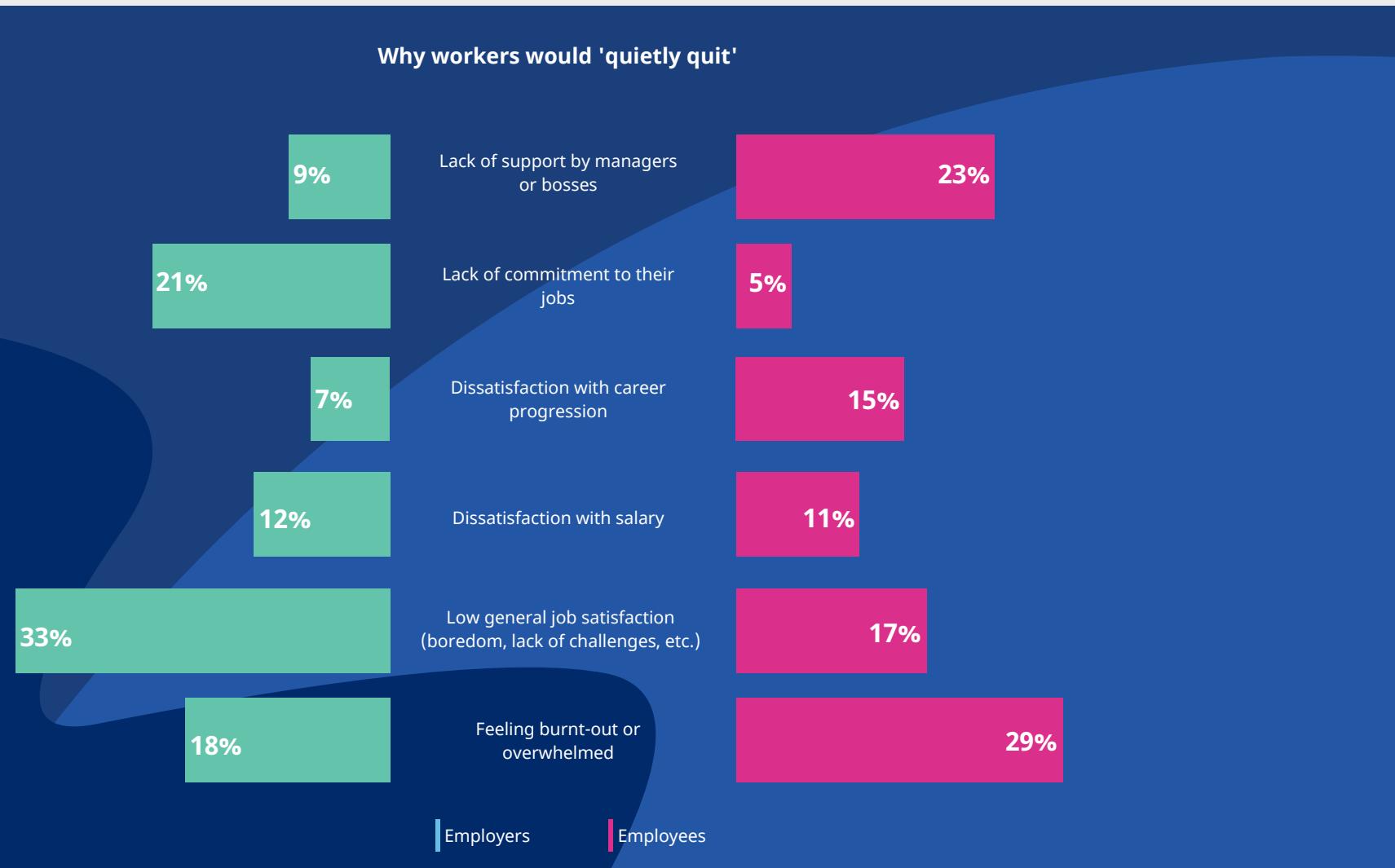


¹ Quiet Quitting: is defined as 'saying no' to the hustle culture that expects employees to do extra hours and give their best at work.

While a majority (**60%**) of employees believe that the trend of “Quiet Quitting” is growing in India, a nearly similar proportion of employers (**55%**) disagree. Employers from the Travel and Hospitality, Retail and BFSI sectors disagree the most that the trend of Quiet Quitting is growing. And, employers in the Telecommunication, Manufacturing and IT sectors agree the most.



33% of the employers surveyed believe that low general job satisfaction (boredom, lack of challenges, etc.) is the main reason for the growing trend of Quiet Quitting, and 21% believe it is a lack of commitment to jobs. Employees cite a different set of reasons though - more than one-fourth (29%) of the employees surveyed believe that the feeling of burn-out or being overwhelmed with work, and more than one-fifth (23%) believe that lack of support by managers or bosses, has led to the growth of the trend. 19% of the employees surveyed admit to thinking about Quiet Quitting, while a substantially higher, 58%, are not thinking of it.



Why hustle culture² is popular

Monetary considerations – employees wishing to earn more and lead a better lifestyle – four out of ten (**43%**) employers believe, is the reason for the popularity of the hustle culture. On the other hand, **37%** of the employees think the reason is to earn more and repay loans taken, and more than one-fourth (**29%**) think the phenomenon is popular because it brings career growth.

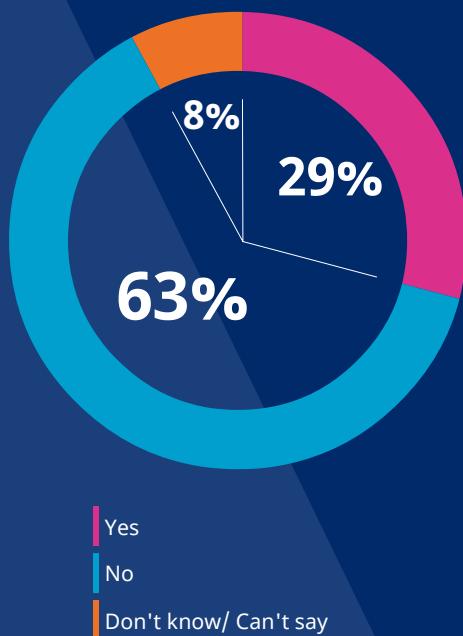
² *Hustle Culture: is a culture of hard work, pushing oneself beyond one's limits to achieve capitalist goals, such as wealth, prosperity and success as quickly as possible.*

Why 'hustle culture' is popular among some employees



Ghosting is a real and present threat

Have employers experienced ghosting from their employees?



Nearly three out of ten (29%) employers have experienced ghosting. Startups (31%) and Medium-sized (41%) organizations have experienced a lot more ghosting as compared to Large enterprises (14%).

45% of the Construction sector employers, 41% of Logistics, and 39% of BFSI have experienced ghosting from their employees – significantly more than the other sectors in consideration. Ghosting is least experienced by employers in the Retail (21%), Telecommunication (20%) and Media (19%) sectors.

More than half (53%) of all employees surveyed have neither experienced ghosting and nor have ghosted a potential employer. However, 19% admit to both the experience and the act of ghosting.

Have employees experienced ghosting or ghosted an employer?



Methodology and Sample Design

This survey was conducted by Valuvox on behalf of Indeed among **1,281** employers and **1,533** jobseekers and employees in the months of August and September, 2022. The survey respondents were segregated into cities, and further categorized into Large, Medium, and Small organizations, and then into sectors.

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More than 250 million people each month search for jobs, post resumes, and research companies on Indeed.



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