

Hong Kong HR Leaders Embrace AI and Skills Based Hiring, Workday Study Shows

Hong Kong Organisations are Elevating the City's Competitiveness as an International Hub for High-Calibre Talent

HONG KONG, December 20, 2024 /PRNewswire/ --[Workday Inc.](#) (NASDAQ: WDAY), a leading provider of solutions to help organisations manage their [people](#) and [money](#), released report findings that show the growing strategic potential of Human Resources (HR) leaders in organisations in Hong Kong and Taiwan. Increasingly, HR leaders in North Asia are helping to lead the rest of the company as they guide their business forward, putting people at the heart of organisational strategy and decision-making, leveraging talent management strategies to achieve sustainable business growth.

The study, titled [The Forever Forward HR Leader](#), surveyed 1,515 business leaders and HR professionals in large companies across the Asia Pacific and Japan (APJ) region, including 232 respondents from organisations in North Asia (Hong Kong and Taiwan). It found that 93% of HR leaders in North Asia are driving change in their organisation, with 95% of organisations in North Asia agreeing that HR leaders add strategic value. However, 92% said their organisations still view the role of HR as mostly administrative in the organisation, highlighting a significant disconnect between the strategic potential of HR and how the role is perceived in practice.

By involving HR leaders in strategic conversations, organisations can leverage their insights to enhance the employee experience, maximise productivity, and optimise the talent lifecycle. With half of the organisations in North Asia adopting skills-based hiring, HR is particularly critical for future-proofing the workforce in response to evolving market demands and technological advancements.

Using Data and Technology to Achieve Business Outcomes

Technology is increasingly central to how HR leaders inform decisions, streamline processes, and drive innovation. According to the report, 69% of senior managers and HR professionals in North Asia now do more data management than before the global pandemic.

For organisations in Hong Kong, Artificial Intelligence and machine learning technologies are leveraged primarily for analytics and reporting (52%), employee records management (45%) and workforce management (43%).

Additionally, close to half of HR professionals in North Asia are investing in digital tools for employee training and development (48%), as well as enhancing communication channels with employees (46%), which can empower employees, improve engagement, and support their continuous growth within the organisation.

Putting People First

The survey also showed that 75% of HR leaders in Hong Kong were perceived as people-focused and had implemented initiatives to address employee wellbeing, including adequate breaks and time off policies (41%), and setting reasonable workload expectations (38%), to tackle wellbeing challenges.

"Hong Kong is poised to become an international hub for high-calibre talent, a major initiative in this year's Policy Address. Attracting talent is no easy feat, and retaining it is even more challenging, which is where strategic HR leaders play a crucial role in developing human-centred strategies that emphasize employee experiences," said Daniel Cham, general manager for Workday Greater China. "Employee success is central to company success and ultimately drives the development of the city. The younger generation is increasingly important in shaping the future workforce. To harness their potential, organisations must ensure effective knowledge transfer and foster an inclusive workplace culture."

About Workday

[Workday](#) is a leading enterprise platform that helps organisations manage their most important assets – their [people](#) and [money](#). The Workday platform is built with AI at the core to help customers elevate people, supercharge work, and move their business forever forward. Workday is used by more than 10,500 organisations around the world and across industries – from medium-sized businesses to more than 60% of the Fortune 500. For more information about Workday, visit workday.com/en-hk.

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