

PhD Candidate Position in the HRM Field

Title of Research Project: Exploring Quiet Quitting Among Generation Z

Research Focus:

This research project aims to investigate the intricacies of quiet quitting—an emerging trend where employees disengage from their work, fulfil only the minimum job requirements, and avoid going beyond their basic roles, which are detrimental to organizational productivity. This research will specifically focus on Generation Z, examining their motivations, experiences, and the broader implications for organizations in Malaysia. Generation Z, born between the late 1990s and early 2010s, is entering the workforce during a time of significant economic, technological, and social change, which influences their work attitudes and behaviors. This study seeks to examine the underlying factors that motivate this demographic to engage in quiet quitting. Subsequently, the study will offer strategic recommendations for addressing and mitigating this issue.

Lead Supervisors: Dr Teow Hui Hui, Prof. Santha Vaithilingam, Prof. Pervaiz Ahmed

Duration: 3 years (Full-time)

Location: Institute for Global Strategy & Competitiveness @ Sunway University, Selangor

Selection Criteria:

- **Must be a Malaysian citizen.**
- Must commit to being a **full-time PhD student cum graduate research assistant.**
- Possess a Master's degree in business with CGPA ≥ 3.50 , or an equivalent qualification.
- English language proficiency (IELTS score of 7.0/minimum MUET Band 4)
- A keen research interest in HRM and OB areas.
- Familiarity with statistical software (e.g., SPSS, AMOS, SmartPLS) is an advantage.

Key Responsibilities:

- Conduct comprehensive literature reviews on quiet quitting, employee engagement, organizational behavior, and Generation Z.
- Design and implement qualitative and quantitative research studies.
- Collect, analyze, and interpret data to produce findings.
- Publish findings in peer-reviewed journals and present at conferences.

What We Offer:

- Full tuition fee waiver is available with a monthly allowance as a graduate research assistant, subject to *terms and conditions*.
- Funding is provided for conference attendance, data collection, and professional development workshops.

Application Process:

Interested candidates are invited to submit the following documents to Dr. Teow Hui Hui at huihuit@sunway.edu.my:

- Cover letter
- CV highlighting your academic achievements and research experience
- Contact information for at least two academic references
- A sample of your previous research work (e.g., thesis, published paper, etc.)

Application Deadline:

31st August 2024

Project team members:

Dr. Teow Hui Hui (huihuit@sunway.edu.my)

Professor Santha Vaithilingam (santhaav@sunway.edu.my)

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A collaborative project by:

