



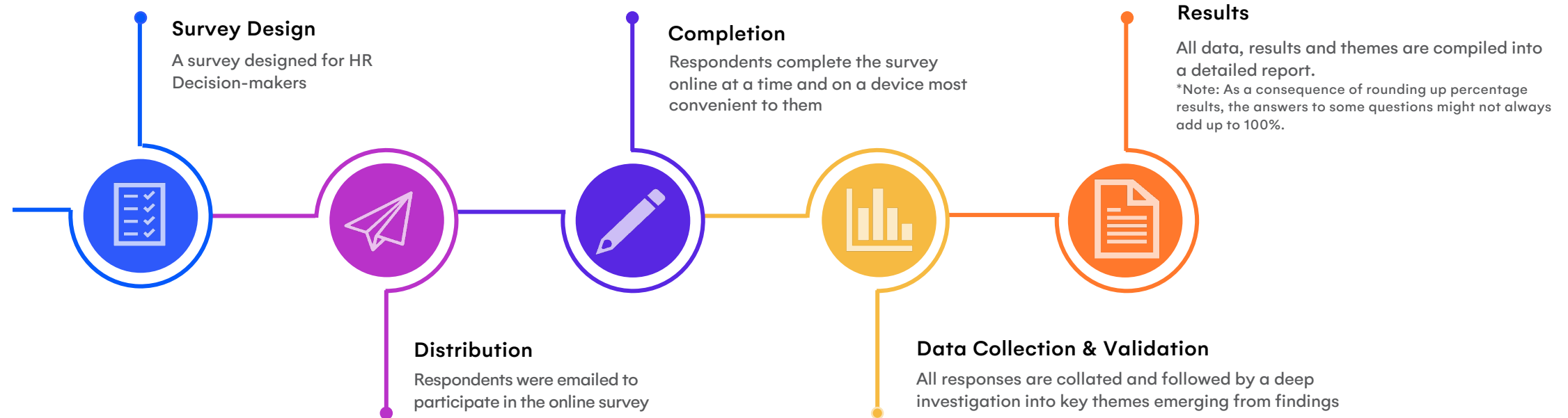
Atlas: 2023 Global HR Study

September 2023



Primary Research Methodology

Quantitative Survey



Methodology: Online, at a location, time and device convenient to respondents.

Audience: n= 516 HR Decision-makers in 5 countries

- UK (n=106)
- UAE (n=104)
- Singapore (n=110)
- Australia (n=96)
- USA (n=100)

Date of research: 20th – 27th June 2023

Top 3 office locations:
Offices in Europe (41%), North America (39%), & Asia (33%)

Global turnover last 12 months:
Total of \$189 billion in global turnover

Top 3 industries:
Industrials (22%), IT (16%), & Financials (12%)

Key Findings



Struggling to find talent, companies look abroad

Over 8 in 10 (82%) companies agree that recent global layoffs have made them consider expanding into new markets for the right talent.



Navigating the unknown

Entering new geographic markets, over half (52%) struggle with finding the right talent and understanding the new market (44%)



Companies stumble over complex regulations abroad

Over three in five (63%) HR decision-makers find that keeping track of changing regulations across multiple jurisdictions is particularly challenging



Unburdened by contractors, companies want to explore hiring alternatives

Over half of the companies would hire a contractor due to their flexibility (62%) and due to its fast-hiring process (55%)



Investment in HR technology on the rise

Nearly 9 in 10 (89%) said they would increase their investment in HR technology over the next 12 months.



Struggling to find talent, companies look abroad

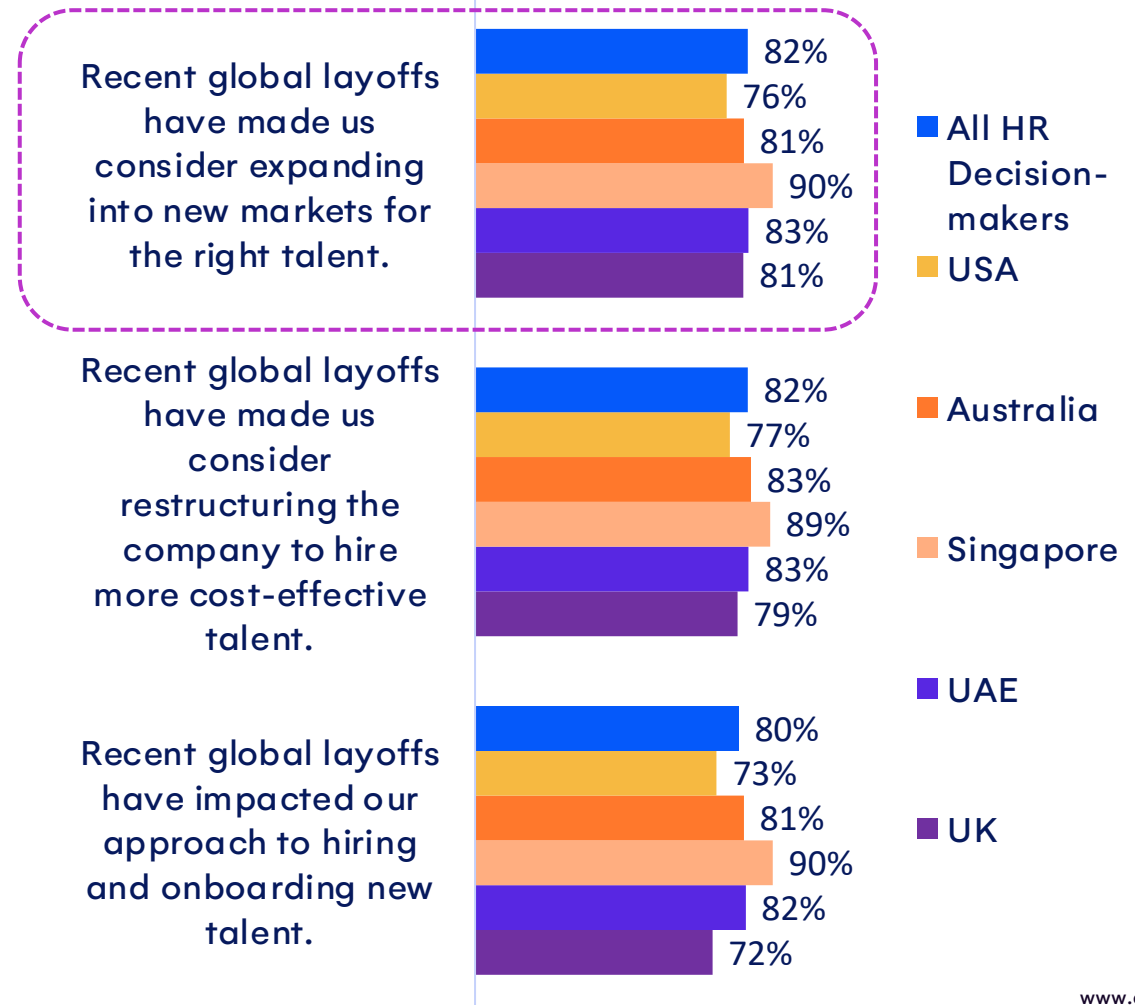
Over 8 in 10 (82%) companies agree that recent global layoffs have made them consider expanding into new markets for the right talent

SUM Agree ('Strongly agree' + 'Slightly agree')

Q17. How strongly do you agree or disagree with the following statements?

(Please select one column response for each row)

- 8 in 10 (82%) of companies agree that recent global layoffs have made them consider expanding into new markets for the right talent.
- This is especially the case for companies in Singapore (90%) and UAE (83%).
- Additionally, companies are looking towards changing their approach to hiring and considering how to be more cost-effective.



Base size: HR Decision-makers (n=516), USA (n=100), Australia (n=96), Singapore (n=110), UAE (n=104), UK (n=106)



Navigating The Unknown

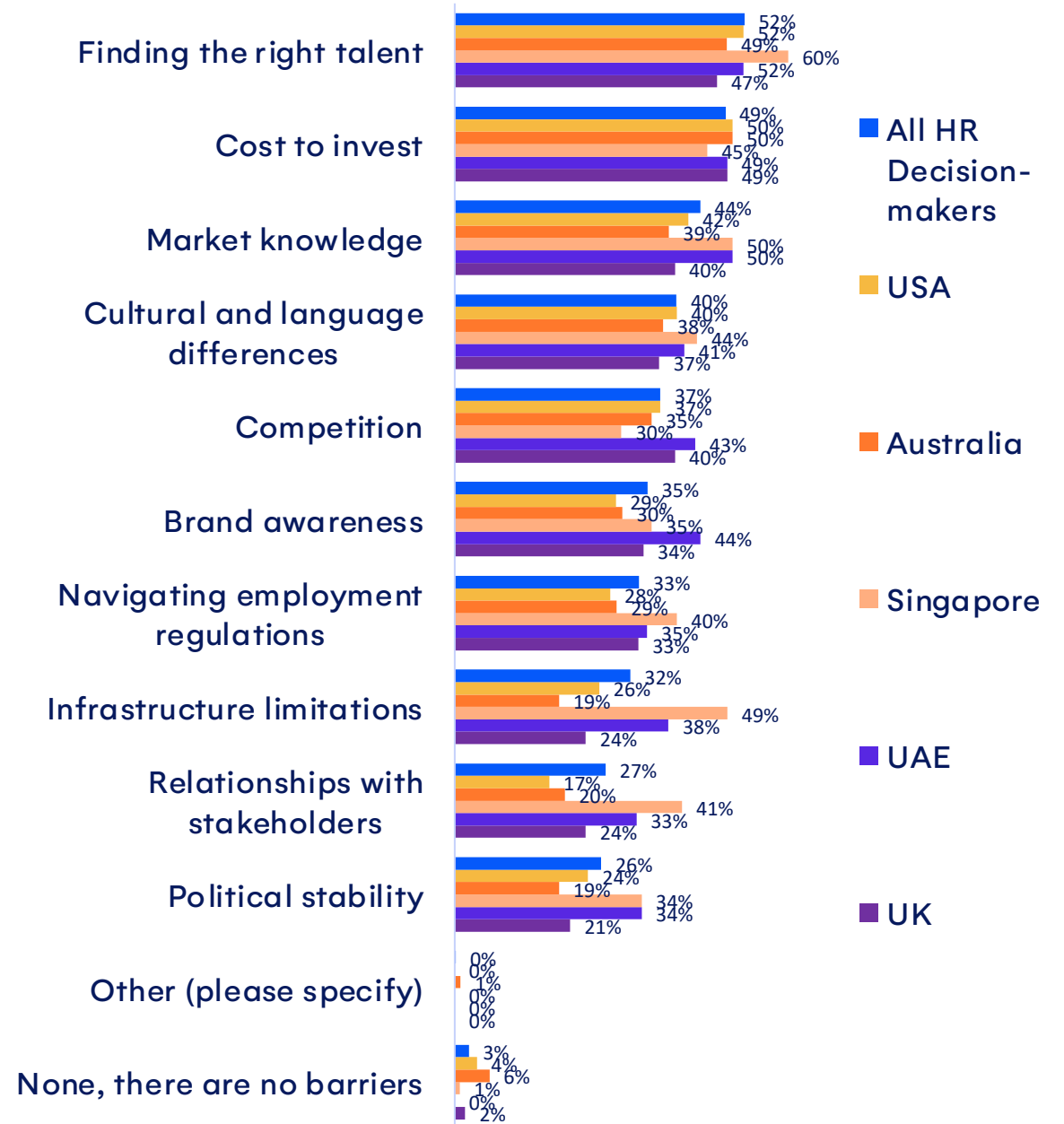
Entering new geographic markets, over half (52%) struggle with finding the right talent and understanding the new market (44%)

Q14. Which of the following are barriers for your company when entering and hiring in a new geographic market?

(Please select all that apply)

- Over half (52%) of companies struggle with finding the right talent when entering and hiring in a new geographic market. Three in five (60%) companies in Singapore particularly struggle with this.
- Cost to invest and market knowledge are also seen as part of the top three barriers for companies trying to enter a new market (49% & 44% respectively).
- Companies in Singapore are more likely to struggle with infrastructure limitations (49%) compared to their peers.

Base size: HR Decision-makers (n=516), USA (n=100), Australia (n=96), Singapore (n=110), UAE (n=104), UK (n=106)





Struggling to find talent, companies look abroad

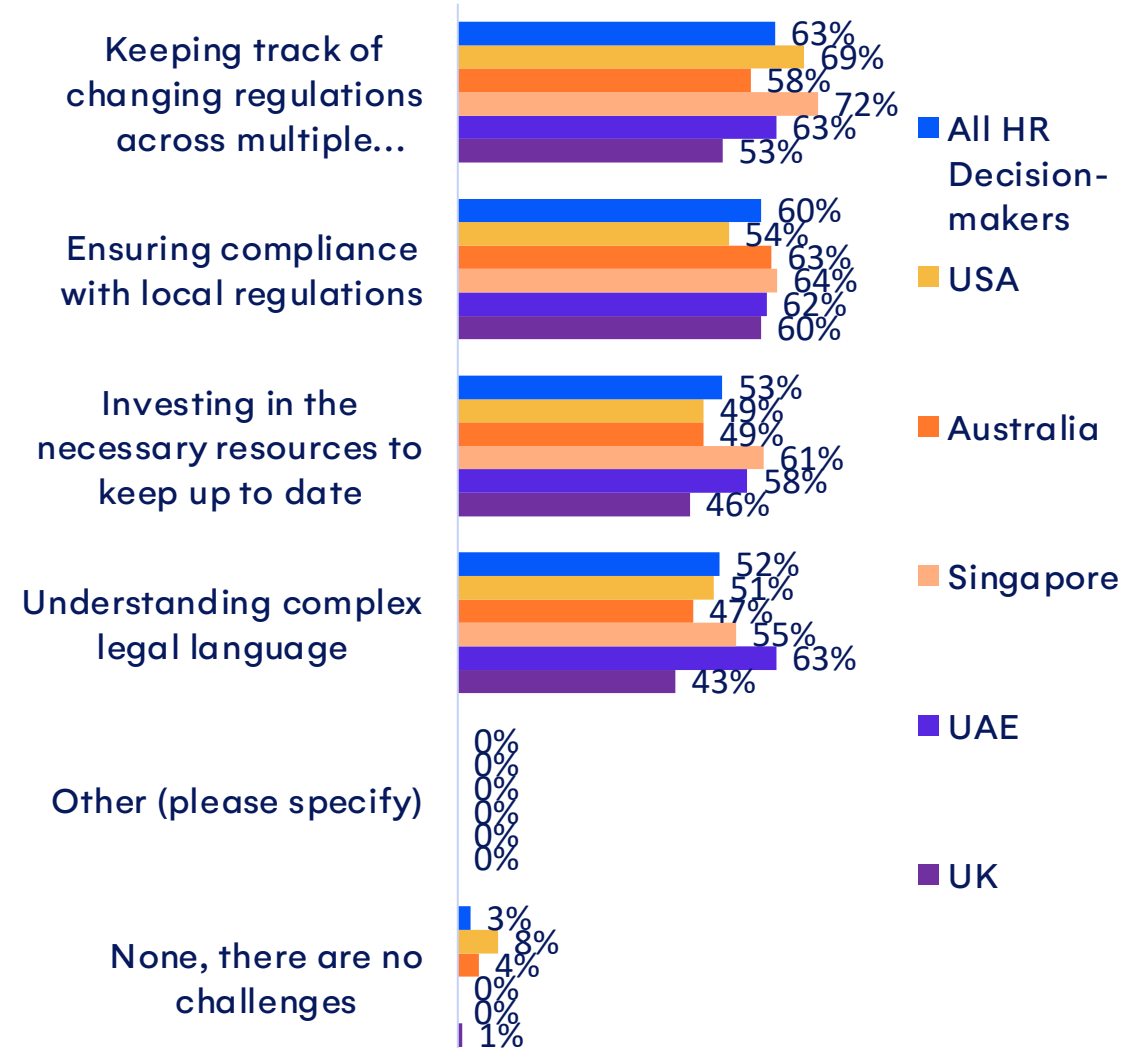
Over three in five (63%) HR decision-makers find that keeping track of changing regulations across multiple jurisdictions is particularly challenging

Q22. Which of the following are particularly challenging when staying up-to-date with evolving employment regulations and HR policies?

(Please select all that apply)

- Keeping track of changing regulations across multiple jurisdictions is particularly challenging for companies (63%) when staying up-to-date with evolving employment regulations and HR policies
- Three in five (60%) also find it particularly challenging to ensure compliance with local regulations.
- Nearly 7 in 10 (69%) of companies in the USA find keeping track of changing regulations a challenge.
- Companies in the UAE particularly struggle with understanding the complex legal language (63%)
- Three in five (60%) of companies in the UK find ensuring compliance with local regulations a challenge.

Base size: HR Decision-makers (n=516), USA (n=100), Australia (n=96), Singapore (n=110), UAE (n=104), UK (n=106)





Unburdened by contractors, companies want to explore hiring alternatives

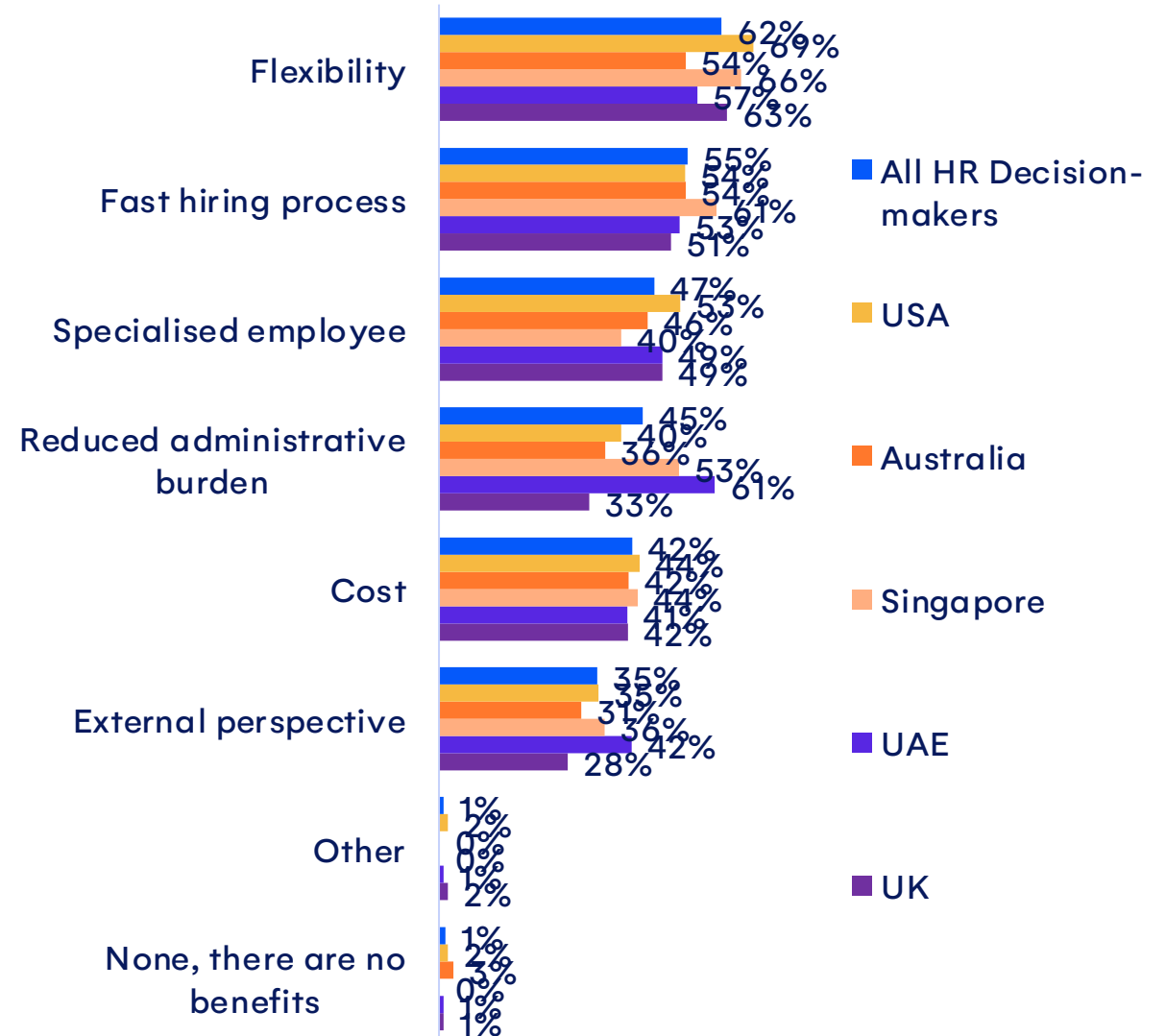
Over half of the companies would hire a contractor due to their flexibility (62%) and due to its fast-hiring process (55%)

Q26. Which of the following do you think are benefits to hiring a contractor versus a permanent employee?

(Please select all that apply)

- Nearly all (99%) HR decision-makers say there are benefits to hiring a contractor.
- Key drivers of this are flexibility (62%), a fast-hiring process (55%), and being able to hire specialised employees (47%)
- Over three in five (61%) of companies in UAE think they would specifically benefit from the reduced administrative burden (61%).

Over **two in five (42%)** would consider hiring contractors in the future, despite not having hired one over the past 12 months.



Base size: HR Decision-makers (n=516), USA (n=100), Australia (n=96), Singapore (n=110), UAE (n=104), UK (n=106)

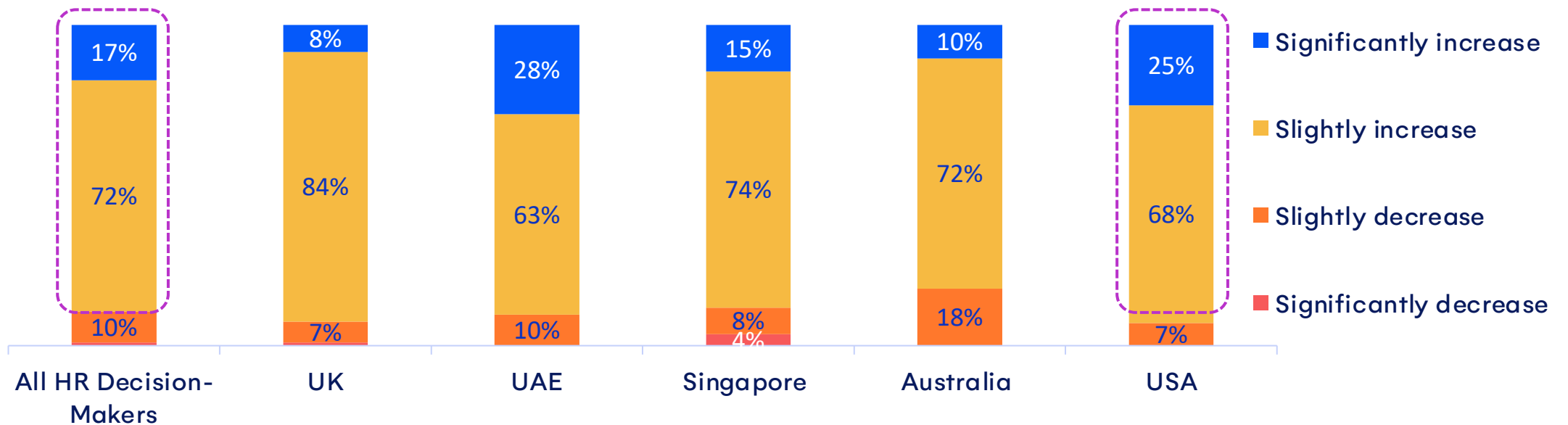


Investment in HR Technology on the rise

Nearly 9 in 10 (89%) said they would increase their investment in HR technology over the next 12 months

Q30. How much is your company planning on increasing or decreasing their investment in HR technology over the next 12 months?
(Please select one response)

- Nearly 9 in 10 (89%) said they would increase their investment in HR technology over the next 12 months.
- In line with their appetite to streamline HR processes, over 9 in 10 (93%) of companies in the USA plan on increasing their investment in HR technology over the next 12 months



Base size: HR Decision-makers (n=516), USA (n=100), Australia (n=96), Singapore (n=110), UAE (n=104), UK (n=106)

Key Findings



Struggling to find talent, companies look abroad

Over 8 in 10 (82%) companies agree that recent global layoffs have made them consider expanding into new markets for the right talent.



Navigating the unknown

Entering new geographic markets, over half (52%) struggle with finding the right talent and understanding the new market (44%)



Companies stumble over complex regulations abroad

Over three in five (63%) HR decision-makers find that keeping track of changing regulations across multiple jurisdictions is particularly challenging



Unburdened by contractors, companies want to explore hiring alternatives

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Struggling to find talent, companies look abroad

Over 8 in 10 (82%) companies agree that recent global layoffs have made them consider expanding into new markets for the right talent.



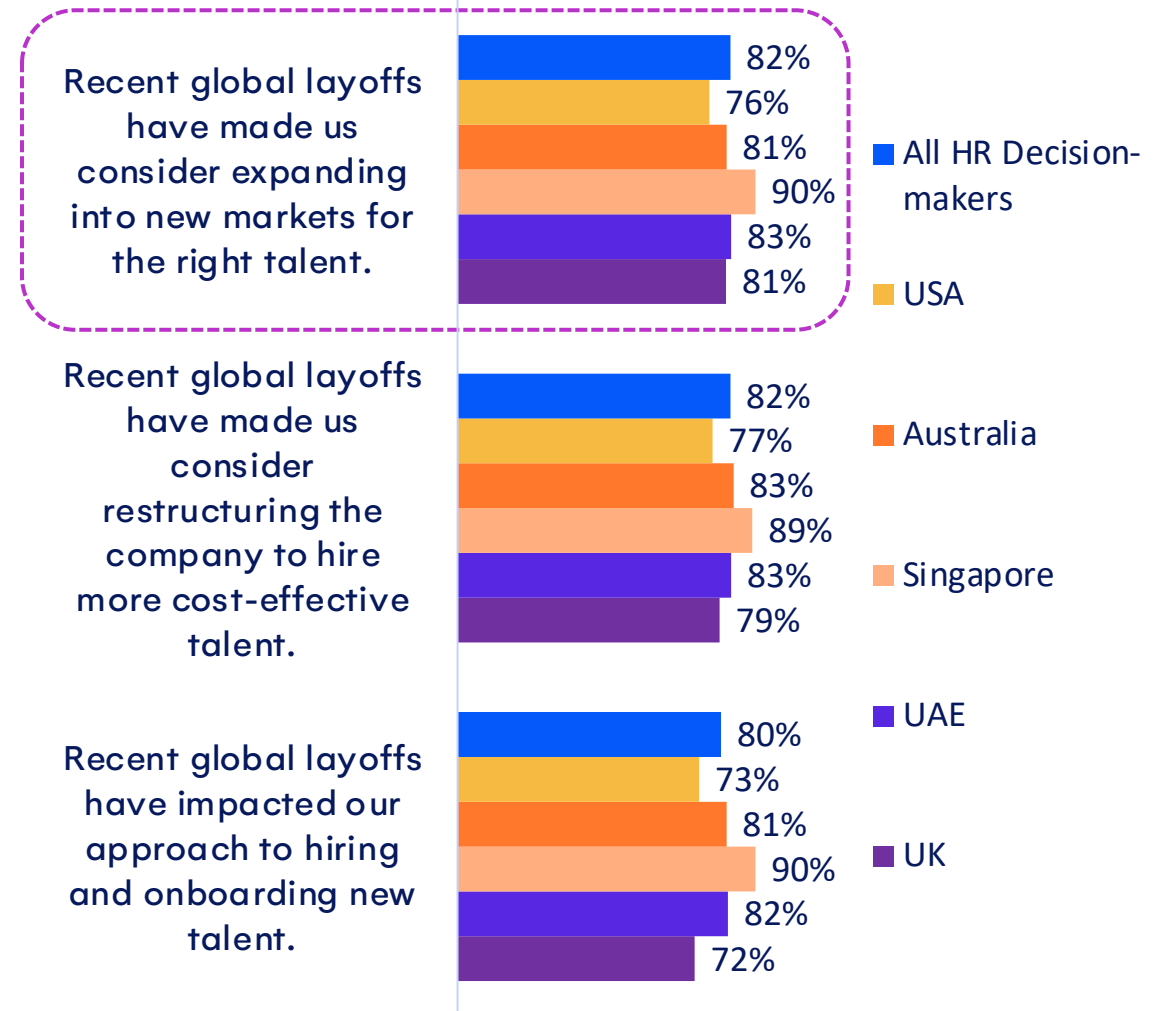


Global layoffs are pushing companies to hire abroad

Q17. How strongly do you agree or disagree with the following statements?

(Please select one column response for each row)

- 8 in 10 (82%) of companies agree that recent global layoffs have made them consider expanding into new markets for the right talent.
- This is especially the case for companies in Singapore (90%) and UAE (83%).
- Additionally, companies are looking towards changing their approach to hiring and considering how to be more cost-effective.



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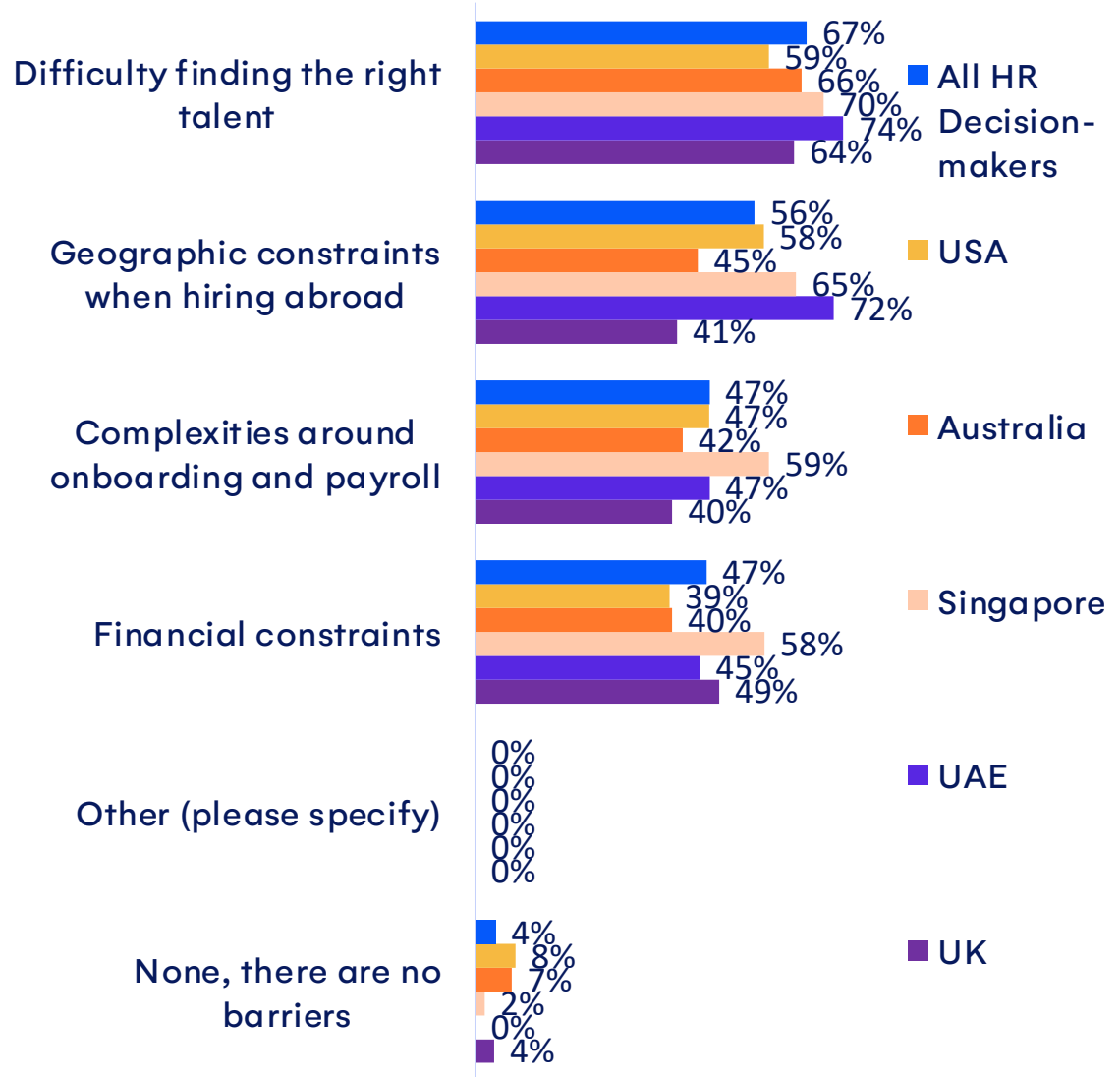


Companies face barriers when hiring and onboarding new talent

Q18. Which of the following are barriers for your company when hiring and onboarding new talent?

(Please select all that apply)

- Key barrier for companies when hiring and onboarding new talent is the difficulty finding the talent (67%)
- Companies in the UAE particularly struggle with this, nearly three in four (74%) say that they have difficulty finding the right talent
- Over half of companies in the USA (58%), Singapore (65%), and UAE (72%) face geographic constraints when hiring abroad.



Base size: HR Decision-makers (n=516), USA (n=100), Australia (n=96), Singapore (n=110), UAE (n=104), UK (n=106)



Companies are still planning on entering new markets

Q13. To the best of your knowledge, is your company planning to enter a new market over the next 12 months?

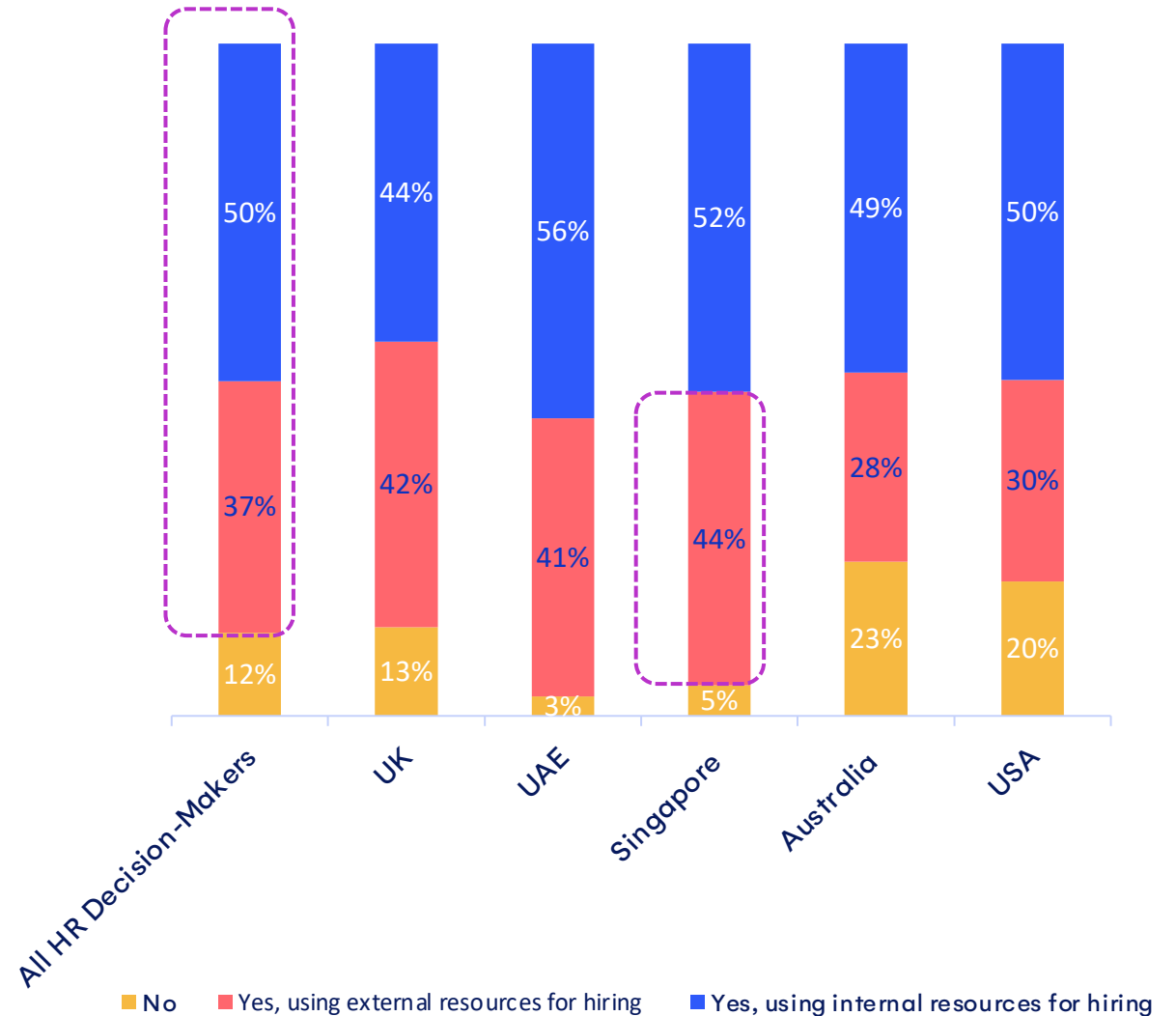
(Please select one response)

Q9. Which of the following regions would your company consider for expanding their talent pool?

(Please select all that apply)

- Despite the barriers nearly 9 in 10 (88%) of companies are still planning on entering a new market over the next 12 months
- Over a third (37%) of companies are planning on entering a new market over the next 12 months using external resources.
- Companies in Singapore are most likely to use external resources for hiring whilst expanding into a new market (44%).

Key markets for expansion are Asia (30%), Asia Pacific (28%), & Europe (25%)



Base size: HR Decision-makers (n=516), USA (n=100), Australia (n=96), Singapore (n=110), UAE (n=104), UK (n=106)



Navigating the unknown

Entering new geographic markets, over half (52%)
struggle with finding the right talent and
understanding the new market (44%)



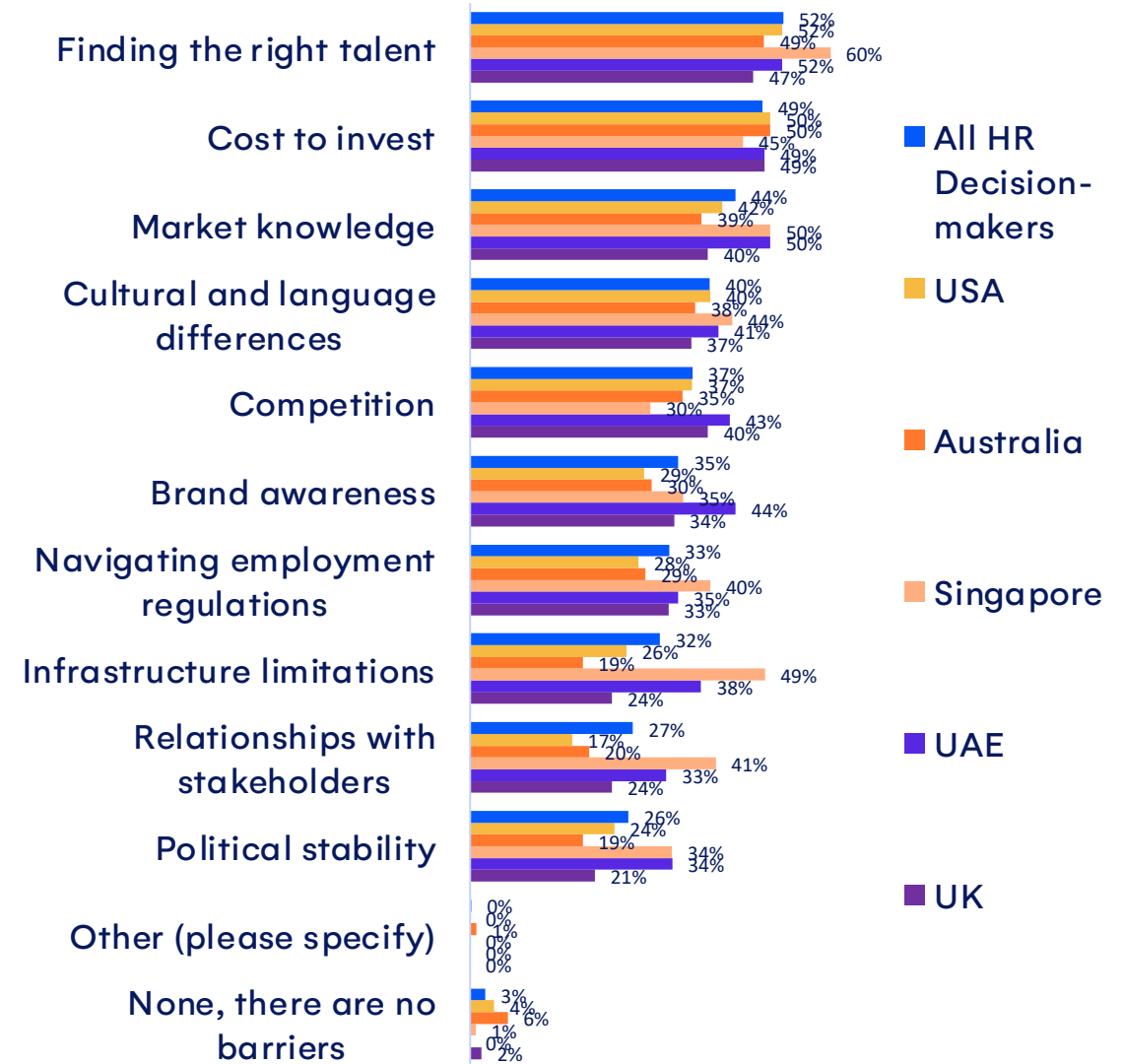


Finding talent, cost, & market knowledge key barriers when entering new geographic markets

Q14. Which of the following are barriers for your company when entering and hiring in a new geographic market?

(Please select all that apply)

- Over half (52%) of companies struggle with finding the right talent when entering and hiring in a new geographic market. Three in five (60%) companies in Singapore particularly struggle with this.
- Cost to invest and market knowledge are also seen as part of the top three barriers for companies trying to enter a new market (49% & 44% respectively).
- Companies in Singapore are more likely to struggle with infrastructure limitations (49%) compared to their peers.



Base size: HR Decision-makers (n=516), USA (n=100), Australia (n=96), Singapore (n=110), UAE (n=104), UK (n=106)



Despite barriers, companies are willing to spend on expansion

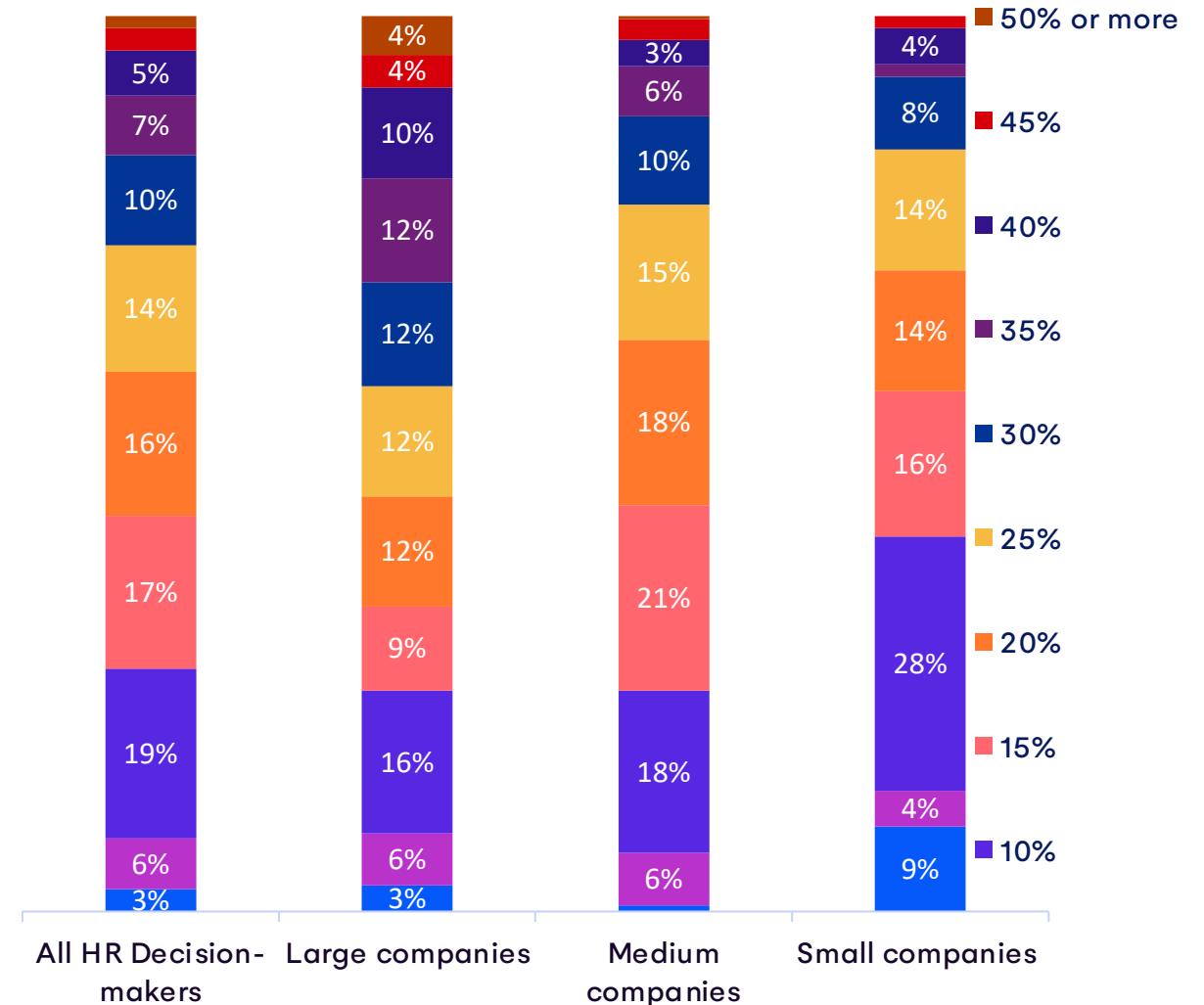
Q16. Approximately, what percentage of your company's turnover would you allocate to expanding into a new market?

(Please select one response)

Q6. Approximately, what is your company's global turnover for the last 12 months (in US Dollars \$)?

(Please select one response)

- The largest proportion of companies (19%) are willing to allocate 10% of their company's annual turnover to expanding into new markets.
- Over half of the large companies (54%) are willing to allocate 25% or more of their company's turnover to expanding into new markets, based on our calculated AUM this equates to at least spending \$204K.



Base size: HR Decision-makers (n=516), USA (n=100), Australia (n=96), Singapore (n=110), UAE (n=104), UK (n=106)



Companies stumble over complex regulations abroad

Over three in five (63%) HR decision-makers find that keeping track of changing regulations across multiple jurisdictions is particularly challenging



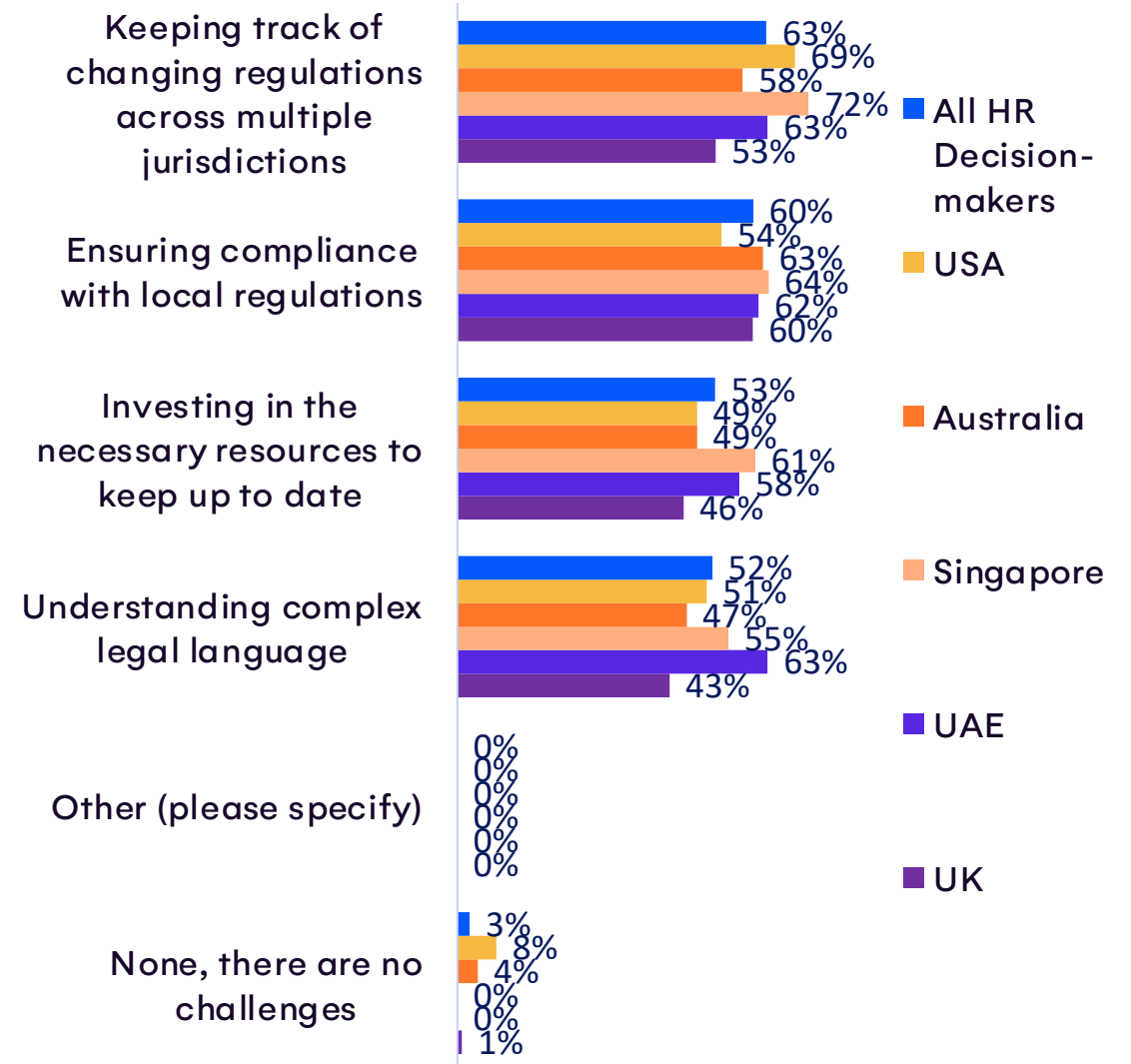


With expansion, companies have to face regulatory challenges

Q22. Which of the following are particularly challenging when staying up-to-date with evolving employment regulations and HR policies?

(Please select all that apply)

- Over three in five (63%) HR decision-makers find that keeping track of changing regulations across multiple jurisdictions is particularly challenging when staying up-to-date with evolving employment regulations and HR policies
- Three in five (60%) also find it particularly challenging to ensure compliance with local regulations.
- Nearly 7 in 10 (69%) of companies in the USA find keeping track of changing regulations a challenge.
- Companies in the UAE particularly struggle with understanding the complex legal language (63%)
- Three in five (60%) of companies in the UK find ensuring compliance with local regulations a challenge.



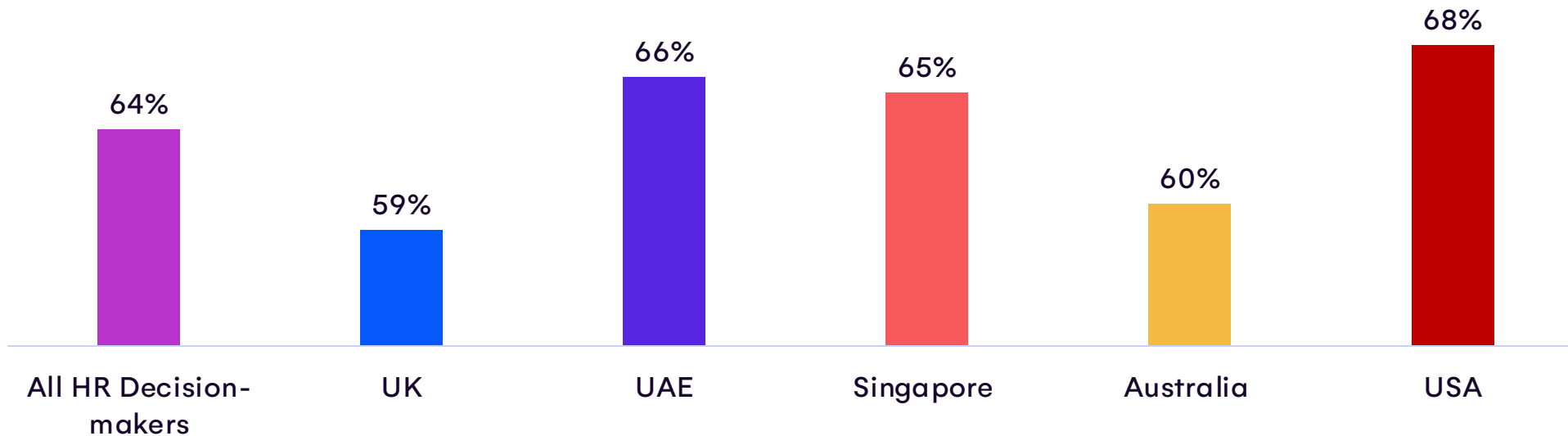
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Companies unaware of a third of their regions regulatory landscapes

Q21. How aware are you of the evolving regulatory landscape in each of the regions that your company operates in?
(Please select one response)

- On average HR decision-makers are aware of 64% of the regulatory landscapes in regions where their company operates, currently indicating a knowledge gap where HR decision-makers are unaware of 36% of evolving regulatory landscapes in regions that they operate in.
- HR decision-makers in the USA are most aware of all their regions (68%) vs. those in the UK (59%)



Base size: HR Decision-makers (n=516), USA (n=100), Australia (n=96), Singapore (n=110), UAE (n=104), UK (n=106)

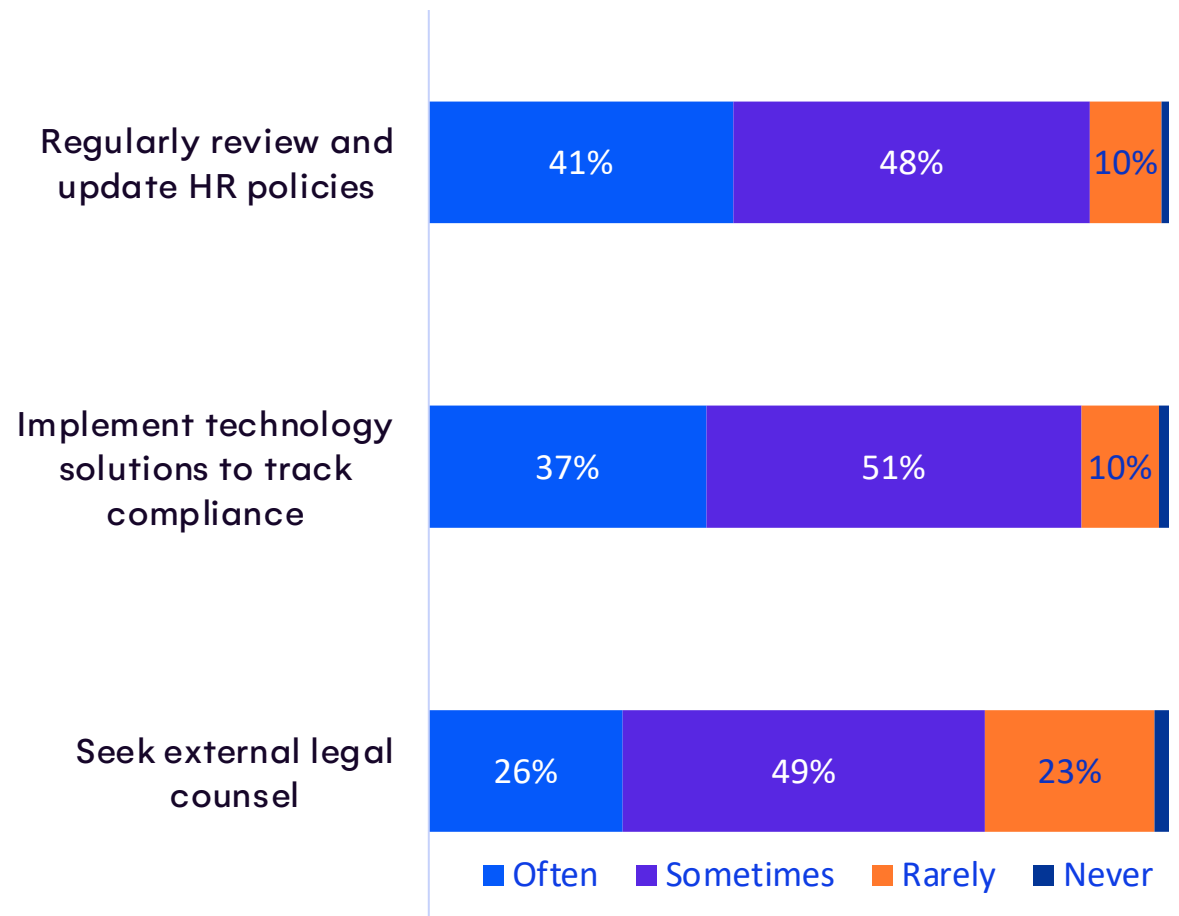


Companies trying to remain compliant but don't often review policies

Q20. How often does your company do the following to remain compliant with local and international employment laws and regulations during the hiring and onboarding process?

(Please select one column response for each row)

- Over half (59%) don't often review and update their HR policies. This is a potential risk for a company as they might be unable to remain compliant with local and international employment laws.
- Despite facing multiple barriers a quarter (25%) either rarely or never seek external legal counsel for remaining compliant.





Unburdened by contractors, companies want to explore hiring alternatives

Over half of the companies would hire a contractor due to their flexibility (62%) and due to its fast-hiring process (55%)



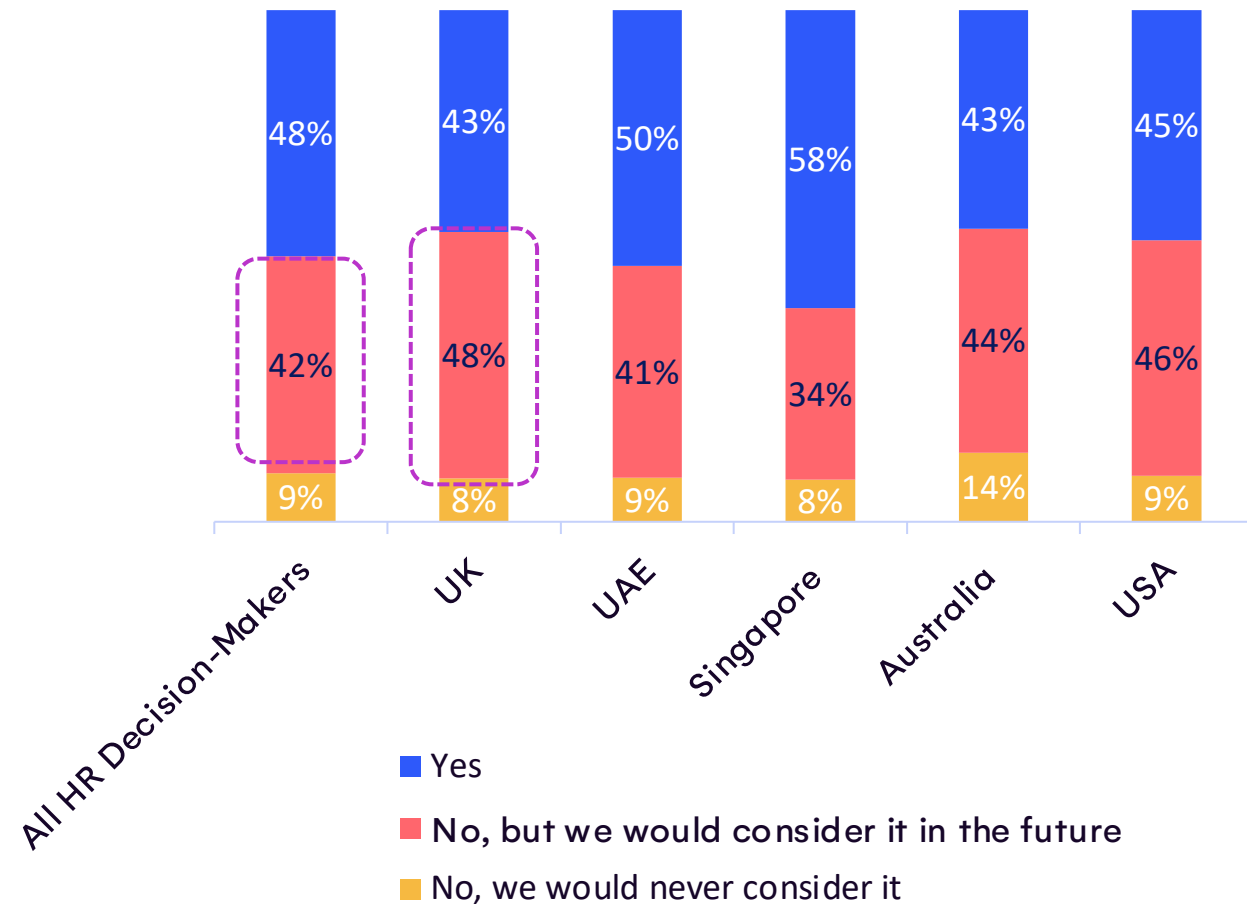


Companies are still planning on entering new markets

Q25. Has your company hired a contractor versus a permanent employee in the past 12 months?

(Please select one response)

- Over two in five (42%) would consider hiring contractors in the future, despite not having hired one over the past 12 months.
- UK companies are most likely to consider hiring contractors in the future (48%) compared to their peers.



Base size: HR Decision-makers (n=516), USA (n=100), Australia (n=96), Singapore (n=110), UAE (n=104), UK (n=106)

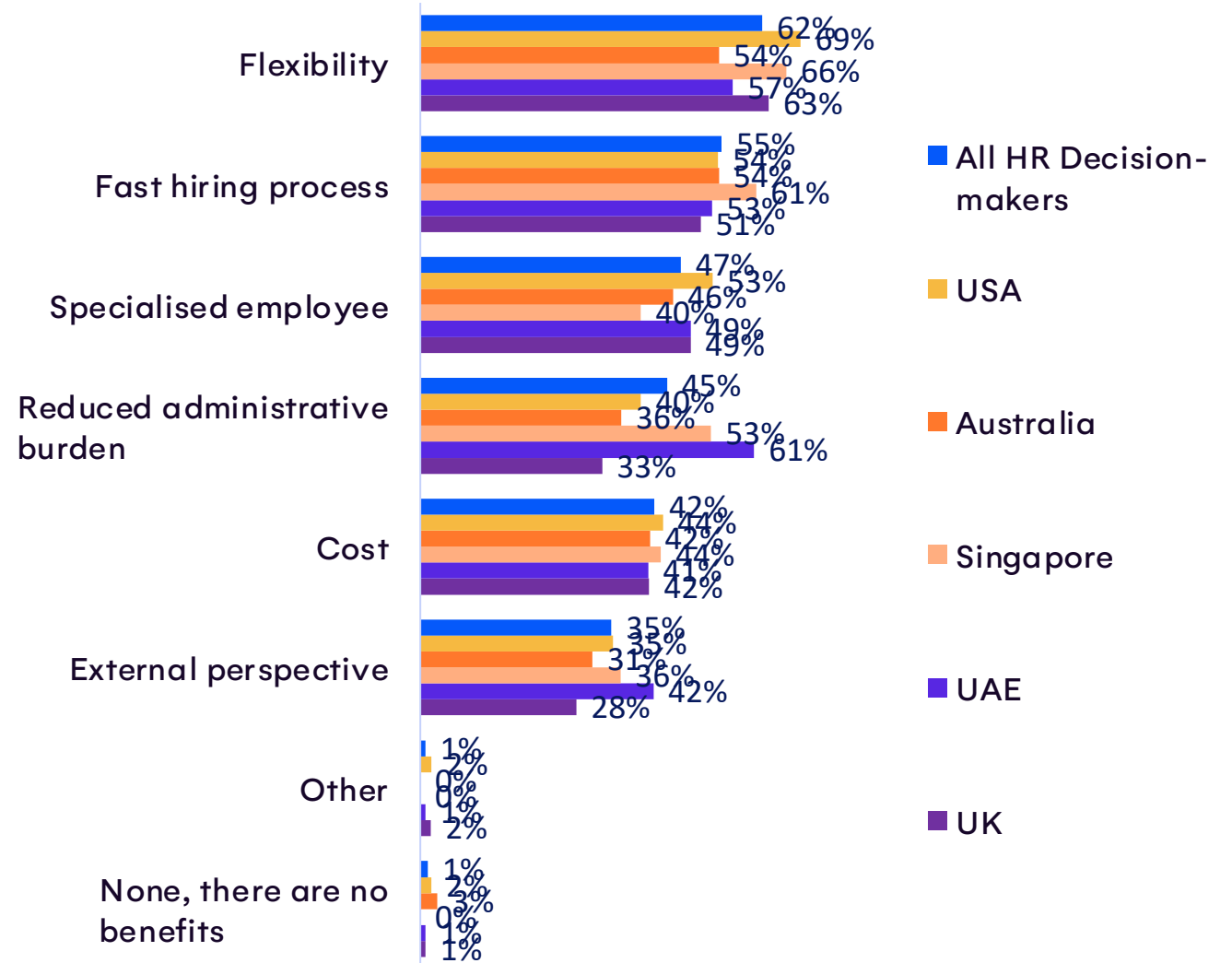


Flexibility & fast hiring make contracts look appealing

Q26. Which of the following do you think are benefits to hiring a contractor versus a permanent employee?

(Please select all that apply)

- Nearly all (99%) HR decision-makers say there are benefits to hiring a contractor.
- Key drivers of this are flexibility (62%), a fast-hiring process (55%), and being able to hire specialised employees (47%)
- Over three in five (61%) of companies in UAE think they would specifically benefit from the reduced administrative burden (61%).



Base size: HR Decision-makers (n=516), USA (n=100), Australia (n=96), Singapore (n=110), UAE (n=104), UK (n=106)



Investing in HR technology on the rise

Nearly 9 in 10 (89%) said they would increase their investment in HR technology over the next 12 months



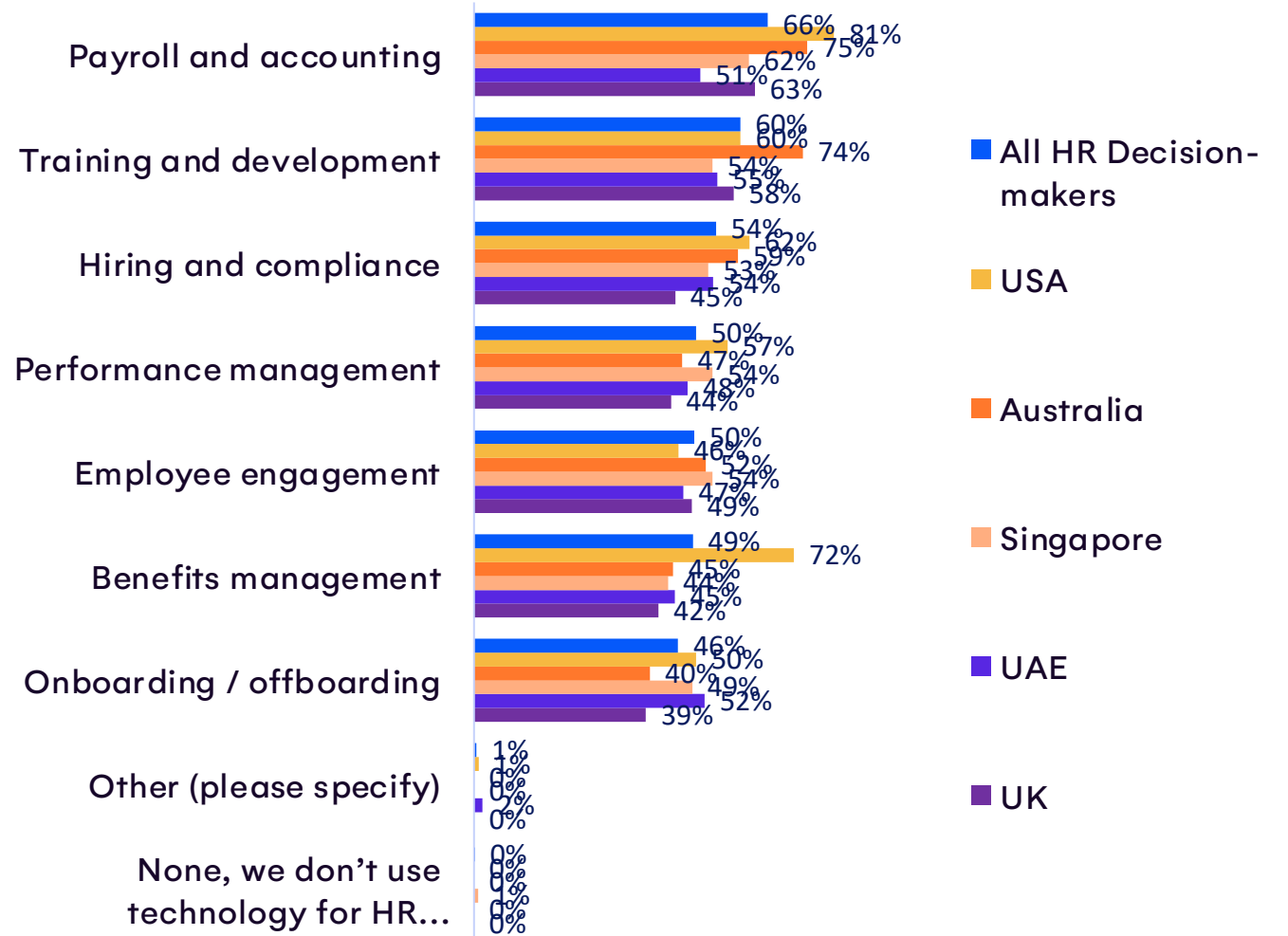


Over half of the companies use HR Technology for hiring & compliance

Q27. For which of the following processes does your company currently use HR technology?

(Please select all that apply)

- Over half (54%) of companies use HR technology for the hiring and compliance process.
- This increases for companies in the USA, with over three in five (62%) already using HR technology for hiring and compliance purposes.
- Currently over three in five companies use HR technology for payroll and accounting (66%), and training and development (60%)



Base size: HR Decision-makers (n=516), USA (n=100), Australia (n=96), Singapore (n=110), UAE (n=104), UK (n=106)

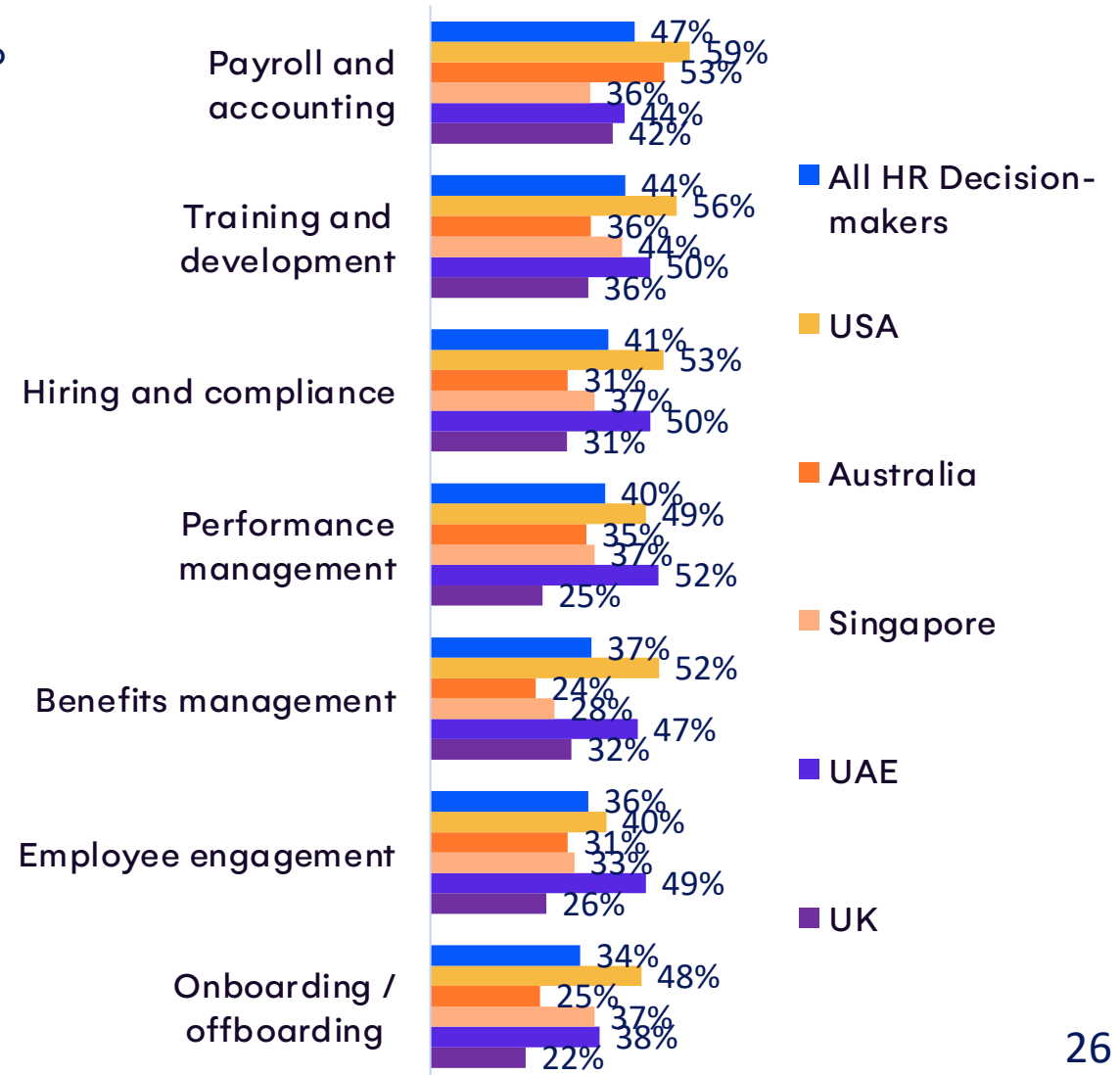


Two in five companies very likely to automate hiring and compliance over the next 12 months

Q28. How likely or unlikely is your company to use technology to automate/streamline the following over the next 12 months

(Please select one column response for each row)

- Companies are most likely to streamline the payroll and accounting process over the next 12 months (47% it's very likely)
- Over two in five (41%) are very likely to streamline hiring and compliance using technology over the next 12 months.
- Over half of companies in the USA (53%) and UAE (50%) are very likely to streamline hiring and compliance over the next 12 months.
- Companies in the US are very likely to streamline onboarding/offboarding (48%) and benefits management (52%) compared to others



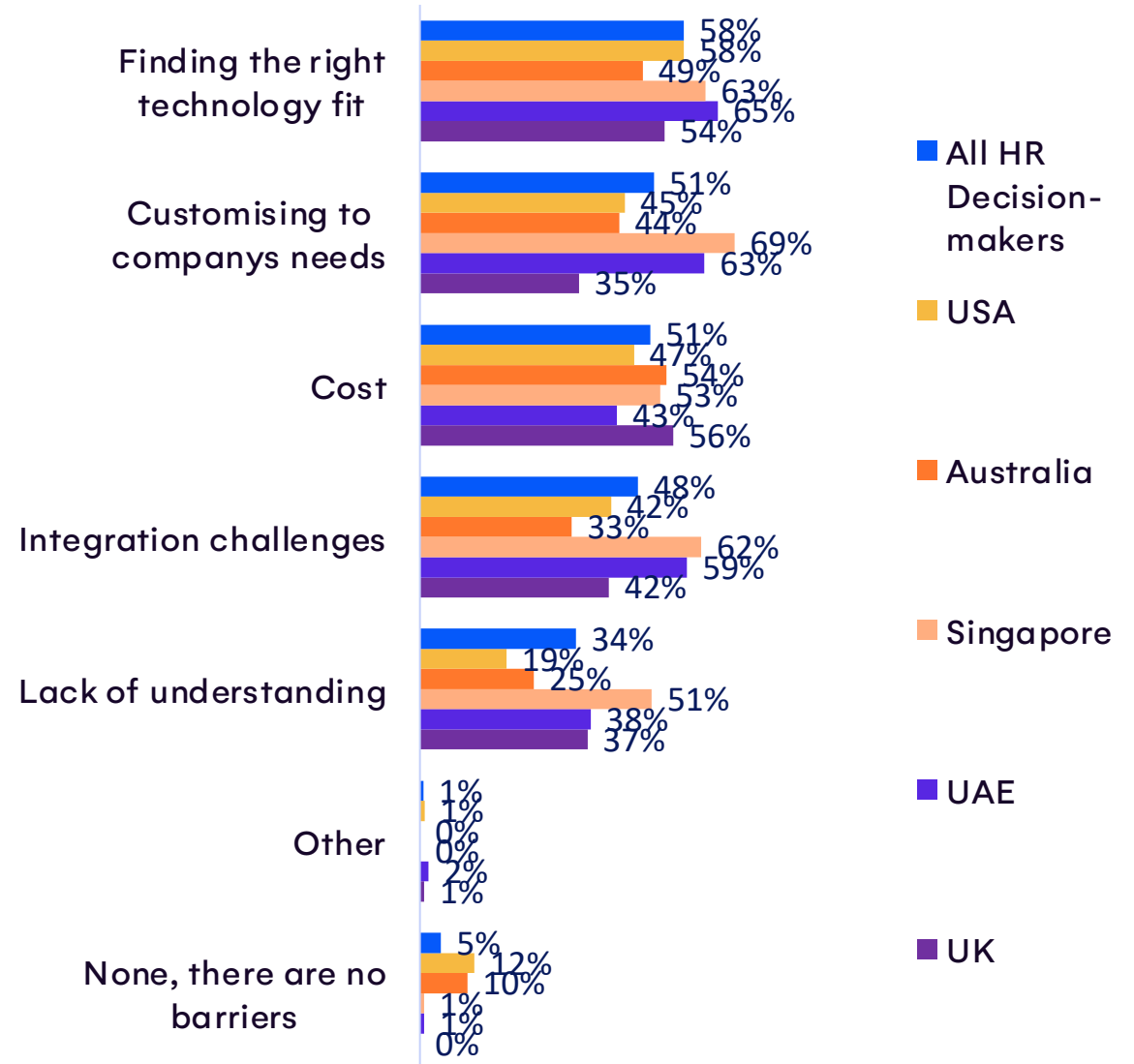
Base size: HR Decision-makers (n=516), USA (n=100), Australia (n=96), Singapore (n=110), UAE (n=104), UK (n=106)



Companies face barriers to adopting new technology

Q29. Which of the following are barriers to adopting new HR technology?
(Please select all that apply)

- Finding the right technology fit is the key barrier for companies overall (58%)
- Finding the right technology fit is particularly challenging for companies in Singapore and UAE (63% and 65% respectively).
- Companies in Singapore especially struggle with customising HR technology to their company’s needs (69%).
- For companies in the UK the cost is seen as the greatest barrier (56%)



Base size: HR Decision-makers (n=516), USA (n=100), Australia (n=96), Singapore (n=110), UAE (n=104), UK (n=106)

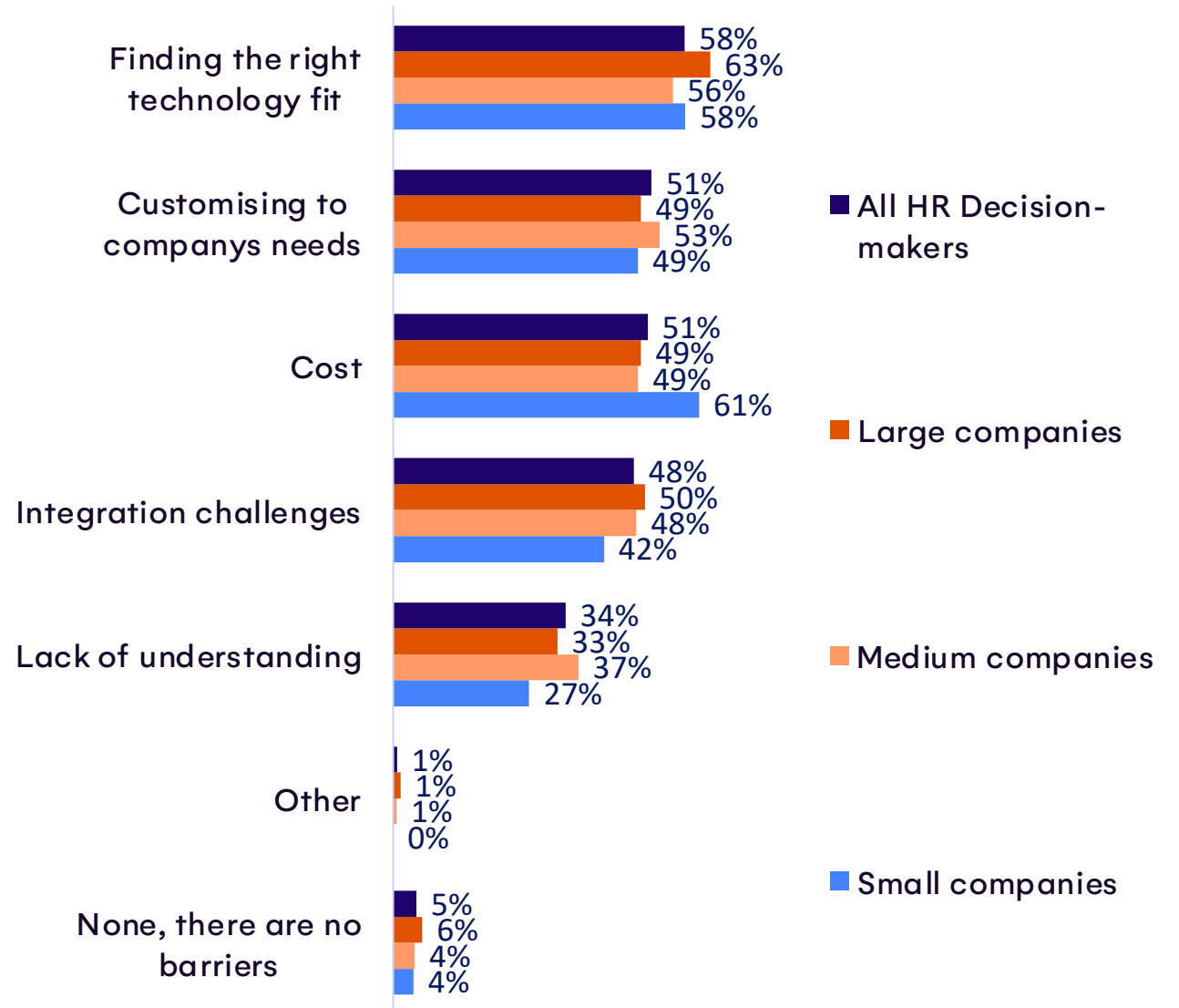


Large companies try to find the right fit

Q29. Which of the following are barriers to adopting new HR technology?

(Please select all that apply)

- As the company's size grows so does the complexity of adopting new HR technology. Smaller companies are more focused on the initial cost of HR tech (61%), while medium and large companies are most concerned with ensuring that they choose the right technology for their company (56% & 63% respectively).



Base size: HR Decision-makers (n=516), Large companies (n=138), Medium companies (n=304), Small companies (n=74)

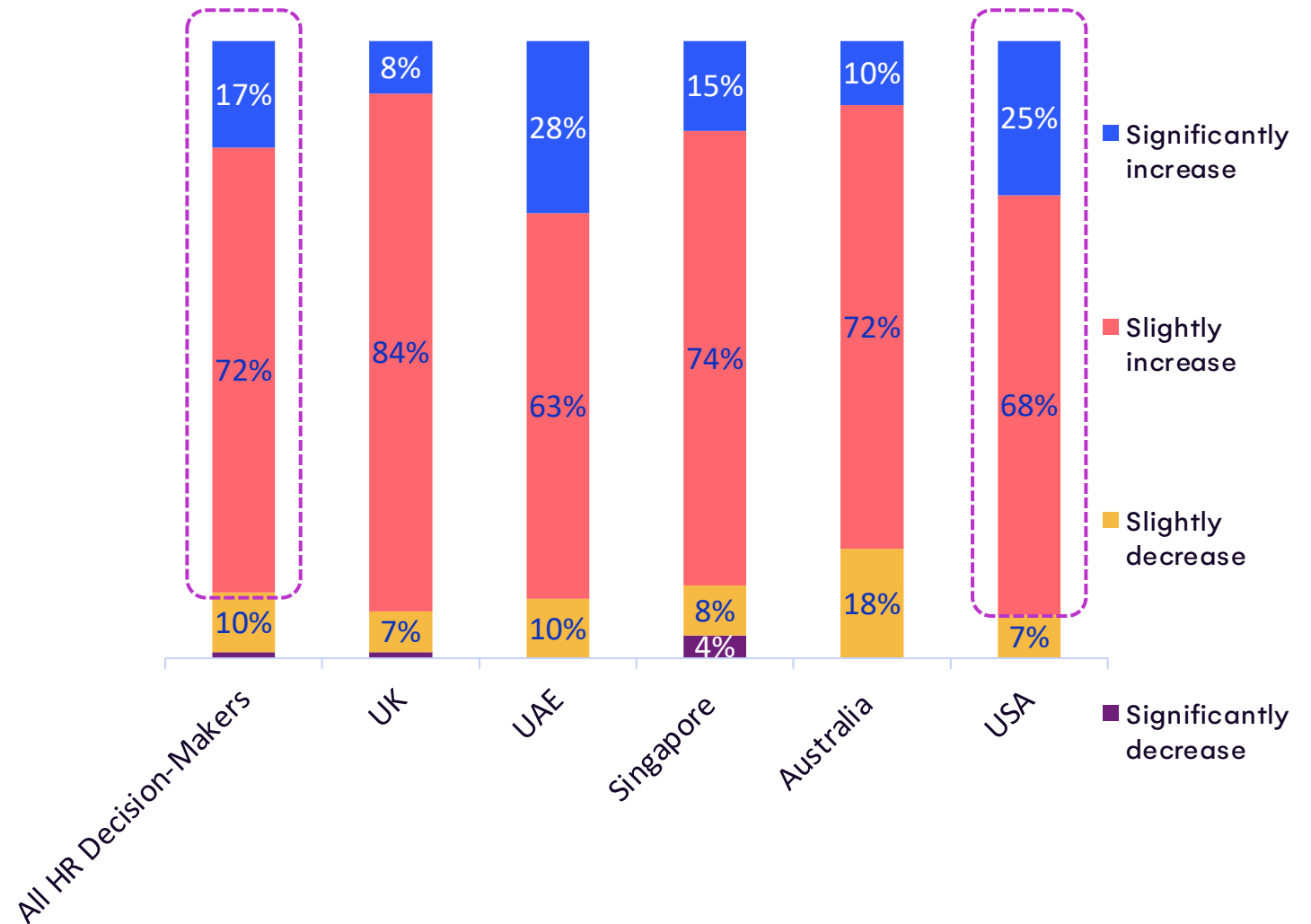


Despite barriers and to assist with streamlining, companies plan on increasing investment in HR technology

Q30. How much is your company planning on increasing or decreasing their investment in HR technology over the next 12 months?

(Please select one response)

- Nearly 9 in 10 (89%) said they would increase their investment in HR technology over the next 12 months.
- In line with their appetite to streamline HR processes, over 9 in 10 (93%) of companies in the USA plan on increasing their investment in HR technology over the next 12 months



Base size: HR Decision-makers (n=516), USA (n=100), Australia (n=96), Singapore (n=110), UAE (n=104), UK (n=106)

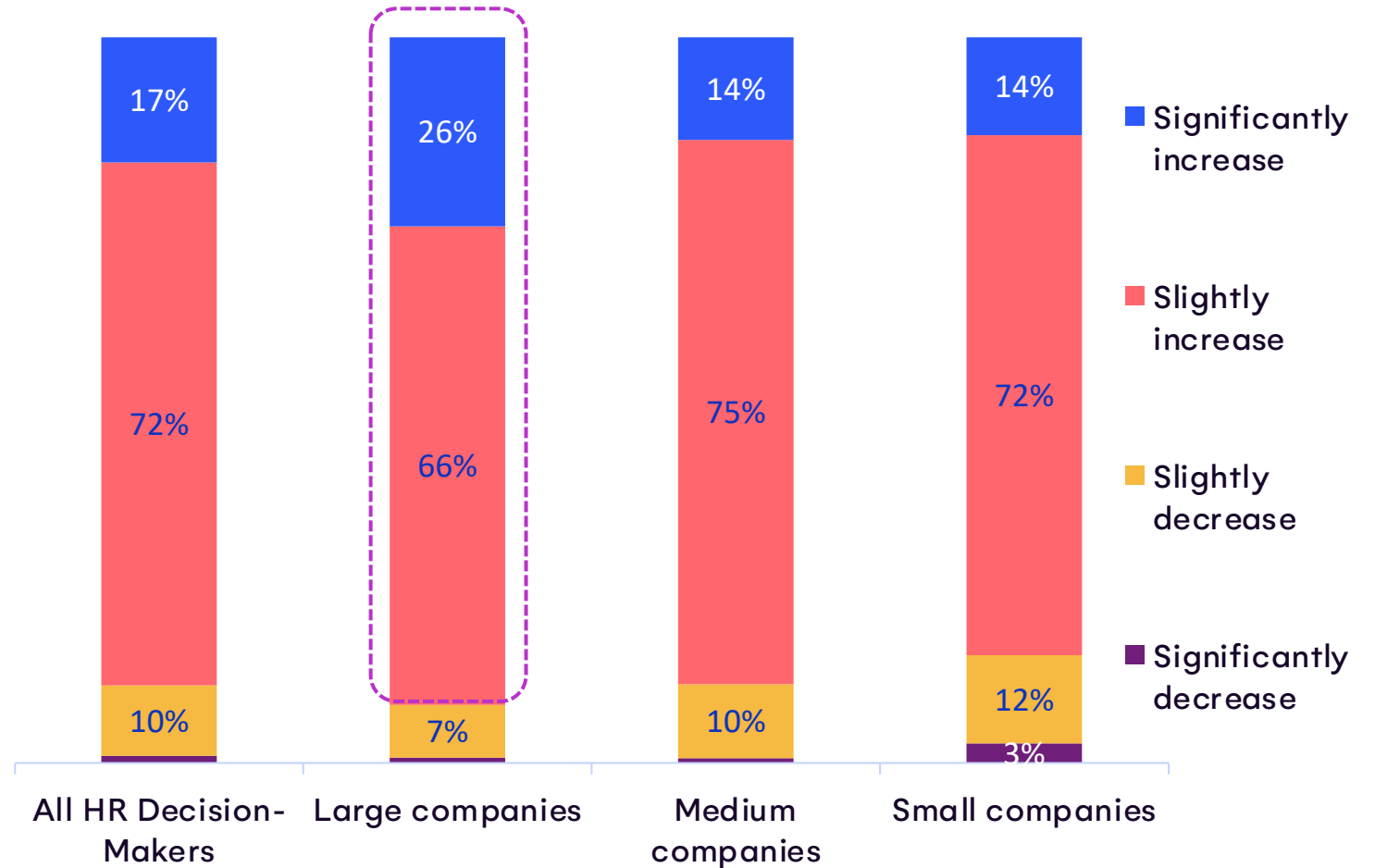


Large companies to invest in HR technology

Q30. How much is your company planning on increasing or decreasing their investment in HR technology over the next 12 months?

(Please select one response)

- Large companies are more likely to increase their investment in HR technology (92% increase) compared to medium (89% increase) and small (85% increase) companies.



Base size: HR Decision-makers (n=516), Large companies (n=138), Medium companies (n=304), Small companies (n=74)

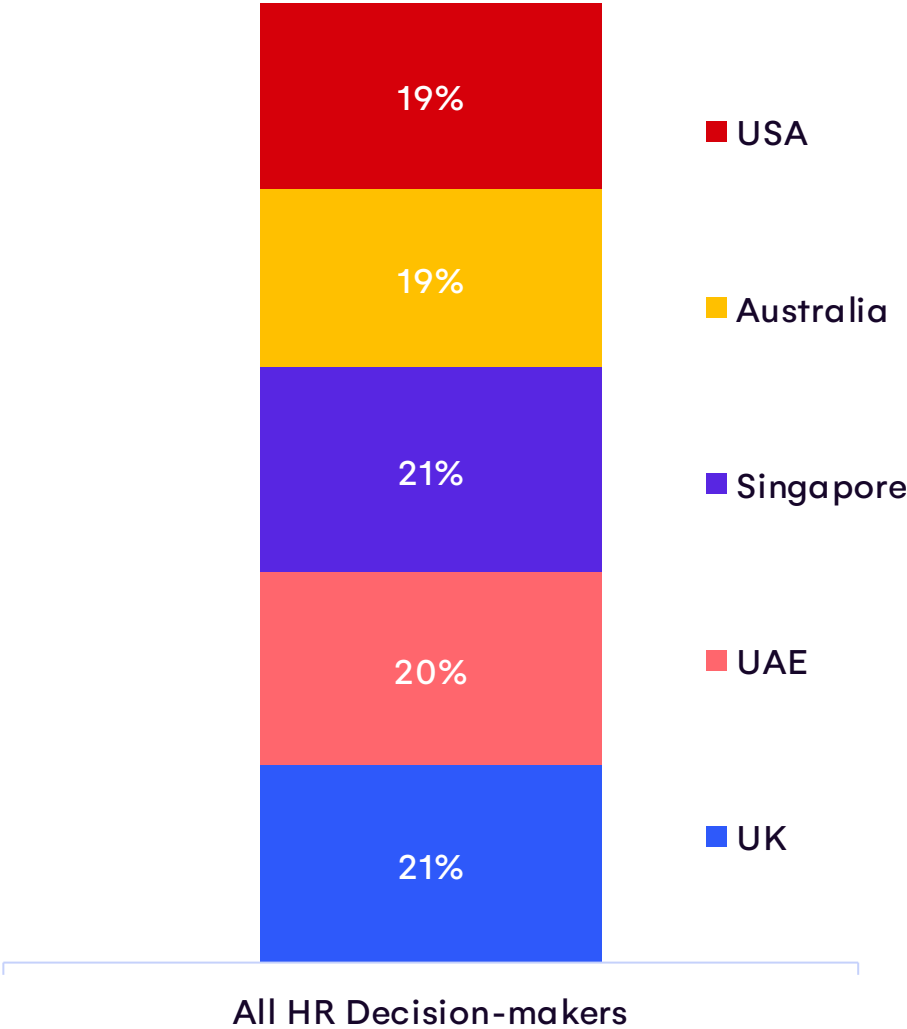


All Graphs



Country

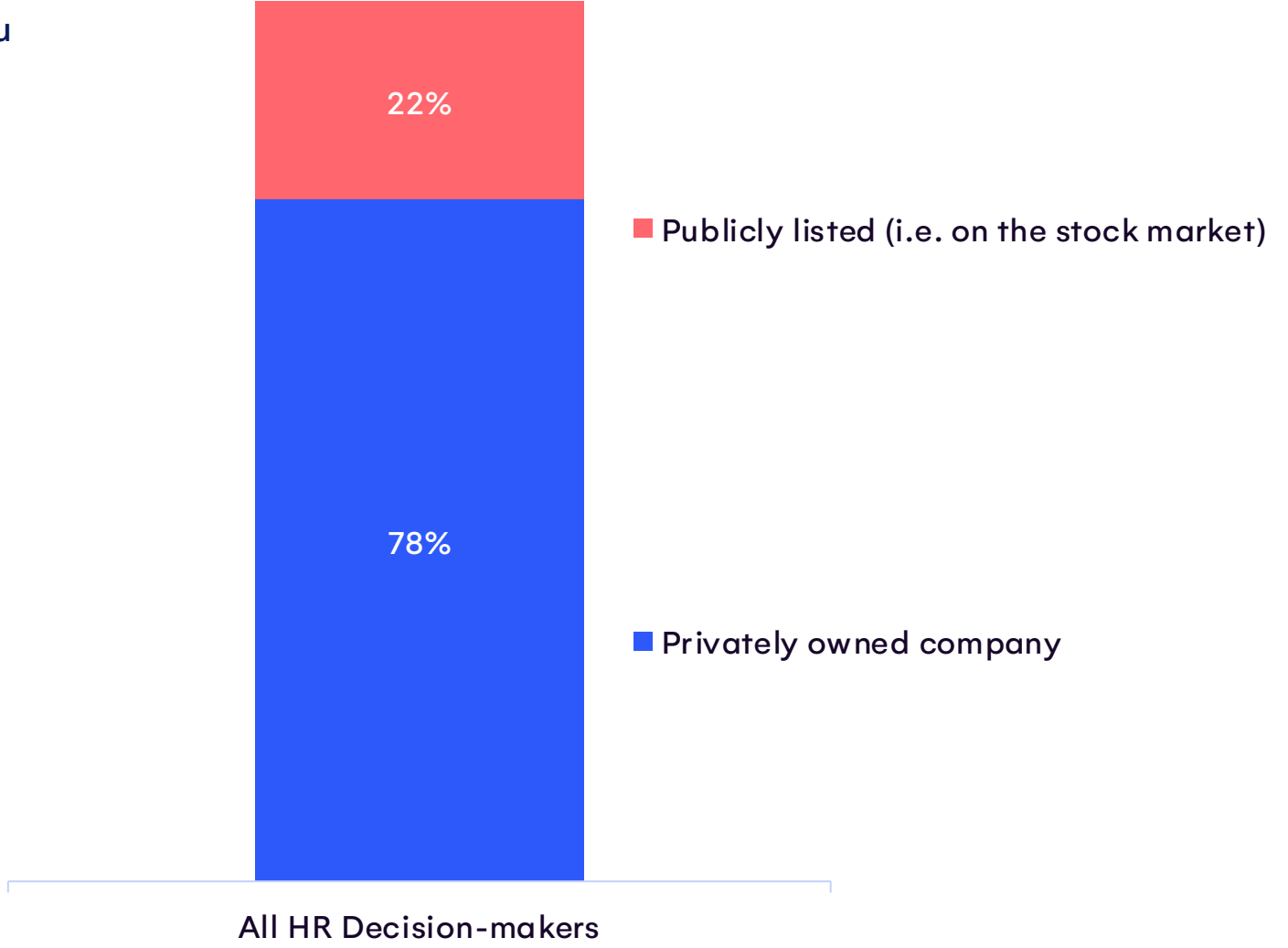
Q1. Which country are you based in?
(Please select one response)





Organisation

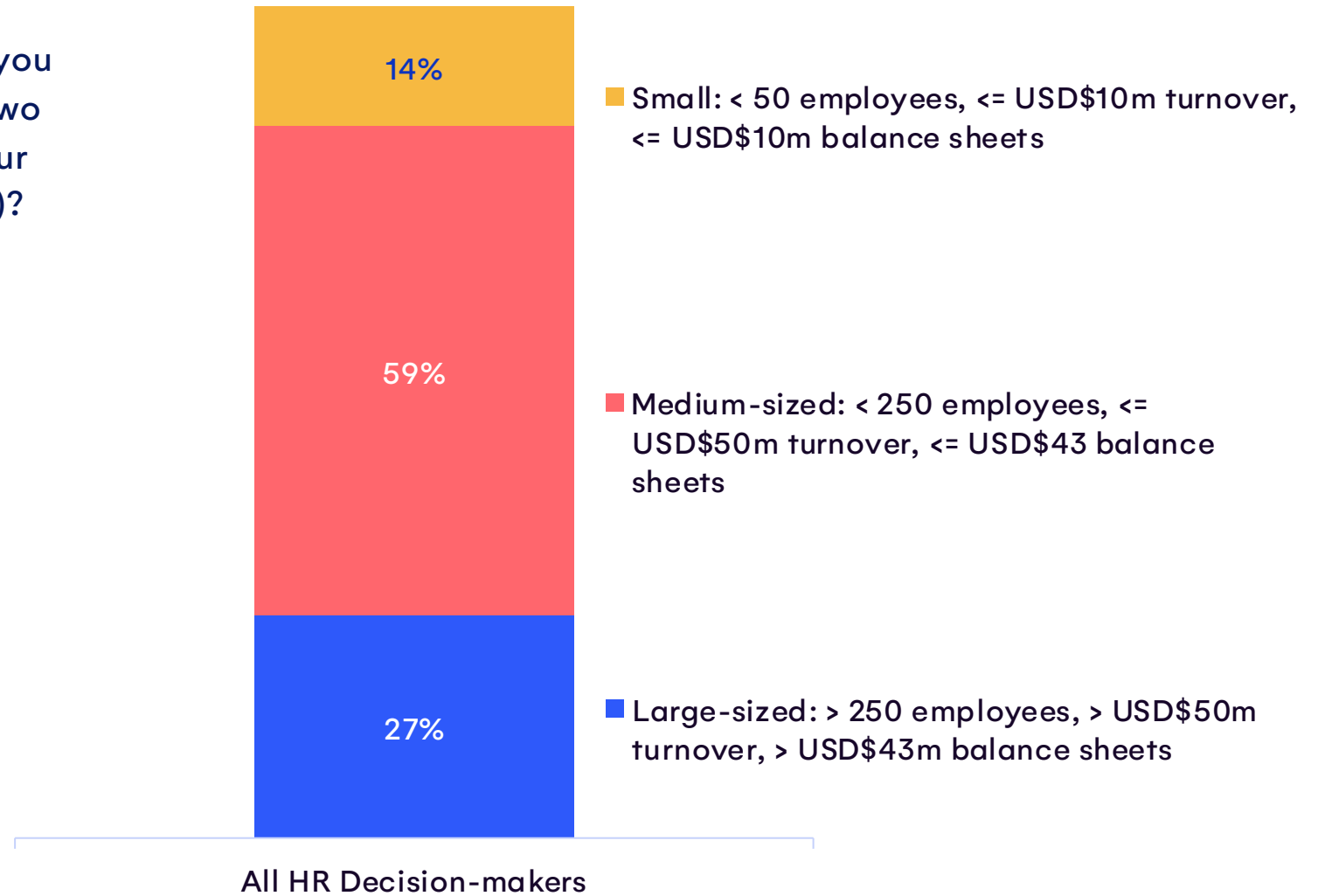
Q2. Which of the following would you use to describe your organisation?
(Please select one response)





Company size

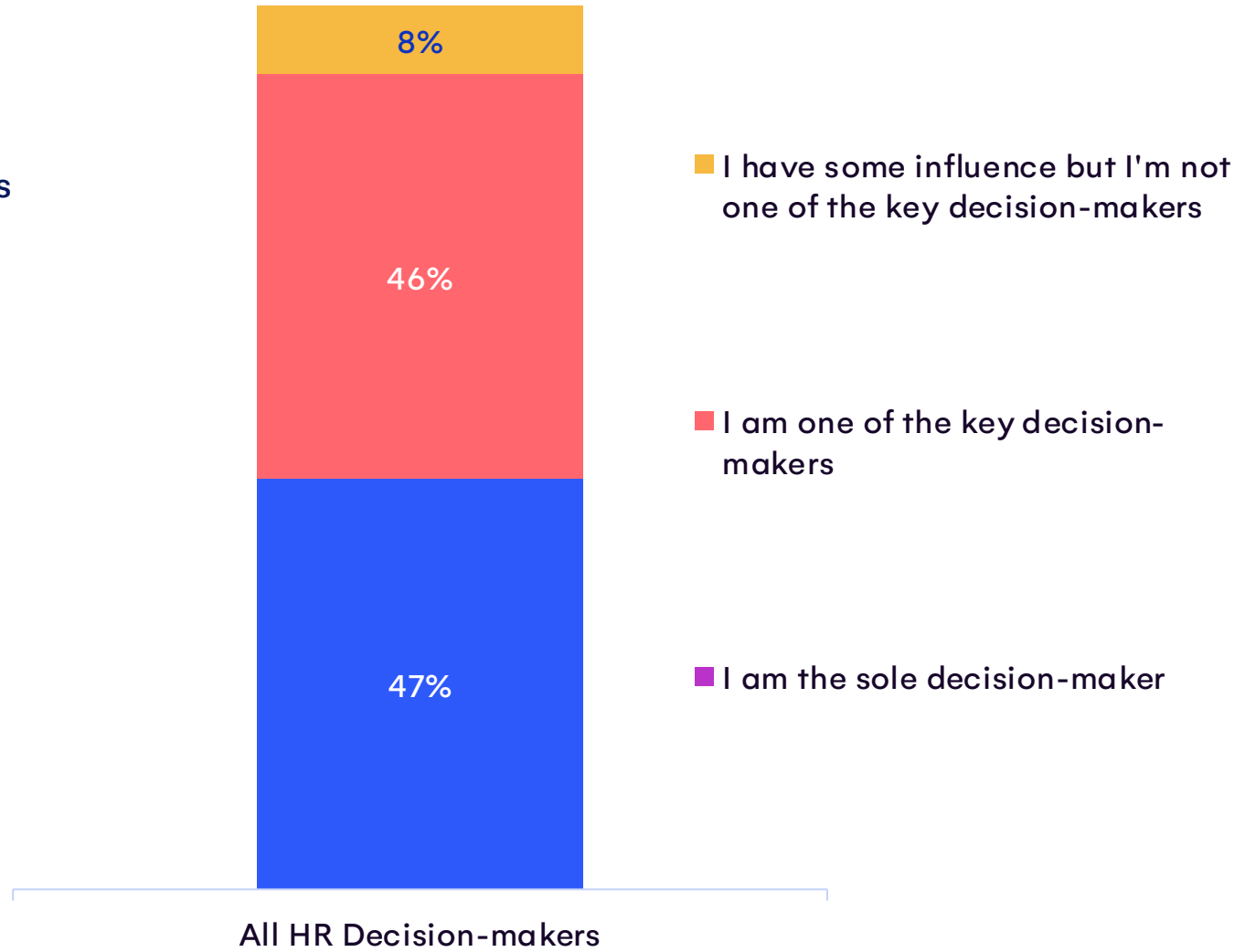
Q3. Which of the following would you use to best describe (i.e. at least two of the three criteria) the size of your company globally (in US Dollars \$)?
(Please select one response)



Role

Q4. In terms of your company's strategic direction, which of the following statements best describes your role in your company?

(Please select one response)

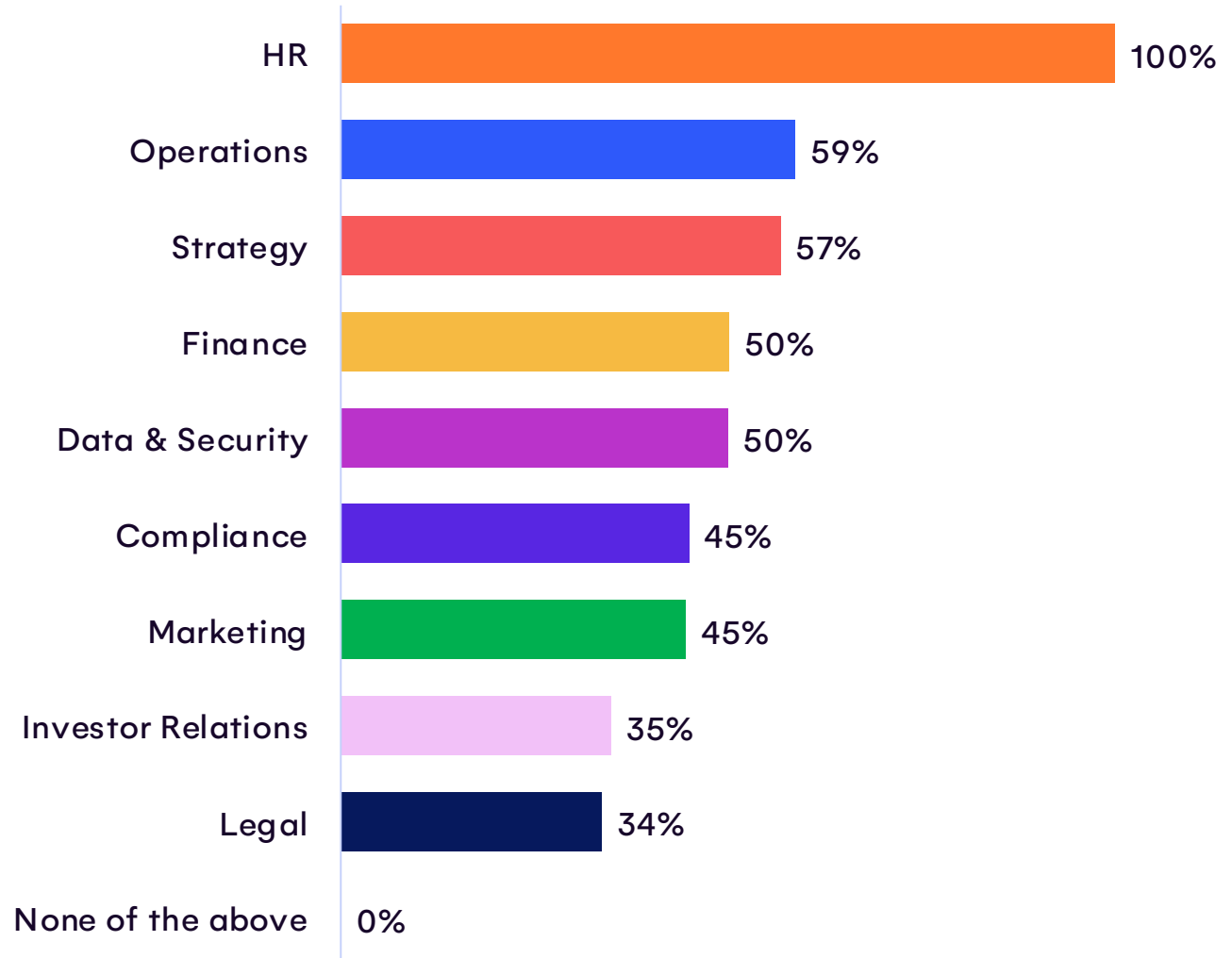




Involvement in company

Q5. Which of the following are you involved in or at least knowledgeable of for your company?

(Please select all that apply)

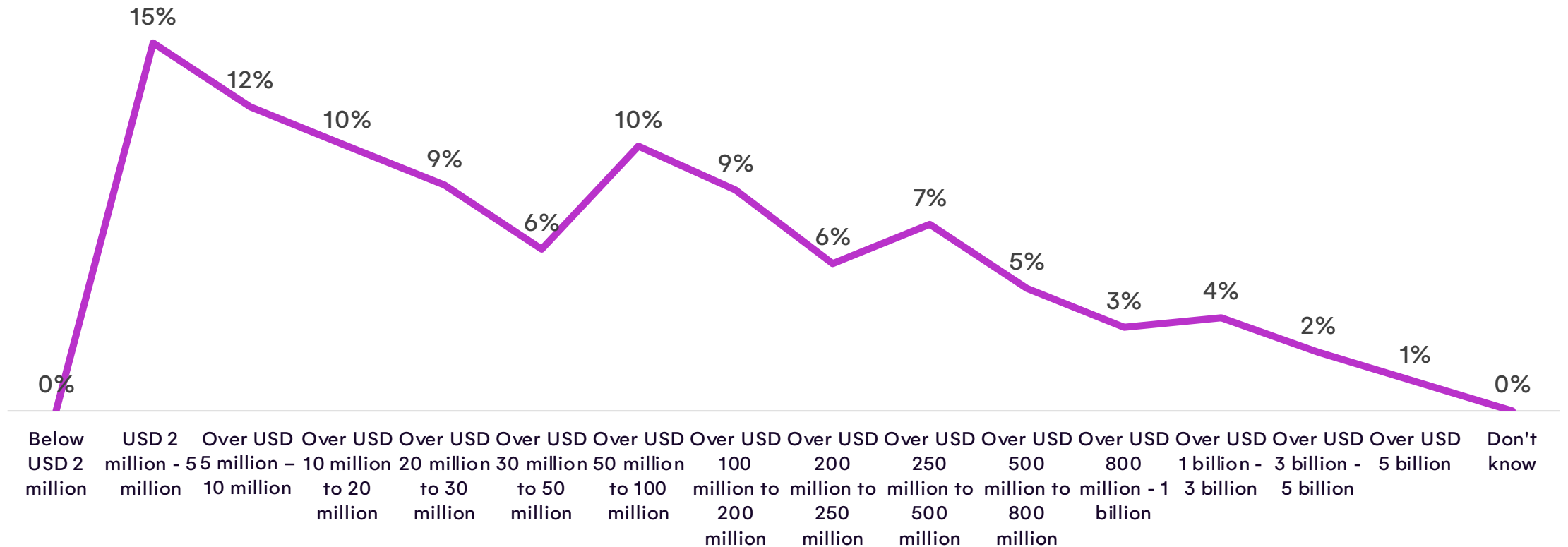




Company's Global Turnover (last 12 months)

Q6. Approximately, what is your company's global turnover for the last 12 months (in US Dollars \$)?

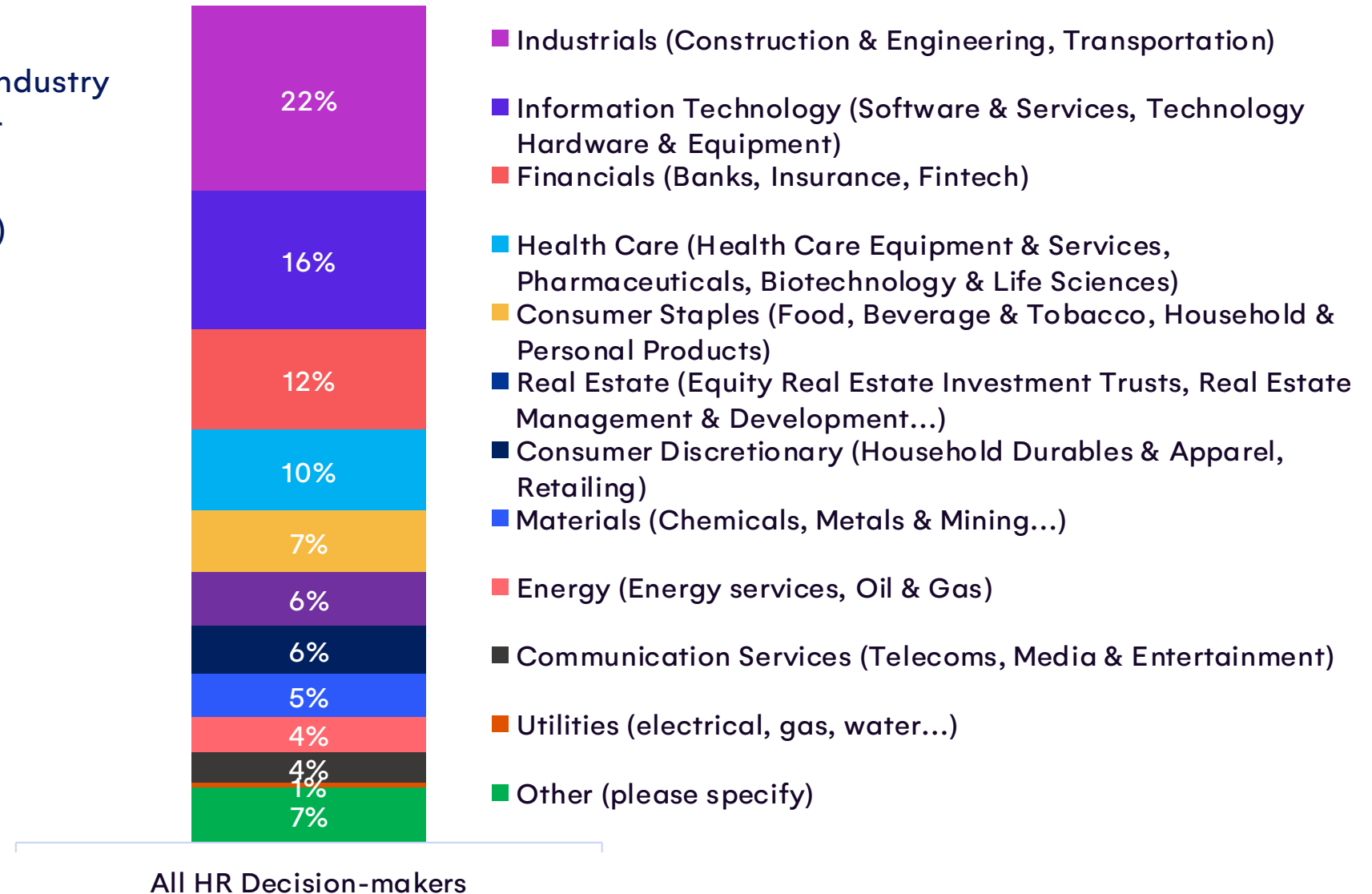
(Please select one response)



Industry

Q7. Which of the following industry classifications best fits your company?

(Please select one response)

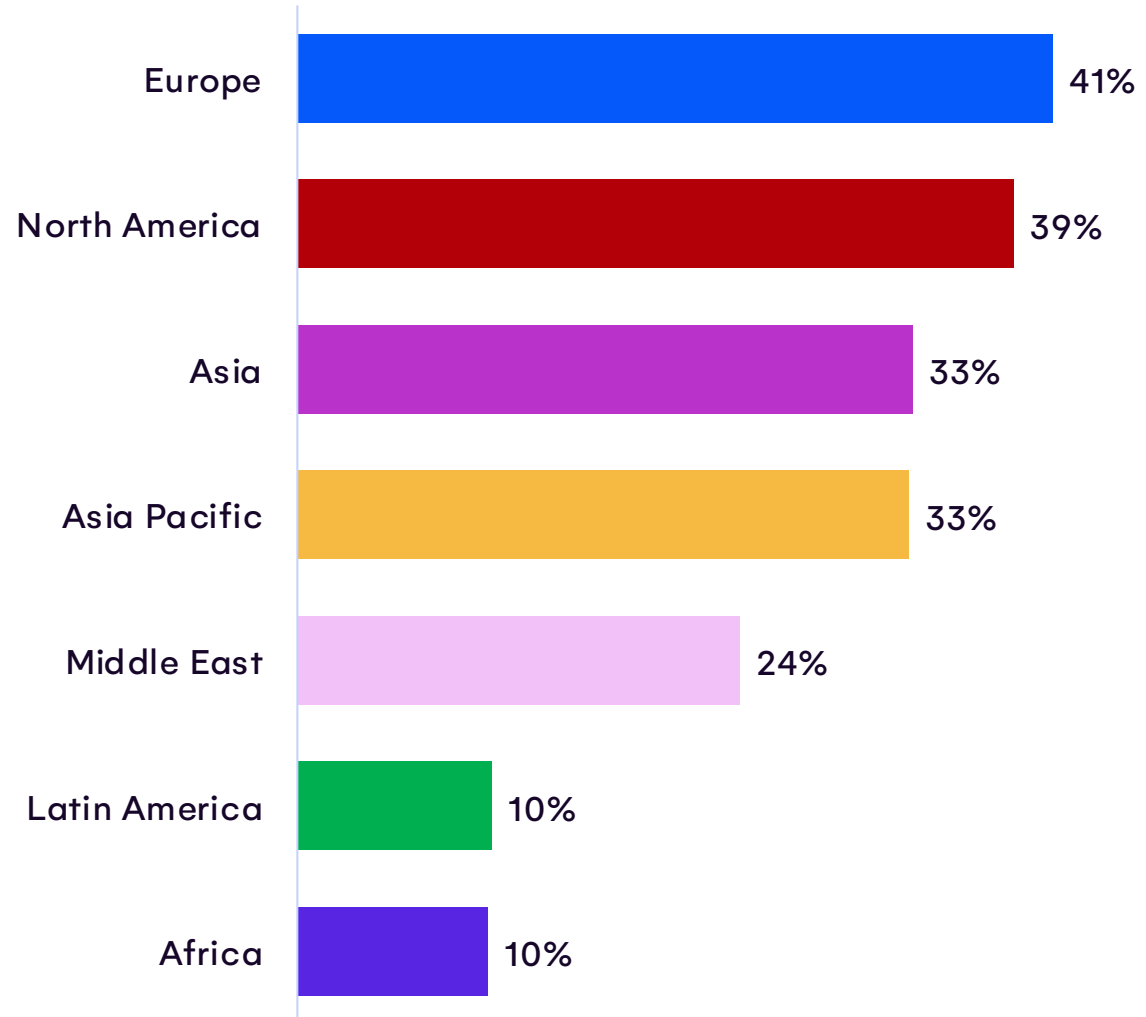




Office Locations

Q8. In which of the following regions does your company currently have an office?

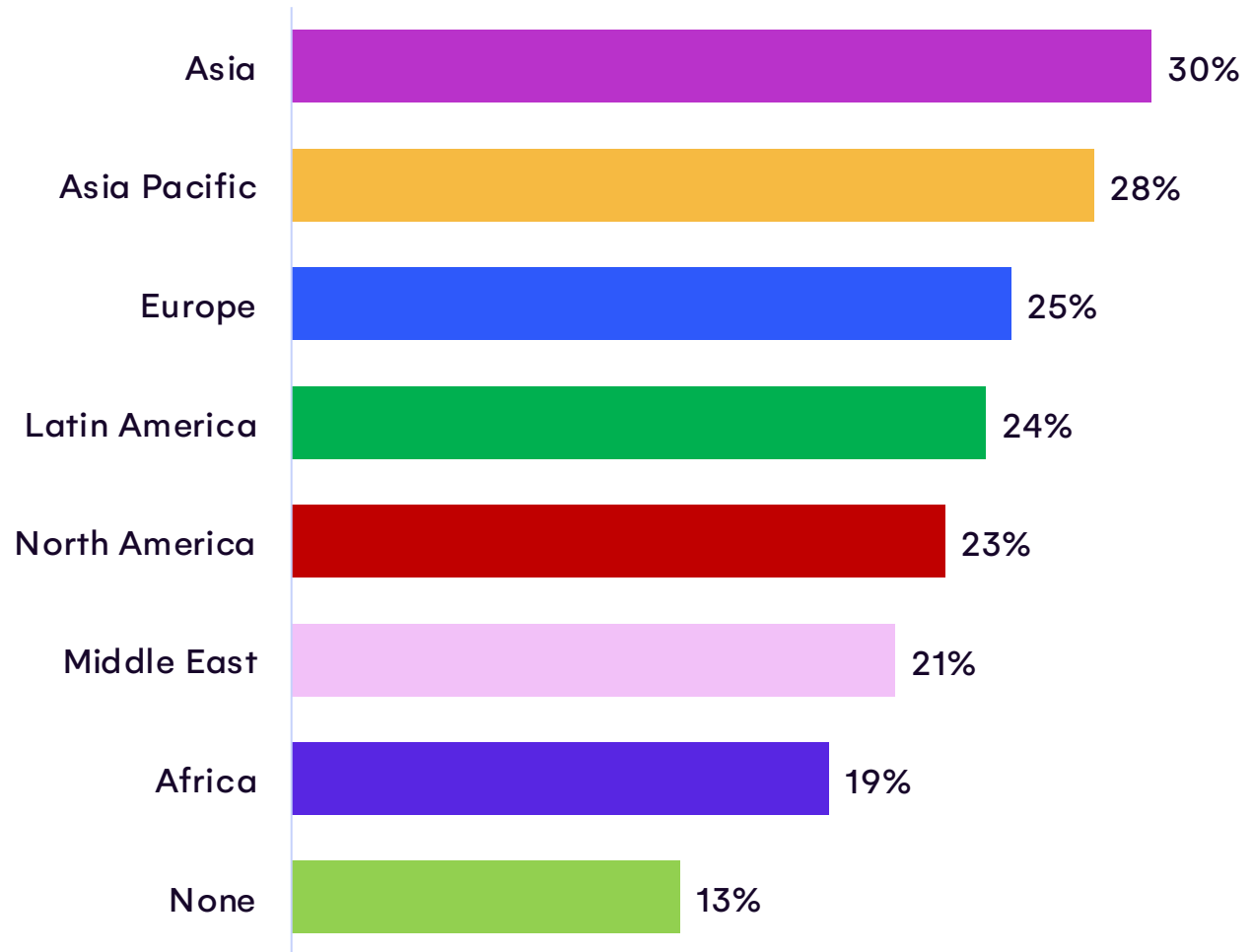
(Please select all that apply)





Regions for expanding talent pool

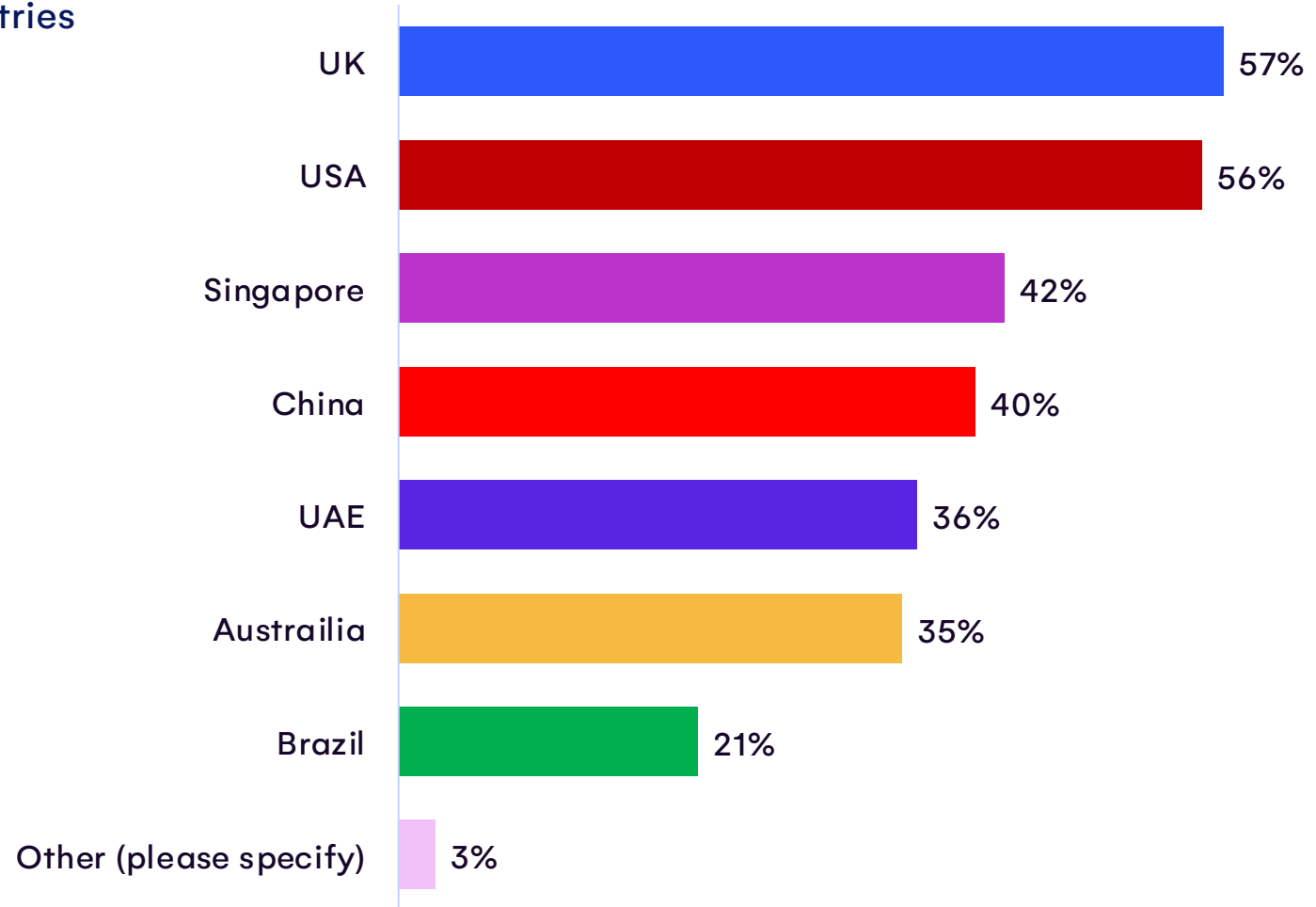
Q9. Which of the following regions would your company consider for expanding their talent pool?
(Please select all that apply)





Countries for expanding talent pool

Q10. Which of the following countries would your company consider expanding for their talent pool?
(Please select all that apply)

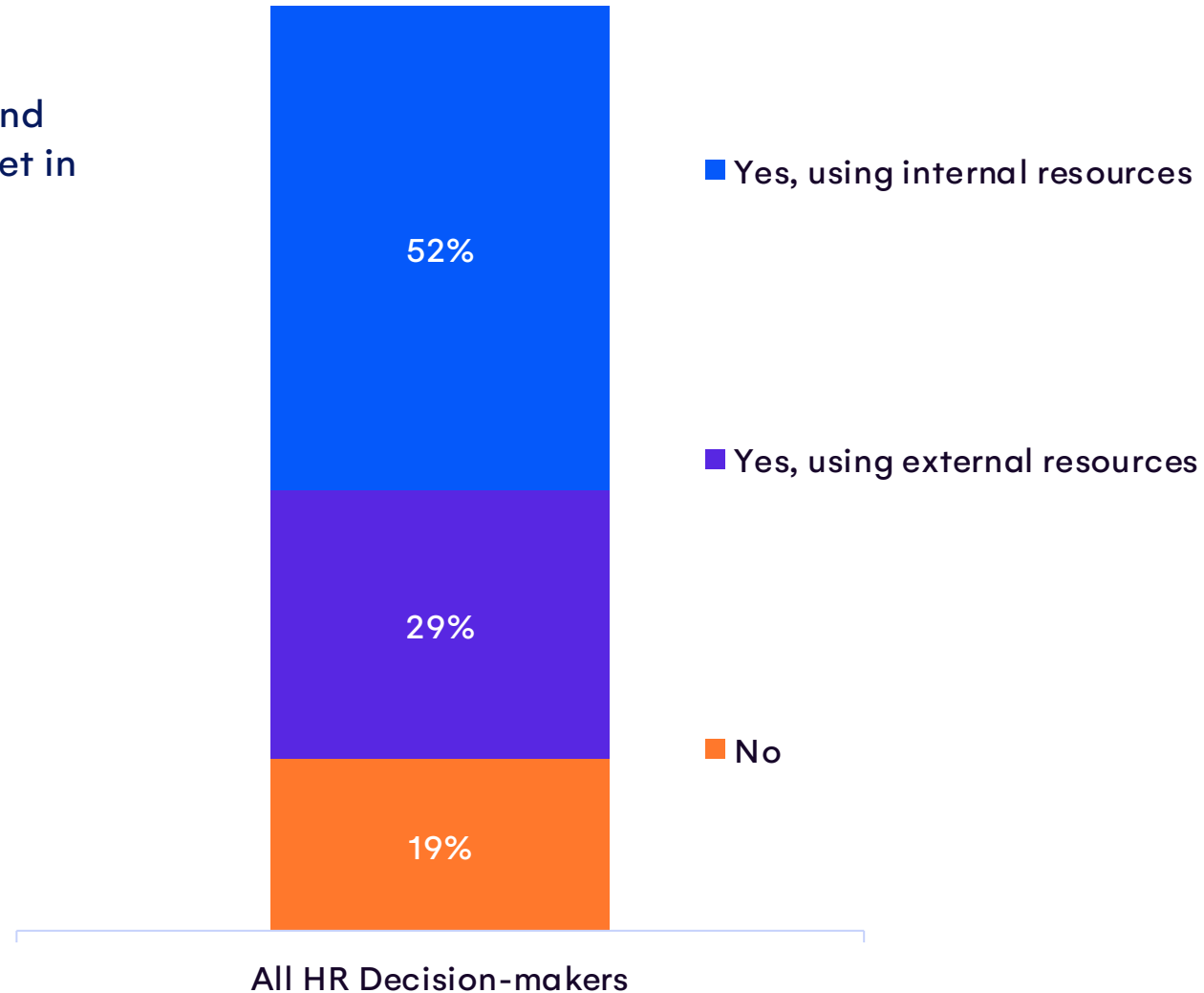




Entered & hired in a new geographic market (last 12 months)

Q11. Has your company entered and hired into a new geographic market in the last 12 months?

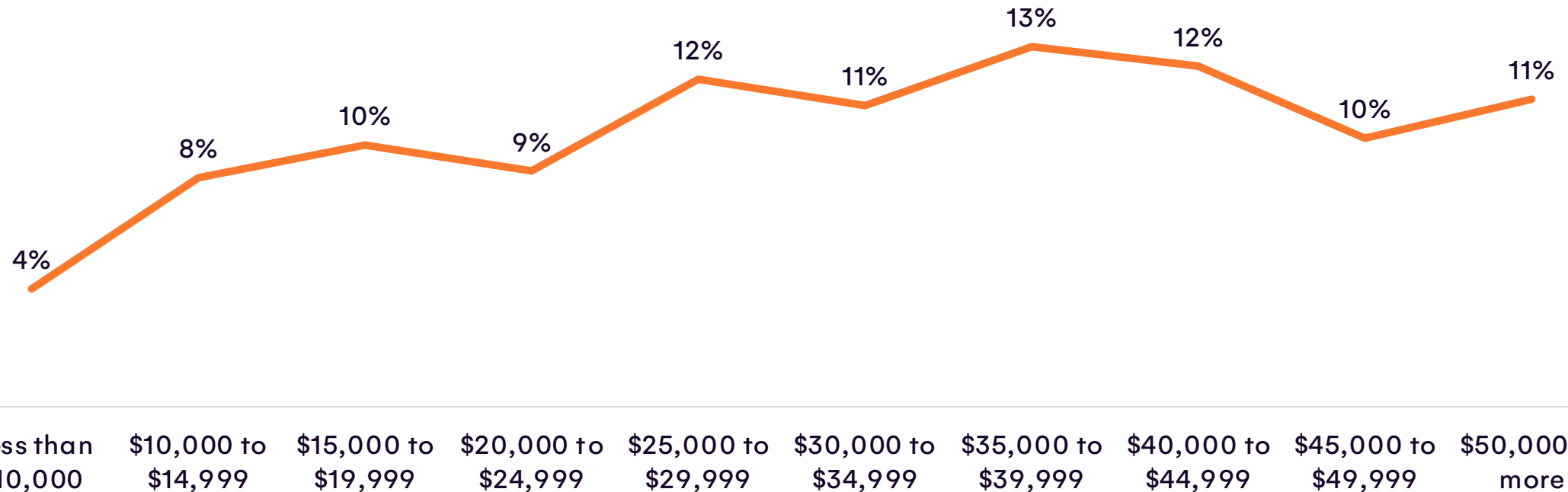
(Please select one response)





Cost of hiring in new geographic market

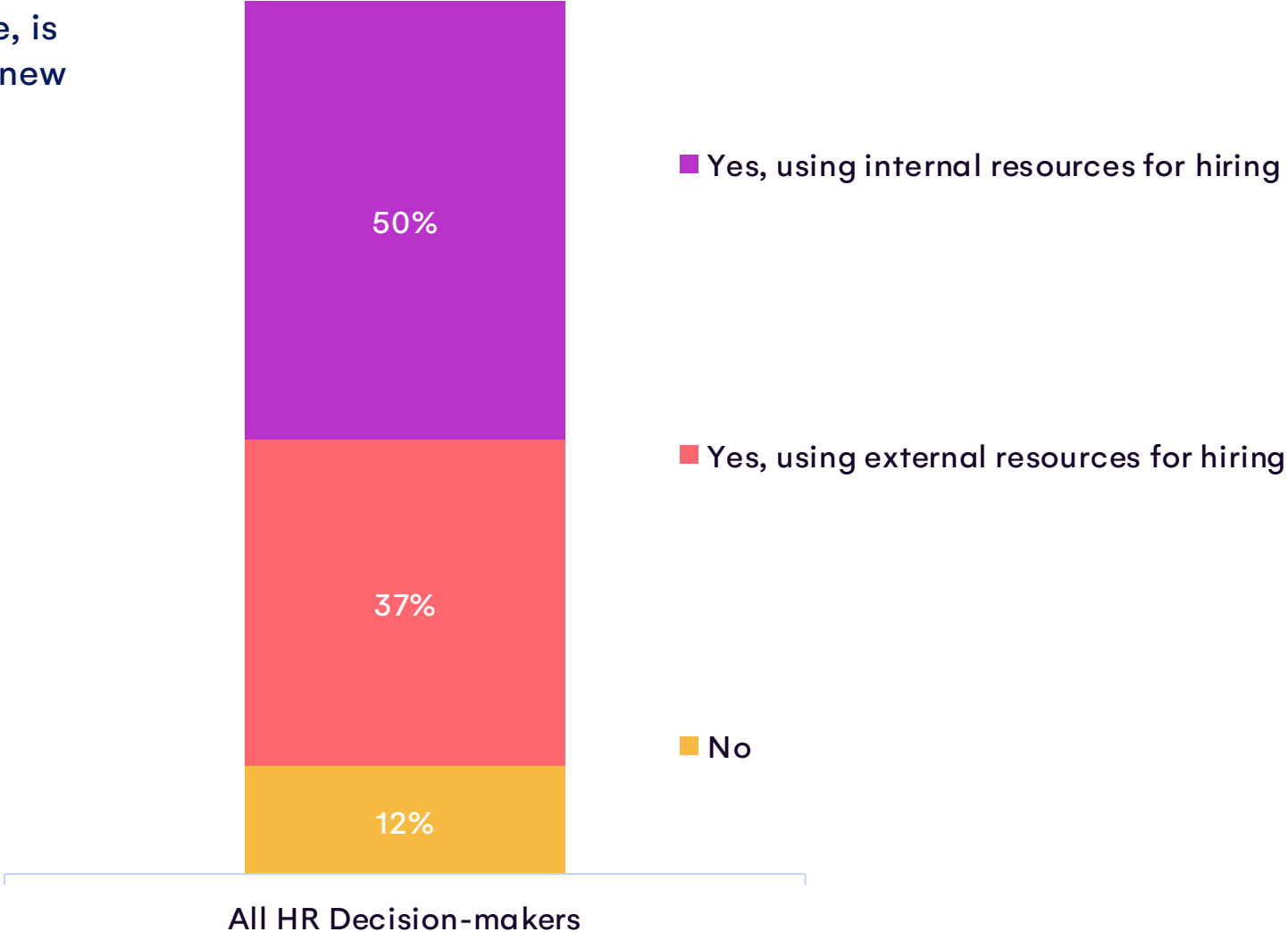
Q12. Approximately, what was the associated cost of hiring in a new geographic market for your company?
(Please select one response)





Planning on entering new market (next 12 months)

Q13. To the best of your knowledge, is your company planning to enter a new market over the next 12 months?
(Please select one response)

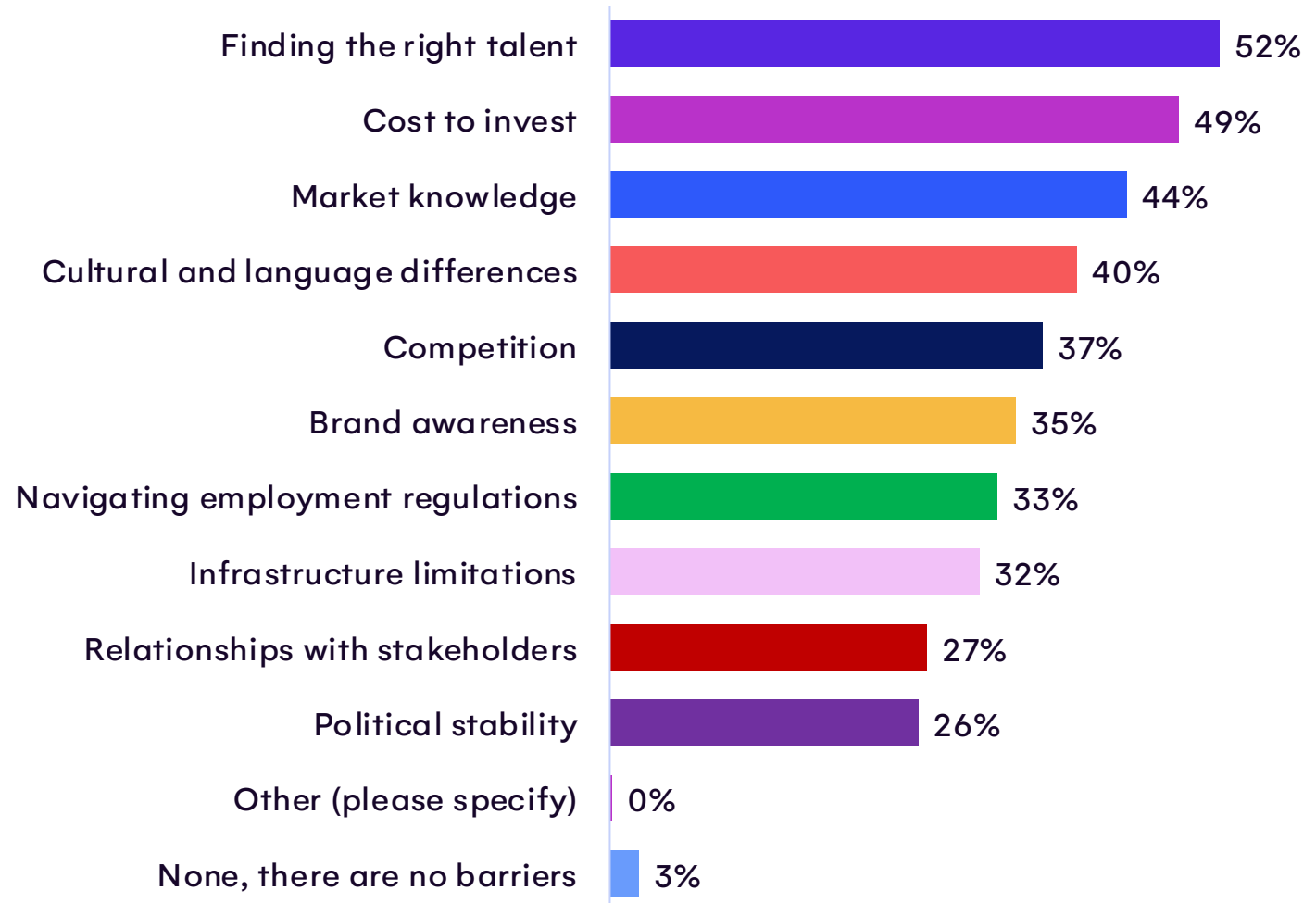




Barriers to entering & hiring in a new geographic market

Q14. Which of the following are barriers for your company when entering and hiring in a new geographic market?

(Please select all that apply)

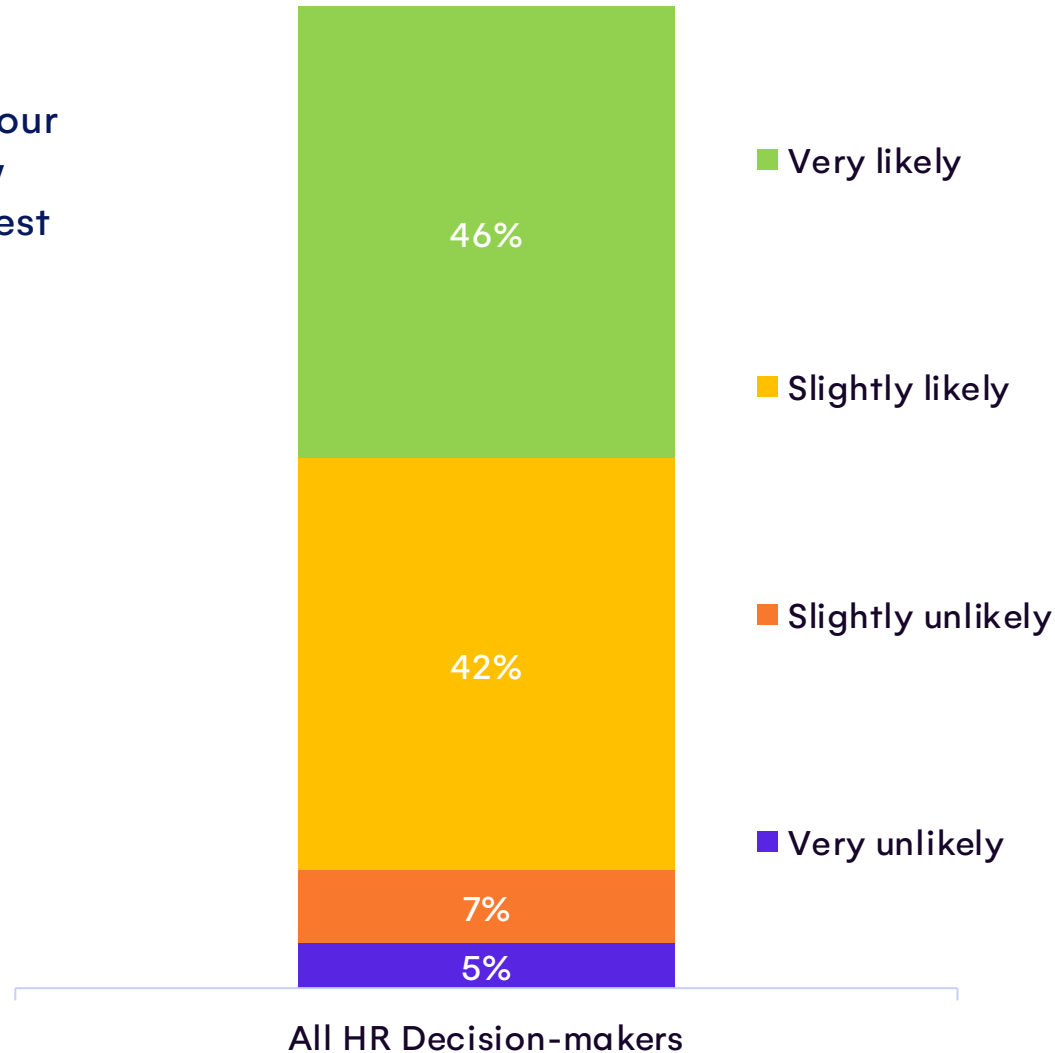




Likelihood of expanding into new geographic market with testing

Q15. How likely or unlikely would your company be in expanding into new geographic markets if you could test them first?

(Please select one response)

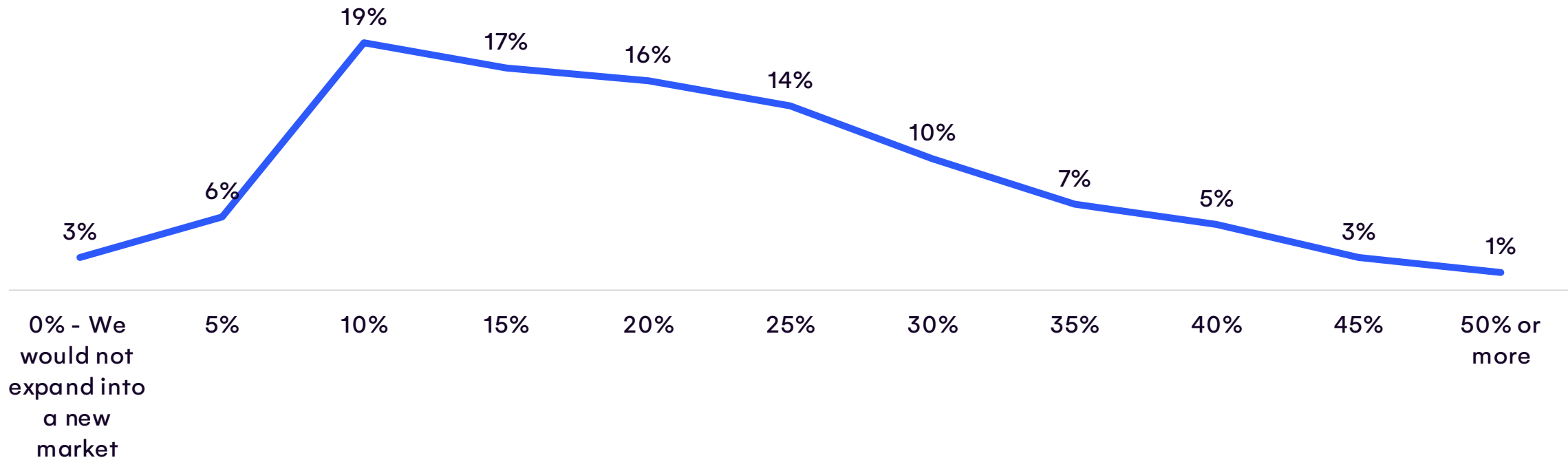




Turnover allocation for expansion

Q16. Approximately, what percentage of your company's turnover would you allocate to expanding into a new market?

(Please select one response)



Base size: HR Decision-makers (n=516)



Impact of global layoffs

Q17. How strongly do you agree or disagree with the following statements?

(Please select one column response for each row)

Recent global layoffs have made us consider expanding into new markets for the right talent.



Recent global layoffs have made us consider restructuring the company to hire more cost-effective talent.



Recent global layoffs have impacted our approach to hiring and onboarding new talent.



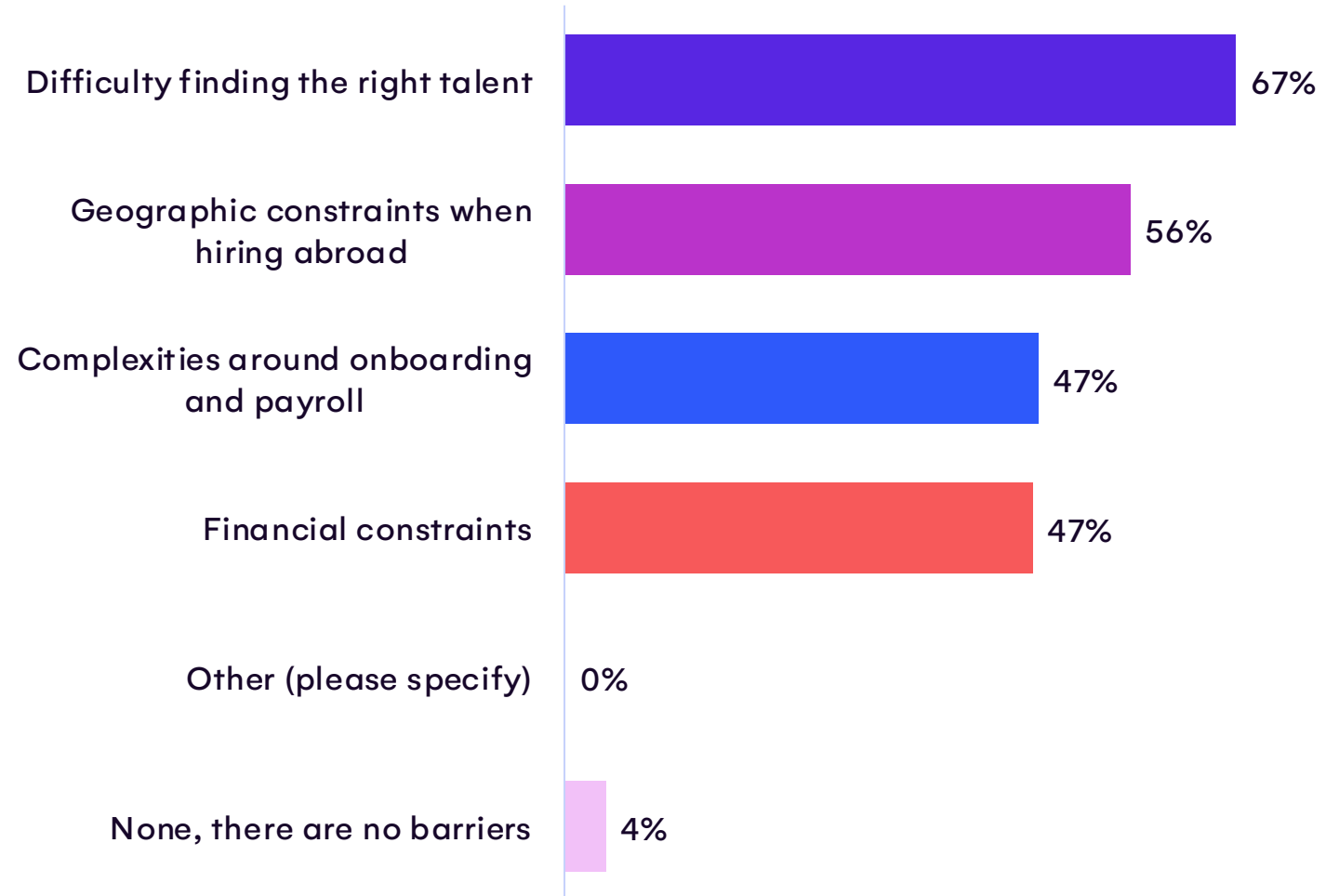
Strongly agree
Slightly disagree

Slightly agree
Strongly disagree



Barriers when hiring & onboarding new talent

Q18. Which of the following are barriers for your company when hiring and onboarding new talent?
(Please select all that apply)

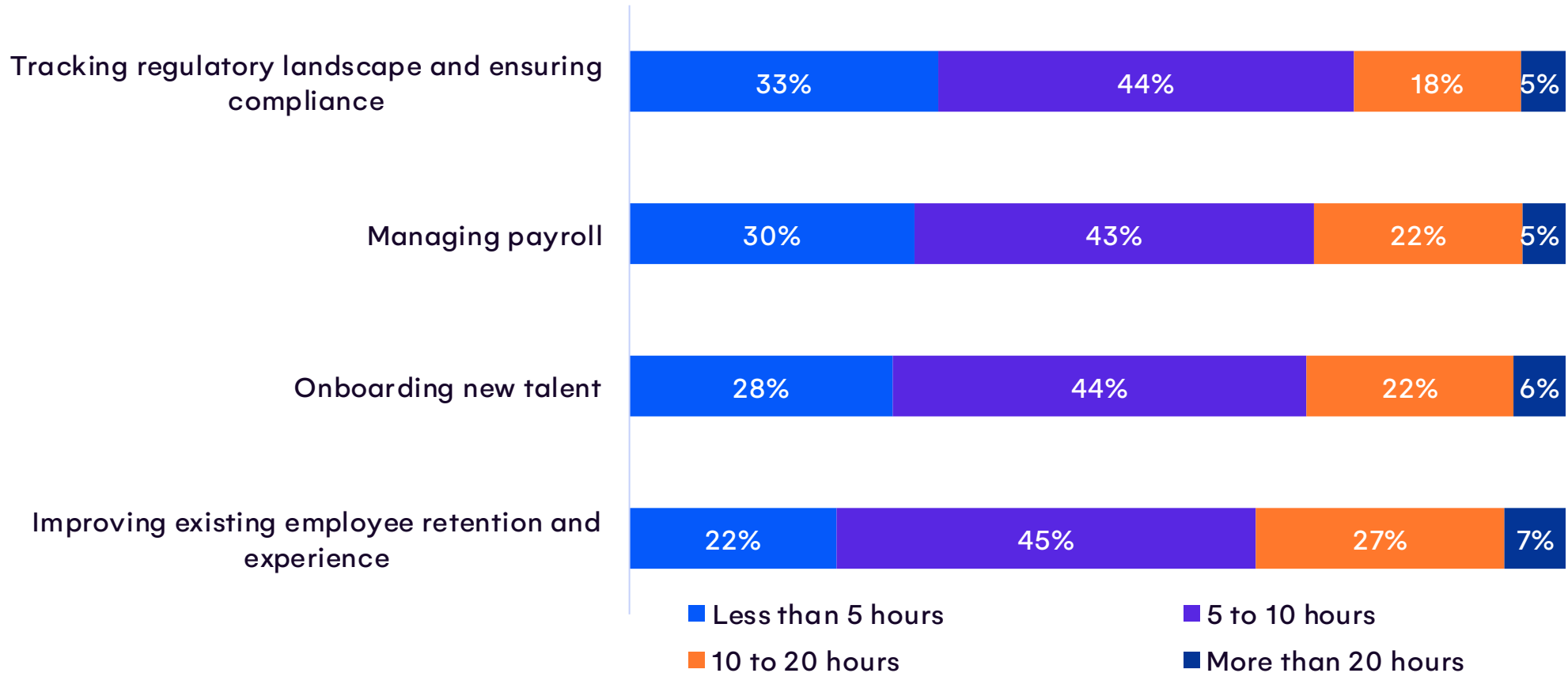




Time spent on tasks

Q19. Approximately, how long do you spend on the following tasks per week?

(Please select one column response for each row)

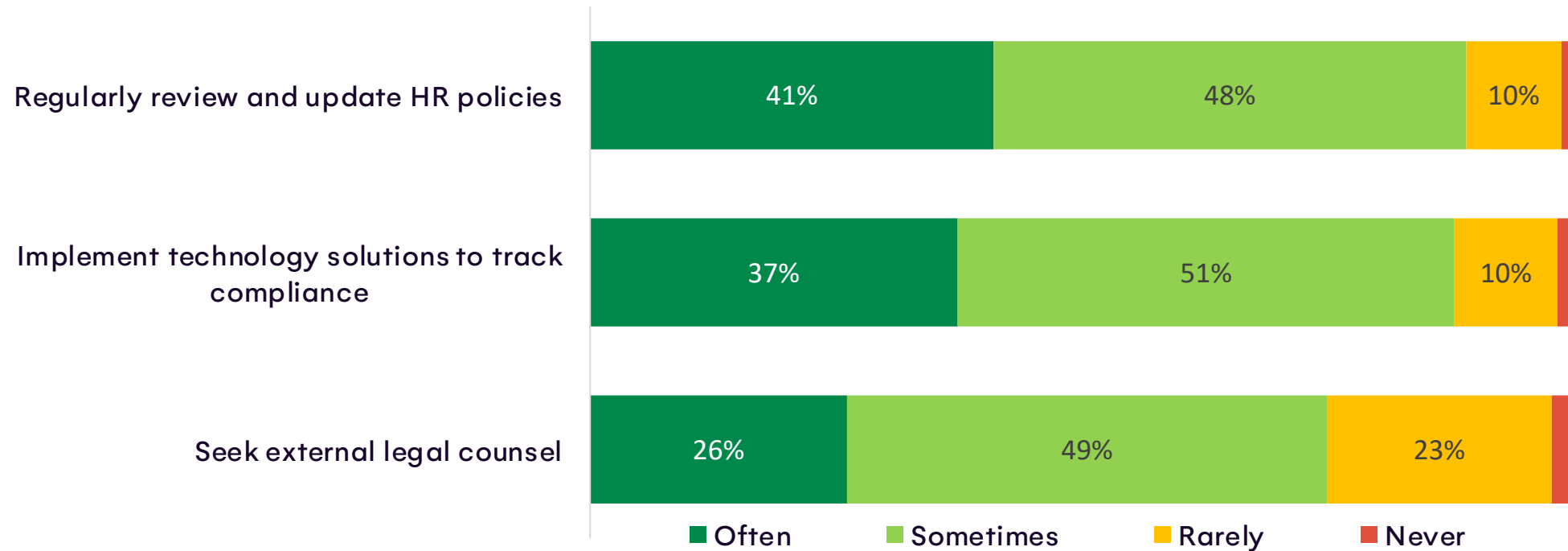




Compliance with employment laws & regulations

Q20. How often does your company do the following to remain compliant with local and international employment laws and regulations during the hiring and onboarding process?

(Please select one column response for each row)

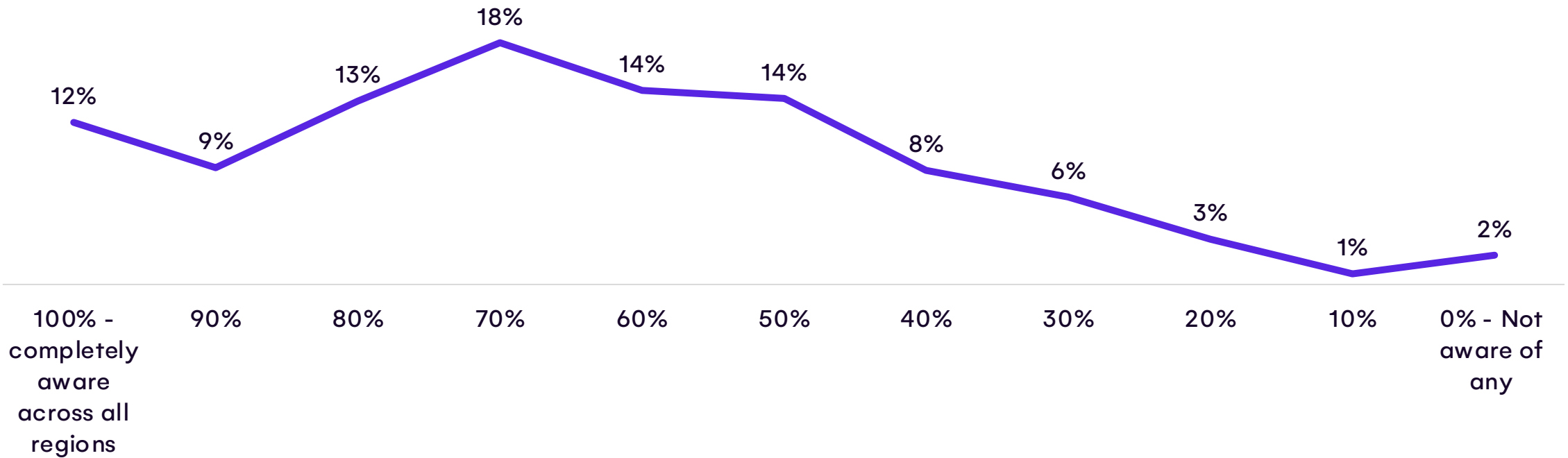




Awareness of regulatory landscape

Q21. How aware are you of the evolving regulatory landscape in each of the regions that your company operates in?

(Please select one response)



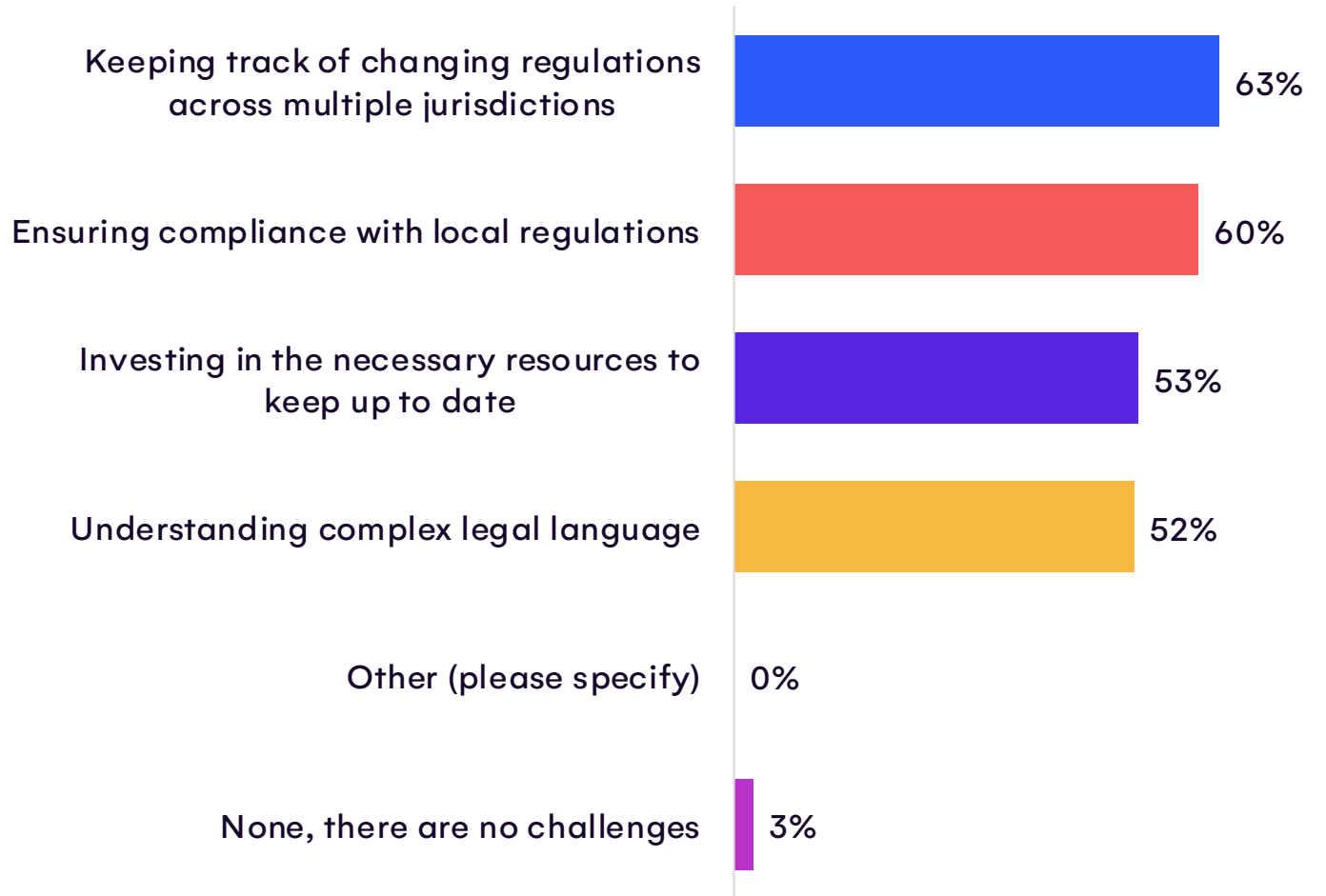
Base size: HR Decision-makers (n=516)



Challenges with employment regulations

Q22. Which of the following are particularly challenging when staying up-to-date with evolving employment regulations and HR policies?

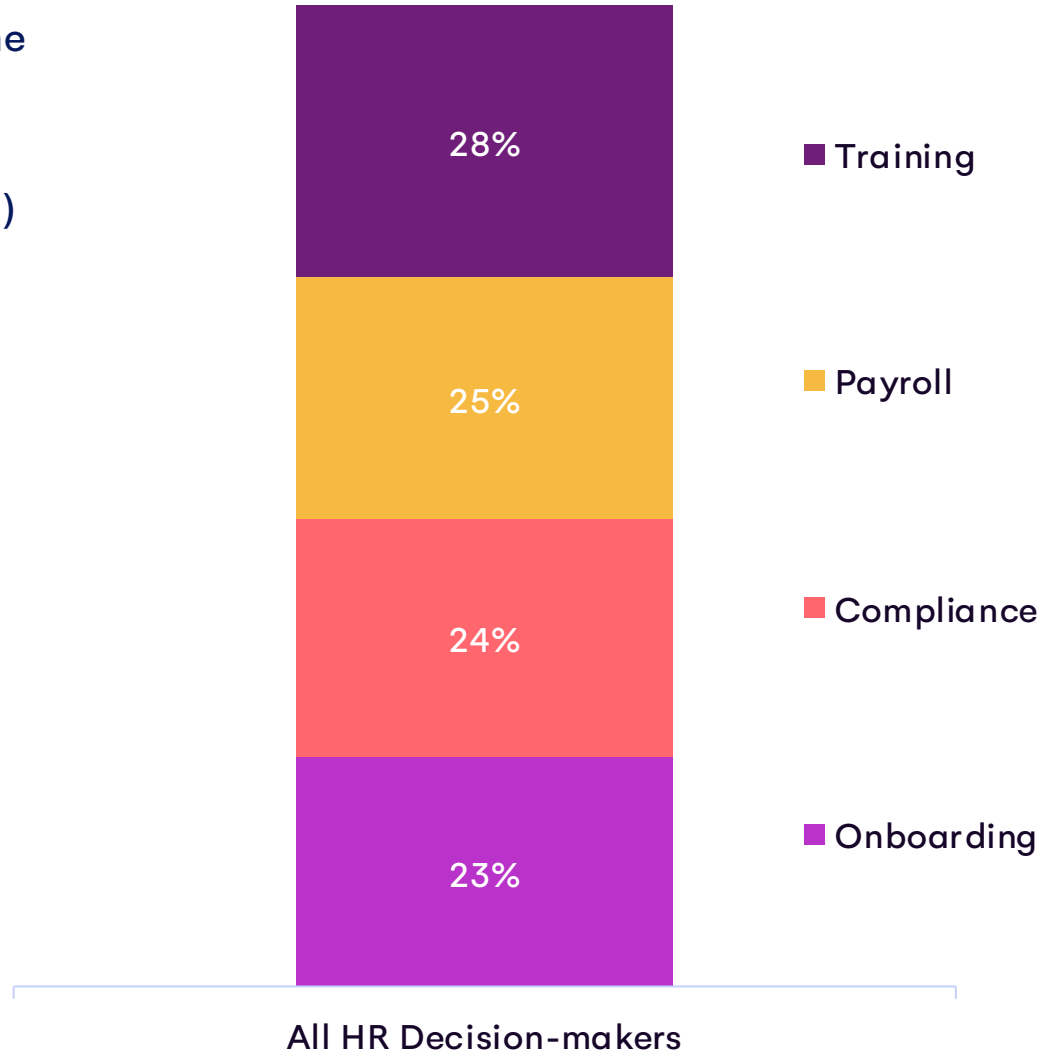
(Please select all that apply)





Time spent on HR functions

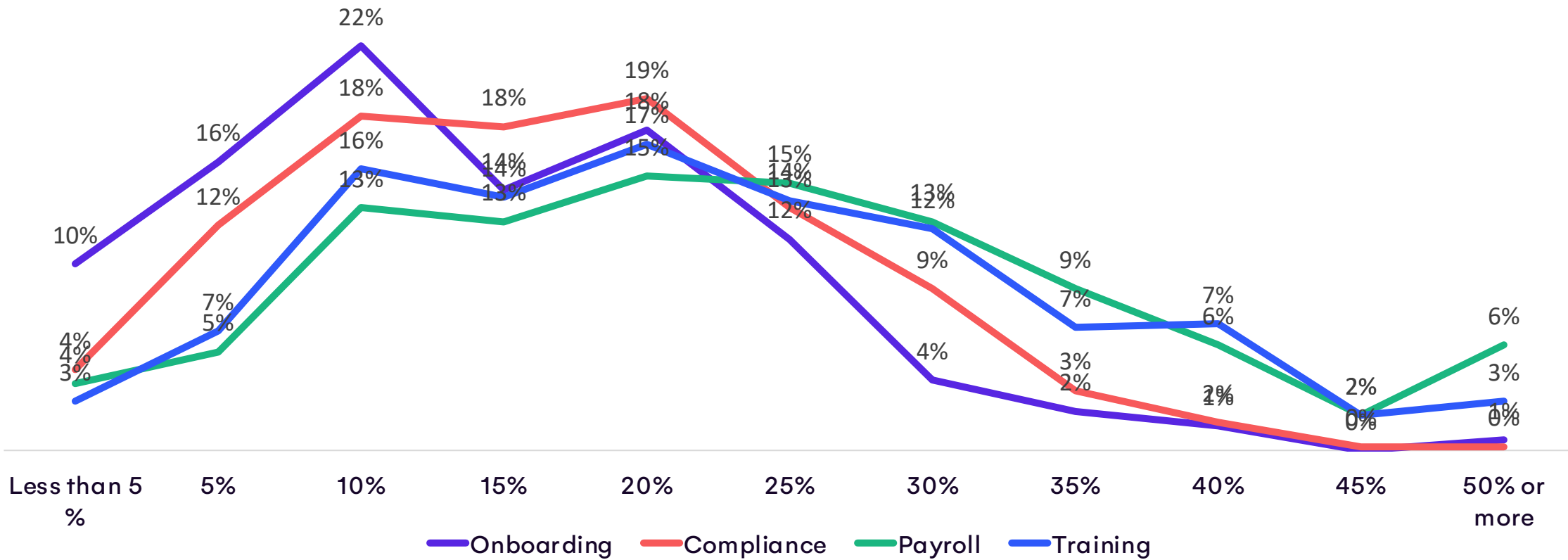
Q23. Proportionally, how much time do you spend on the following HR functions?
(Please allocate a total sum of 100)





Annual turnover spent on HR functions

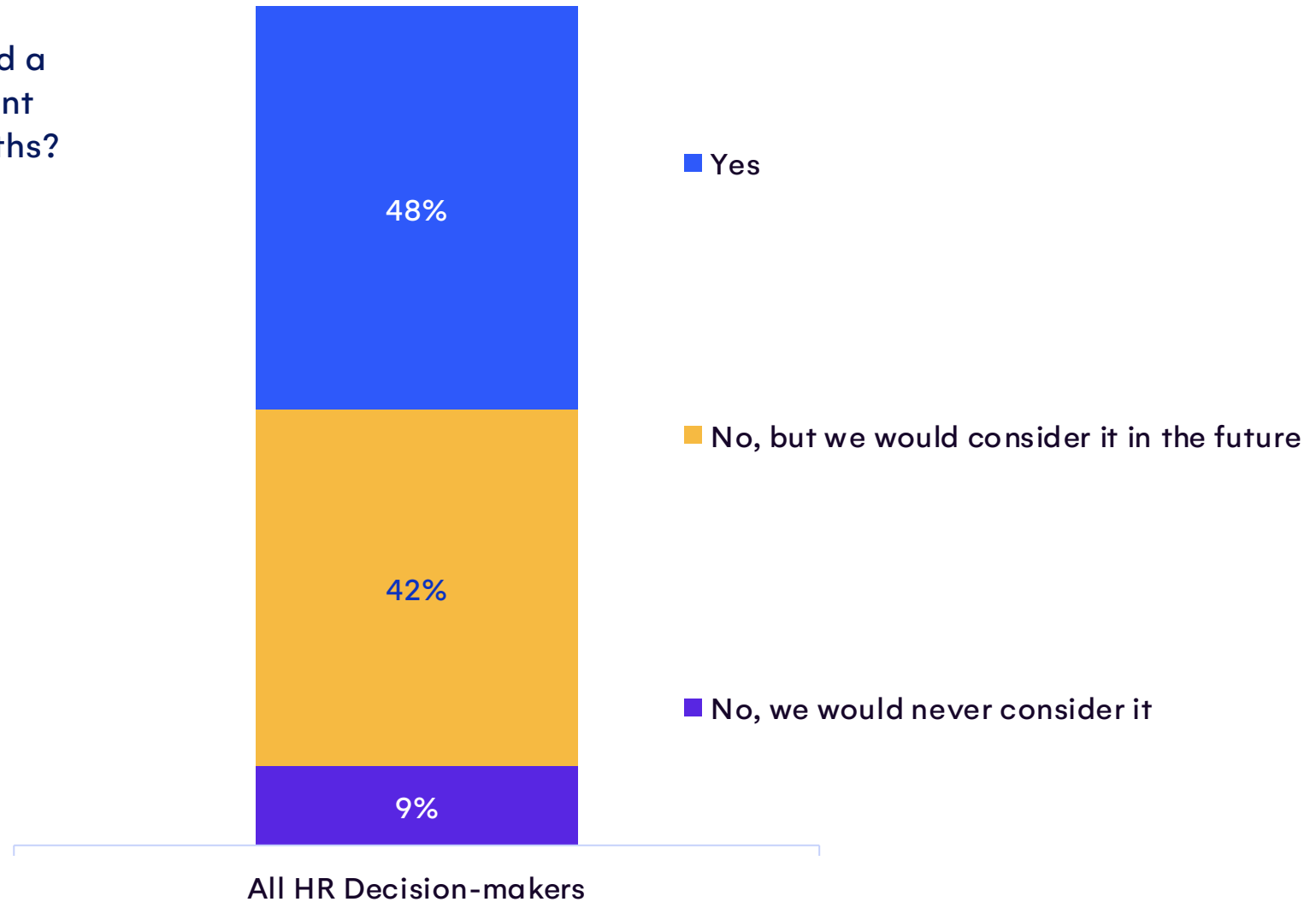
Q24A – D. Approximately, what percentage of your company's annual turnover is spent on the following?
(Please select one response from the list for each option)



Base size: HR Decision-makers (n=516)

Hiring a contractor

Q25. Has your company hired a contractor versus a permanent employee in the past 12 months?
(Please select one response)

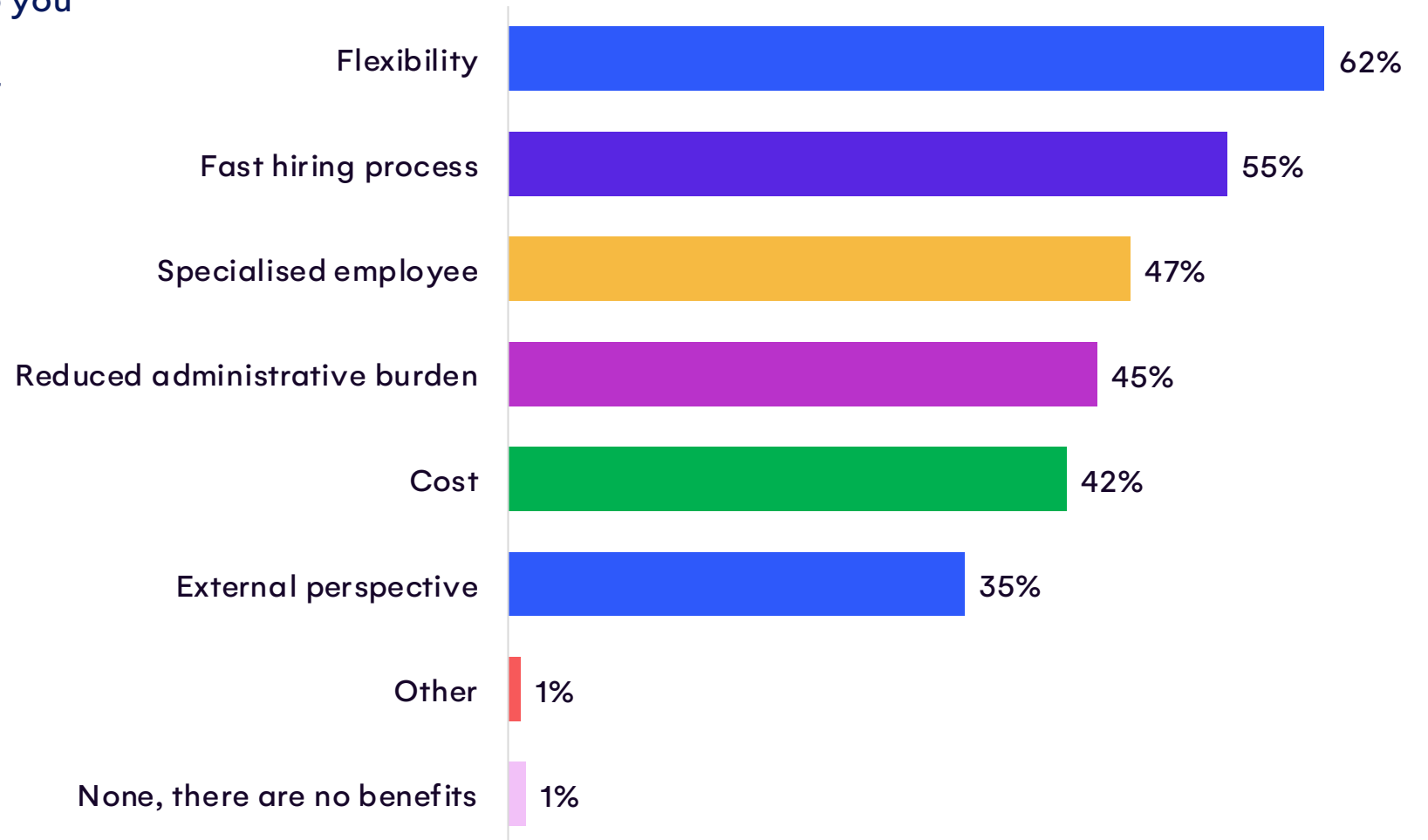




Benefits of hiring a contractor

Q26. Which of the following do you think are benefits to hiring a contractor versus a permanent employee?

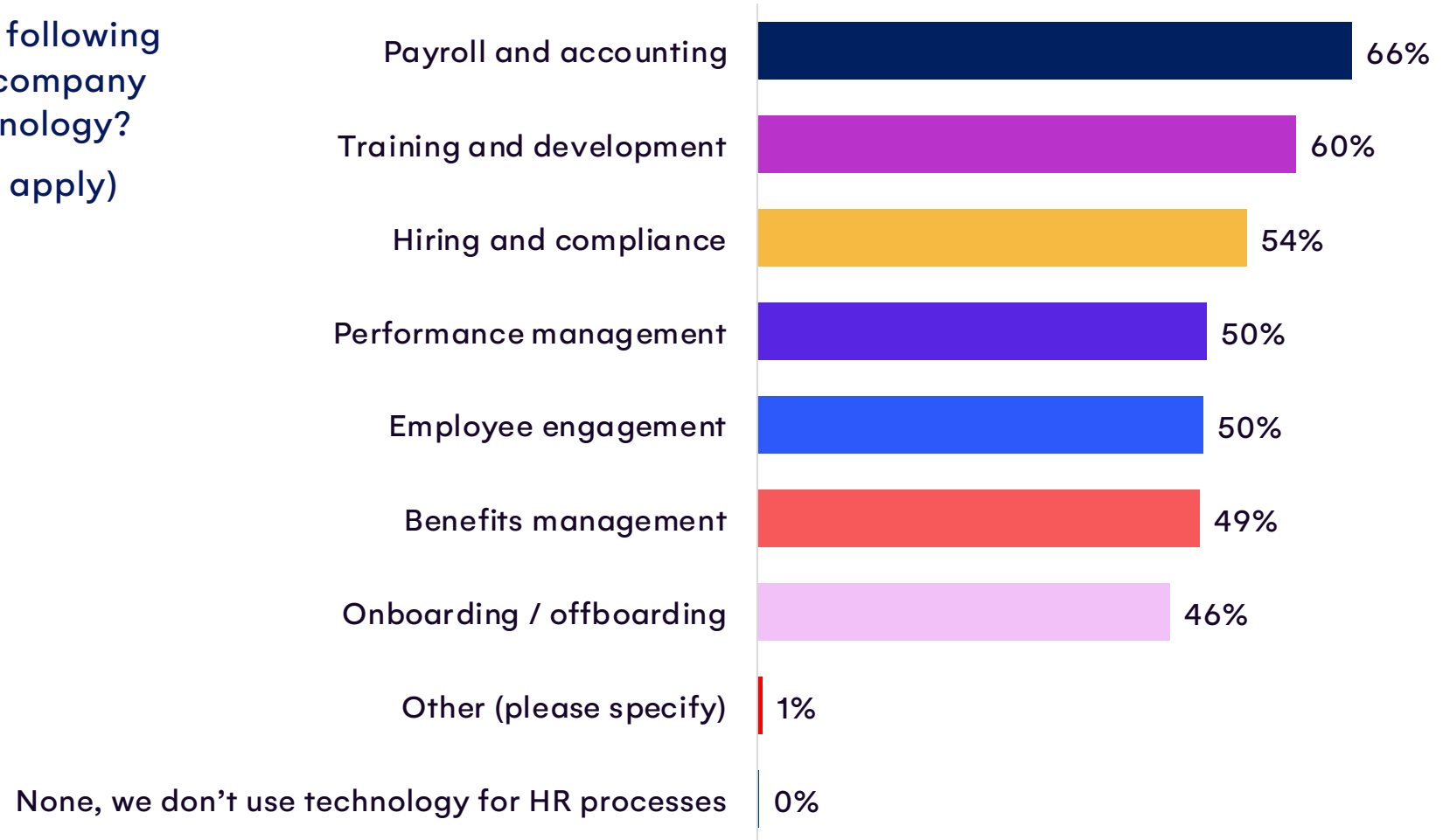
(Please select all that apply)





Use of HR technology

Q27. For which of the following processes does your company currently use HR technology?
(Please select all that apply)

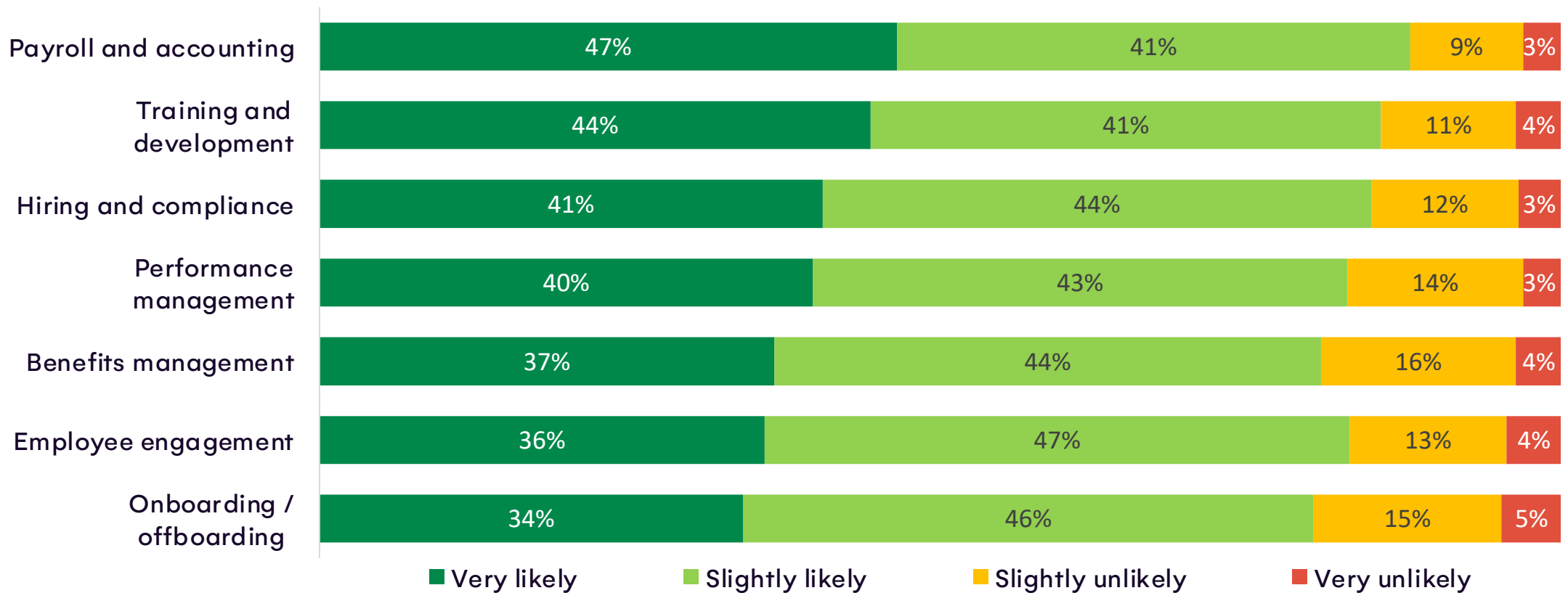




Likelihood of Streamlining Processes using HR technology

Q28. How likely or unlikely is your company to use technology to automate/streamline the following over the next 12 months?

(Please select one column response for each row)

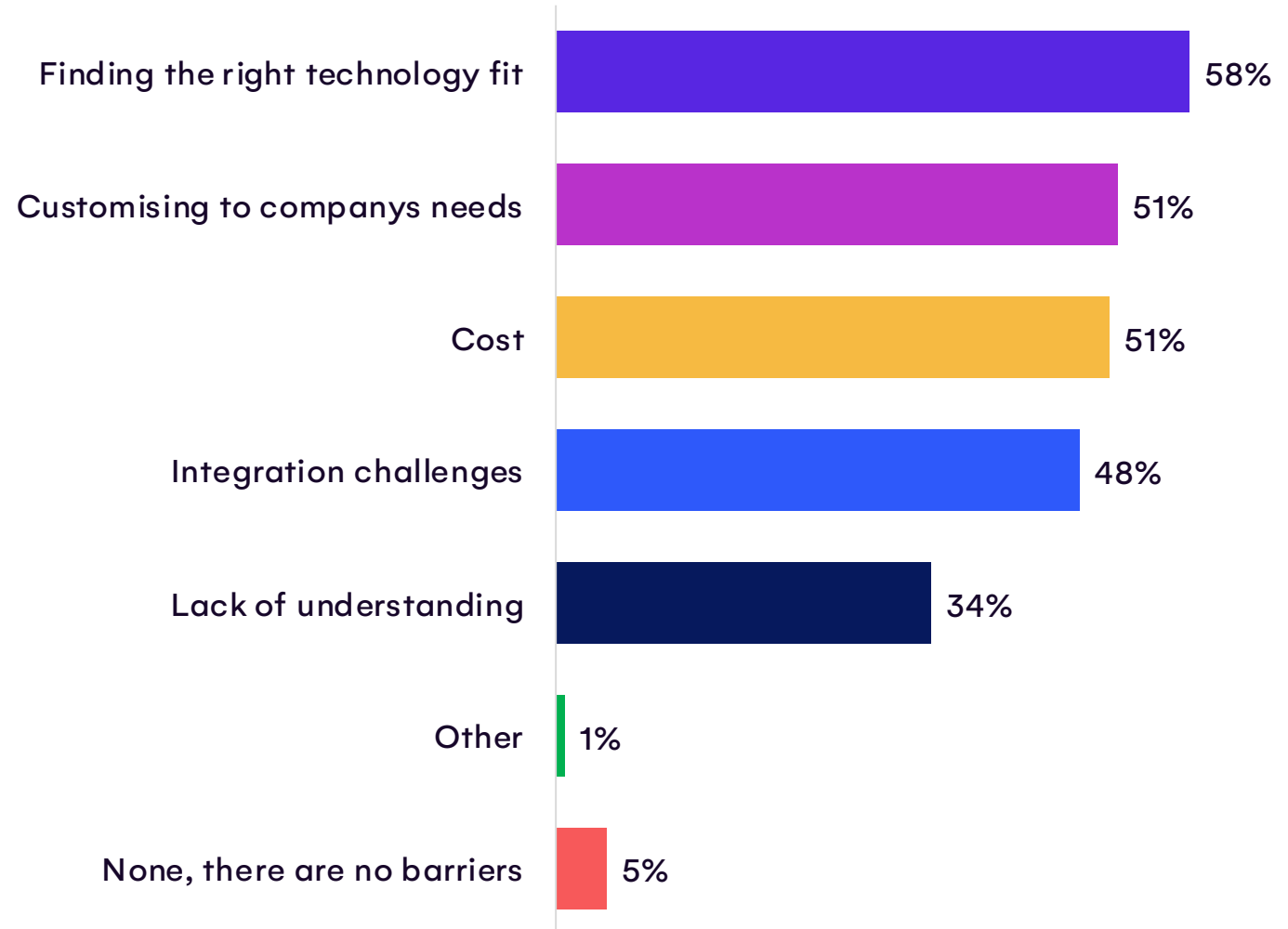




Barriers to adopting HR technology

Q29. Which of the following are barriers to adopting new HR technology?

(Please select all that apply)

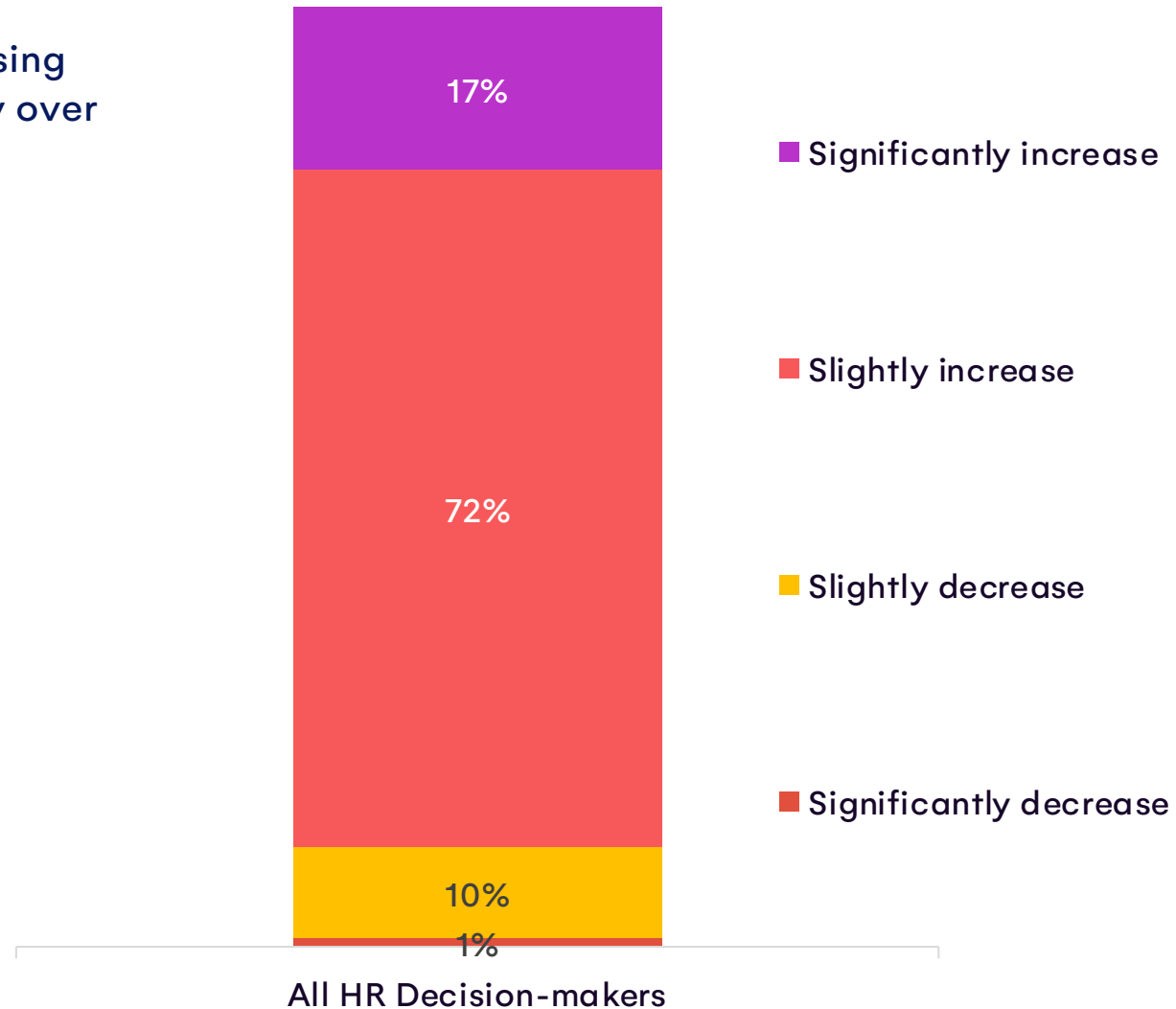




Investment in HR technology (next 12 months)

Q30. How much is your company planning on increasing or decreasing their investment in HR technology over the next 12 months?

(Please select one response)



Base size: HR Decision-makers (n=516)

Quality Insurance

Our quality assurance program ensures that we follow an unbiased and representative research process, all the way from questionnaire design to collection of responses to analysis of the results.



Representativeness of results: Use of HR decision-maker panels, who use pre-profiled metrics to target these respondents in five target countries. This ensures we receive responses from a representative and unbiased pool of people to reflect the actual demographics and behaviours of our audience.



Data quality: Digital fingerprinting (profiling questionnaires are regularly conducted to have the most up to date information, cross-checking validation and fraud detection techniques), and **customer validation** (Captcha) are further checks which are carried out at this stage. We further prohibit multiple respondents from answering from the same computer (stopping 'ballot box stuffing').

Through **standardised practices** (such as survey length of ~10 mins) we reduce respondent fatigue and by using various different question types (multiple response, single response, GRID, etc.) we ensure that respondents stay engaged and focused throughout. Our software helps **time respondents, confirm location, conduct logic tests and screens participants** out that are not fulfilling our **quality criteria**.



Data first approach: As researchers we always ensure that we analyse the data and the numbers first without bias. With our expertise and knowledge of the process, we are well-positioned to contextualise results.



Expert researchers: Team of experienced research experts with first-hand knowledge. We adhere to the **ESOMAR ethical and quality standards**.



Thank You!