Coverage Report

Research from Mphasis Highlights that Students in Mexico Prioritize the 'Human Element' at Work

August 09, 2022

Online

Milenio

[Difficulties in hiring? Students seek the "human touch" in a job](link)

If companies want to continue to attract the best talent, they must ensure individual and human elements, such as: character, inspiration and more.

Why are companies having a hard time finding the "perfect candidates"? The labor market in Mexico undoubtedly faces a problem: attracting the right talent that develops certain functions, that has skills and a personality that permeates positively among its employees. That is, it is not only about getting the "chamba", but about why to do it.

"There is a lot of supply, but there are not enough people to meet the demand that exists and we are seeing that reflected in terms of the cost of the company that allocates in each of the candidates that are inserted into the market," said Humberto Gómez Landero, vice president in Latin America of Mphasis, in an interview with MILENIO.

A study carried out by the technology firm last March, revealed the concerns and aspirations about employment that 645 undergraduate students have, who study from the fifth to the ninth semester, as well as postgraduate in Mexico, and where most put in first place being themselves. In addition, they see work as an opportunity to express themselves.

"More than 68 percent of the people who are entering the labor market see work as an expression of their lives, and this is something that was not seen before," Gomez Landero said. The survey also reports that when choosing a career, 26.2 percent consider work-life balance as a key point. In addition, in a job, 21.9 percent look for the opportunity to "adapt the role to their personality" or a high level of "personal autonomy."

According to Mphasis, this reveals that if companies want to continue attracting top talent, they have to assure the next generation that individual and human elements such as character, determination, inspiration and critical thinking will not be pushed aside.

However, in Mexico there are some contrasts, because in many companies employers do not take into account the personal traits of individuals who are going to enter a company, but on the other hand today it is clearer that "nobody wants to be in gray offices". Young people seek that "their individual traits are recognized and appreciated and that will not happen in a company where you do not have that freedom to express yourself," he said.

How do young people see technology?

While Mexican students are interested in working in the tech sector, they have doubts about how high potential employers will value their human qualities. However, 85.1 percent of respondents believe that the human traits of employees will remain important or even more so with the advent of new technologies.

Meanwhile, 79.5 percent of graduates from various areas such as business, law, sciences, humanities, art, etc., have considered a career within the technology sector.

On the other hand, there is a wrong theory about the position that humans have in the face of these advances or technological developments, since 56.1 percent showed concern about not being able to express themselves fully.

At work, with the arrival of new technologies (AI, big data, virtual reality, etc.), it is believed that they are capable of reducing the 'human element', since 30.1 percent of young people considered that there is a risk that technology replaces the human contribution of their workers. "The human factor is totally irreplaceable. It cannot be replaced, technology is there to raise the quality of a human being's work," he said.

Despite the interest of young people in developing in this industry, "Mexico is not culturally ready, in many areas a very profound change is required, but technological Mexico is ready," although in Latin America the country occupies a key position in terms of technology, said the director of Mphasis. We recommend... Canada is looking for truck mechanic; offers salary of up to 40 thousand pesos per month What is profit sharing and when is it paid?

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Leadership vs. Leadership

For Gómez Landero the positions of direction and chiefdoms have changed, people no longer want bosses but leaders, but the painful reality is that not all bosses know how to be a leader.

Phrases such as: "because I say it" or "this is how things are done", are no longer well seen because "people are no longer responding to those management styles or management. Today what employees and employers are looking for is for bosses to become leaders and for them to be an extension of people's lives, that your new or old employees understand the company's goal and can join the common interest," he said.

In the world, "all companies are going through the same problem: the attraction of talent and quality talent", so there are three important points that they use today to be able to integrate it into their ranks.

- Compensation: a fair paid job with a competitive benefits package within the market.
- Enjoyable work environment: that people feel comfortable and that the reputation of the company validates it.
- Job growth: that you have the opportunity for a professional and intellectual development.

Other information

- 26.2% of young people prioritize 'work-life balance'. 10.6% give importance to the 'degree to which you could personally shape and define the role to your needs and personality'.
- 11.3% prioritize the 'degree of personal autonomy and freedom at work'.

The Mphasis study included interviews with young people between the ages of 18 and 24, of whom the majority were men (68.9 percent), in relation to women (29.8 percent), in areas such as business, science, engineering, among many others.

Latino Americanos Magazine
[Human Element](#)

IDC Magazine

[Will technological talent define the future of work?](#)

26.2% prioritize work-life balance

If something is certain, it is that technology is inserted in more and more areas of companies, making talent in the field one of the most sought after by organizations, so companies must know what these professionals need to attract them.

At the same time, more and more young people are interested in studying careers in the technology sector, a research by Mphasis revealed that 79.5% of graduates from various areas – business, law, sciences, humanities, art, etc. – have considered a career of this type.

In this regard, elango R, president of the Global Business Units of High Technology and Travel and New Customer Acquisition in Mphasis, explained that these professionals will mainly choose companies with human sense to work with.

He explained that although the pandemic somewhat eliminated face-to-face attendance and changed work dynamics, young technology talents seek to connect with their company.

"You can be the best brand or offer the best salary but if they don't feel valued as human beings, at a certain point, they wouldn't like working in that organization, that's the first thing and I think the pandemic exacerbated the need to feel connected," Elango said.

On the other hand, he indicated that people seek to be able to express themselves freely and finally, they expect that the people they want will be involved in their company.

In addition, survey figures stated that:

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However, he explained, the firm's study found that 25.8% think that employers do not take into account individual personalities and characteristics when hiring; and qualifications and experience are more important.

How do you build the organizational culture in which technological talent does want to work?

Elango clarified that humanized and flexible organizational cultures are not built overnight, on the contrary, it takes years to do so; however, there are some steps to follow, so that this is achieved:

1. You must define what kind of culture you want to build
2. Make it part of the growth plan, that is, all business areas should involve the construction of the desired organizational culture in their strategy and goals
3. Ensuring that leaders are agents of change and good examples, there can be no leaders who behave contrary to the type of company we want to have
4. Transparency, it is essential that each change that is intended to be made must be communicated to employees, because the secrets will never generate a good organizational environment

"If tech companies want to keep attracting the best and brightest, then they need to assure the next generation that we're not asking humans to become robots, or reducing job roles to a set of dehumanizing and daunting tasks, but they're asking humans to complement technology. that bring their 'human touch' and individuality to jobs in technology," concluded the specialist.

Vivonoticias

[Students in Mexico prioritize the "human element" in their jobs: Mphasis Research](#)

Mphasis (BSE: 526299; NSE: MPHASIS), an information technology solution provider specializing in cloud and cognitive services, recently conducted a survey that revealed that 68.3% of students in Mexico describe work as "a natural extension of their life experience." While 21.9% consider that the opportunity to "adapt the role to their personality" or a high level of "personal autonomy" are decisive factors when choosing a job.

The results, based on research conducted by technology leader Mphasis among more than 500 students in Mexico, also revealed that more than a quarter (26.2%)) consider "work-life balance" as a deciding factor when choosing a career.

However, this belief in investing in their work is accompanied by fears that AI, big data, virtual reality (VR), and other technological intrusions may diminish the "human element" required at work. Since, more than half (56.1%)) of students in Mexico are "worried" or "very worried" about not being able, or soon not being able, to express themselves fully at work.

Elango R., president of Customer Acquisition north America, describes the findings as further evidence of the need to combine the high-growth tech job market with a renewed focus on the individual "human touch" that each employee brings to their role.

"If companies want to continue to attract the best and brightest talent, they have to assure the next generation that individual and human elements – character, determination, inspiration and critical thinking – are absolutely fundamental. Of course, this is not only for the proposal of the employees, but also for the experience of the customers," he details.

"This is particularly the case in the tech industry; as almost a third of respondents (30.1%)) said the sector is at risk of technology underpinning the human contribution of its workers. I can assure potential candidates that we expect – and depend on – that our teams bring their 'human touch' to the job every day."

According to the research, when asked in which sectors they see the impact of automation and technology "further reduces the role of humans in the workplace," half of respondents (50.1%)) believe it will have a greater impact on the manufacturing industry. In addition, almost a third (30.1%)) believe that the technology sector (both software and hardware) will be the most affected.

The research comes after Mphasis announced plans to hire at least 500 professionals in Mexico over the next year. Mainly in the field of international customer service in the fields of application/infrastructure development (programming and coding) and technical assistance to the user.

"Our data also revealed some positive news: nearly 80% (79.5%)) of students surveyed have or are considering a career in technology. And, despite their concerns about being somehow "subordinate" to new-age technologies like AI and VR at work, most recognize – like us – the profound value of human character and initiative within the workplace."

According to the data, 85.1% of respondents believe that employees' human traits will remain or, in fact, become more important with the advent of new-age technologies.

"The research reveals a kind of tension between the more human and personal qualities that students in Mexico think should be valued in the world of work and those they believe are increasingly in demand. For example, when asked how they would design their ideal job, the highest proportion (26.2%)) of students in Mexico would prefer 'work-life balance'. While one in ten (10.6%)) chose the 'degree to which you can personally shape and define the role to your needs and personality'. Similarly, one in ten (11.3%)) prioritizes the 'degree of autonomy and personal freedom at work,'" Explains Elango.

The survey also reveals that nearly a third (28.9%)) of students in Mexico believe that the characteristics and personalities of those hired matter "a lot" compared to grades and experience. On the other hand, the other half (45.3%)) agree that employers care "somewhat" about the candidate's characteristics and personalities, depending on the role.

"In Mphasis, we would describe it as a matter of 'complementarity'; technical and professional skills remain absolutely crucial. But, today, they are no longer enough. To build a successful career, it's crucial to be able to collaborate, often with teams and clients you may never meet with in person. As an employer, Mphasis has long recognized the importance of employee individuality and initiative. That's why we offer programs like TalentNext, which offers tailor-made training on demand, and GeekCloud, which allows employees to participate in the "sharing economy" to complement their experience and income. This reflects our commitment to providing employees with a genuinely individual experience. We value their 'human touch' as well as their skill set and must ensure that they feel they have adequate opportunities to express their individuality and humanity."

Mexicocampus.com

[Students prioritize the human element in their jobs](#)

The latest research from the technology company Mphasis shows that in Mexico students who prioritize technological work value the human side

It turns out that in Mexico, 7 out of 10 students describe work as "a natural extension of their life experience" while 21.9% consider "adapting the role to their personality," according to the survey conducted by Mphasis, the provider of information technology solutions.

The leading technology company was given the task of interviewing more than 500 students in our country, of which a quarter consider the "work-life balance" as a decisive factor when choosing a career.

However, this belief in investing in their work is accompanied by fears that AI, big data, virtual reality (VR), and other technological intrusions may diminish the "human element" required at work. Since, more than half (56.1%)) of students in Mexico are "worried" or "very worried" about not being able, or soon not being able, to express themselves fully at work.

Elango R., president of Customer Acquisition in North America, describes the findings as a testament to the need to combine the high-growth tech job market with a renewed focus on the "human touch" each employee brings to their role.

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According to the research, when asked in which sectors they see the impact of automation and technology "further reduces the role of humans in the workplace," half of respondents believe it will have a greater impact on the manufacturing industry and nearly a third that the tech sector will be the hardest hit.

The research comes after Mphasis announced plans to hire at least 500 professionals in Mexico over the next year. Mainly in the field of international customer service in the fields of application/infrastructure development (programming and coding) and technical assistance to the user.

According to data, 85.1% of respondents believe that the human traits of employees will remain or, in fact, will be more important with the arrival of new age technologies.

"In Mphasis, we would describe it as a matter of 'complementarity'; technical and professional skills remain absolutely crucial. But, today, they are no longer enough. To build a successful career, it's crucial to be able to collaborate, often with teams and clients you may never meet with in person."

While skills and competence are clearly important traits for any employee, companies, including those in the tech sector, are also looking for people with character, personality, commitment, and other honorable human qualities

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Date	**Publication/ Portal**	**Headline**
May 06, 2022	ADR Networks podcast	The adoption of hybrid models and the importance of the human side of employment
May 15, 2022	Milenio	Difficulties in hiring? Students seek the "human touch" in a job
May 16, 2022	Latino Americanos Magazine	Human Element
May 16, 2022	IDC Magazine	Will technological talent define the future of work?
May 16, 2022	Ing3nio podcast	The adoption of hybrid models and the importance of the human side of employment
June 27, 2022	Vivonoticias	Students in Mexico prioritize the "human element" in their jobs: Mphasis Research
June 27, 2022	Mexicocampus.com	Students prioritize the human element in their jobs
July 01, 2022	Activate Magazine	Students in Mexico prioritize the human element in their jobs: Mphasis Research (page 17)
August 01, 2022	Actívate magazine	Students in Mexico prioritize the human element in their jobs: Mphasis Research