

A photograph of a man with short dark hair, wearing a light blue denim button-down shirt, smiling as he looks at a tablet computer. The background is a blurred office setting with a wall of papers or documents.

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**Southeast Asia  
Online Recruitment  
Trends Report**

*Monster Employment Index Q1*

# TRANSFORMATION - THE ROAD TO CHANGE FOR ONLINE RECRUITMENT

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**B**usinesses across Southeast Asia are currently on a journey of transformation. Some companies are leading the charge for adaptation and change in their HR processes, while others are just beginning to figure out how their business needs to evolve to stay competitive.

An interesting part of this transformation - which is largely due to a digital revolution and increase in AI, Big Data and Cloud Computing skills - is how recruitment, and particularly online hiring, fits in and supports this process.

According to a study by Microsoft and IDC Asia/Pacific, 85% of companies across Asia Pacific are currently in the midst of a digital transformation journey - with a prediction that around 60% of the region's GDP will be derived from digital products or services by 2021. To support this change, a strategic recruitment play is needed to locate, attract, hire and retain talent with the right skills.

Monster.com's Employment Index, is a key indicator to what businesses across multiple industries and in specific markets are doing with regards to attracting talent. By measuring online hiring activity on a monthly basis, over time we can map out which sectors are responding to big talent changes - such as digital transformation - and which are lagging behind somewhat, either due to not being ready or falling victim to various economic forces.

This whitepaper gives an overview of online recruitment activity across three key Southeast Asia markets - Singapore, Malaysia and the Philippines - for the first quarter of 2018. The report has been split into three sections to look at online hiring trends overall, by market, and by key industries.

This is the first of a new quarterly report from Monster.com - we hope you take away some key insights regarding online recruitment and the trends that affect the rise and fall of these numbers.

To download full report [click here](#)