The Values Orientation of China’s Millennial Generation: A Longitudinal Study of Chinese Generation Cohorts

By

Prof Carolyn Egri
Simon Fraser University, Canada

Date: 22 March 2016 (Tue)
Time: 10:30 am – 12:00 noon
Venue: M802

Abstract

Who is China’s Millennial generation? And why all the interest in the popular press and from marketers? China’s Millennial generation is comprised of the 246 million who were born 1980 to 1999. This is the first Chinese generation to have grown up during a period of continuous economic growth and prosperity, transition to a market economy, exposure to the Internet and mass media, and the 1982 one-child policy.

Despite the increasing popular attention to China’s Millennial generation, empirical research validating their ascribed values and traits is in the nascent stage. One concern is that previous research on Chinese generation cohorts has been based on cross-sectional data and with very few exceptions, findings are consistent with life stage (age) predictions. As demonstrated by recent longitudinal studies with large U.S. samples, when generation cohort effects are disentangled from life stage effects U.S. Millennials share more similarities than differences in work attitudes and values with their predecessor cohorts.

In this seminar, I report on a study using longitudinal panel data that examines the personal values orientations of over 2500 managers, professionals and business students who participated in five survey waves (1992 to 2011) in China. One objective of the study was to delineate a personal values profile for the new Chinese Millennial generation, and determine whether it is consistent with popular characterizations. Unexpectedly, this longitudinal study’s findings also challenge previous generational research about the values orientations of earlier generation cohorts in China.

Dr. Carolyn Egri is the William J.A. Rowe EMBA Alumni Professor, and professor of management and organization studies at the Beedie School of Business, Simon Fraser University. Dr. Egri has published extensively on international management, cross-cultural values and ethics, and corporate environmental and social responsibility. Her research has been published in top tier journals including the Academy of Management Journal, Journal of International Business Studies, Organization Science, and Strategic Management Journal.

Dr. Egri is a former Associate Editor, Essays, Dialogues, and Interviews for Academy of Management Learning & Education, has co-edited five journal special issues, and currently serves on nine editorial boards. She has been chair of the Academy of Management’s Organizations and the Natural Environment interest group, a director of the Organizational Behavior Teaching Society, and chair of adjudication committees for the Social Sciences and Humanities Research Council of Canada. Dr. Egri is the 2012 recipient of the David L. Bradford Outstanding Educator Award from the Organizational Behavior Teaching Society for Management Educators.

All interested are welcome.