

# “GENERATION ‘Y’ – CHALLENGES TO THE SHIPPING INDUSTRY”



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# Generation Y

- Born in the mid-1980's and later
- in their 20s, just entering the workforce
- numbers estimated as high as 70 million
- fastest growing segment of workforce
- employers cannot ignore the needs, desires & attitudes of this vast generation
- known as the Millennials, Generation We, Global Generation, the Millennial Generation, Generation Next, the Net Generation, the Echo Boomers

# Common traits

- ▣ Educated, creative thinkers
- ▣ Tech-Savvy, impatient, arrogant
- ▣ Family-Centric, ambitious, disrespectful
- ▣ Focus on work/ life balance
- ▣ High levels of confidence, disengaged
- ▣ Achievement-Oriented
- ▣ Team-Oriented, international perspective
- ▣ Less company loyalty, increased job switching
- ▣ Attention-Craving

# Why shipping less attractive

- ▣ No role model - who instead of what
- ▣ Lack of awareness, knowledge, safety
- ▣ Expectations – development
- ▣ Management vs. leadership
- ▣ Visibility, career path, ambassador
- ▣ Less exposure, insufficient training
- ▣ Less social identity
- ▣ Shipping community attitudes
- ▣ Piracy & other issues

# Continued.....

- ▣ Scrambling for safety
- ▣ Criminalisation of seafarers
- ▣ Ships of shame
- ▣ Fewer crew members
- ▣ Higher workloads
- ▣ Less salary
- ▣ No long term future
- ▣ Isolated micro-community on board

# Pre Employment challenges

- ▣ Non-flexible learning
- ▣ Assignment rather examination
- ▣ Lack of motivation, no insight
- ▣ Reluctant to go to sea – no career days, scholarship, academic prize
- ▣ Family oriented, inter-connected generation
- ▣ Life at sea & beyond seafaring
- ▣ Seafarers as assets not costs
- ▣ Less demanding career

# Challenges during Employment

- ▣ Contract type & duration
- ▣ Further education option
- ▣ Higher salary expectation
- ▣ Job satisfaction & Retention rate
- ▣ Quick promotion
- ▣ No commitment & responsibility
- ▣ Timely sign on and sign off
- ▣ Transferable skills, change requirement
- ▣ Overall job satisfaction

# Challenges to the industry

- ▣ Shortage of seafarers
- ▣ Shortage of knowledgeable, skilled and hard workers
- ▣ Lack of management and operational controls
- ▣ Lack of leadership
- ▣ Less research and design projects
- ▣ Effects on world trade
- ▣ Cost of shipping



# Solutions & conclusions

- ▣ Positive attitude & motivation
- ▣ Industry of choice & Employers of choice
- ▣ Good environment and create opportunity
- ▣ Modern ships & equipment
- ▣ Communications
- ▣ Excitement and pleasures
- ▣ Provide attention, transferable skills
- ▣ Recognition and value
- ▣ Balance between work and family life

THANK YOU

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