

**75% of top entrepreneurs upbeat, plan to hire more staff**  
**Malaysian Insider**  
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More than 75% of the world's top entrepreneurs plan to increase the size of their workforce in the year ahead by an average of 19%, largely driven by growing global demand for goods and services and technological advances.

This was according to the third Ernst & Young Global Job Creation Survey of nearly 250 EY World Entrepreneur of the Year (WEOY) finalists since 2000, released today to coincide with the WEOY Awards 2014, taking place this week in Monaco.

When compared with CEOs of large corporates, entrepreneurs are taking a more active role in global job creation according to a recent EY study.

In this, only 31% of CEOs surveyed said they intend to hire in the next year, with the analysis suggesting this reticence is driven by geopolitical concerns and cost cutting pressure from activist shareholders.

In contrast, respondents to the Global Job Creation Survey say the main driver for hiring at home (selected by 88%) is a desire to make the most of a growing market for goods and services – with 61% of entrepreneurs confident in their home market's prospects. The second biggest driver of employment is the improvements that technology and innovation have brought to companies.

Maria Pinelli, EY's global vice-chair, said: "The results of our annual survey relay a consistent message – that entrepreneurs, as key drivers of innovation in the global economy, are job creators and are far less risk averse when it comes to employing new people than CEOs of larger companies."

Technology has emerged as a key driver of job creation among entrepreneurs, with more than half (51%) agreeing that investments made in technology have changed their workforce, with eight in 10 of these (81%) saying it's led them to hire.

The survey shows that this is driven by the increased cost competitiveness technology brings (53%), and by technology and mobile working opening up a greater and more skilled pool of workers, with 55% of entrepreneurs planning to hire from outside of their country – compared with 44% in the previous two years.

When looking at who was hired by entrepreneurs in 2013, there has been a shift towards hiring at the entry level.

Fewer "experienced non-management" were hired in 2013 than in 2011 or 2012, while jobs at the entry level, especially those requiring a degree or advance degree were up on the last two years.

Entry level roles that don't require a degree held steady.

"Entrepreneurs have a key role to play in driving global economic growth and job creation thanks to their dynamism, nimbleness and ability to spot opportunities for growth." – June 4, 2014.

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