

HEELS & BOOTS

Attracting Female Adolescents as Skilled Workers

Skilled labour is a basic requirement for all construction projects. Until now, most skilled labour in construction projects has been male. However, the focus on male labour has led to a persistent labour shortage. This shortage could affect the sustainability of the industry and slow down the country's socio-economic growth. Currently, construction companies have to hire foreign labour as most construction work is done manually. However, this approach seems to create further problems for the industry and the economy. Therefore, there is a need to improve the approach and expand the search for new local talent by focusing not only on men but also on women as potential skilled workers. Currently, not much effort is made in Malaysia to attract women to the profession of construction workers. Since career choice begins at adolescent stage, efforts to attract women to the construction labour profession should start at this period of time. Therefore, this book focuses on exploring female adolescents' perceptions of the job characteristics and criteria that can influence and attract them to the profession of skilled construction worker. This book can be a useful basis for policymakers in finding ways to attract female youths as construction workers to address the shortage of local skilled labour in the construction industry in Malaysia.

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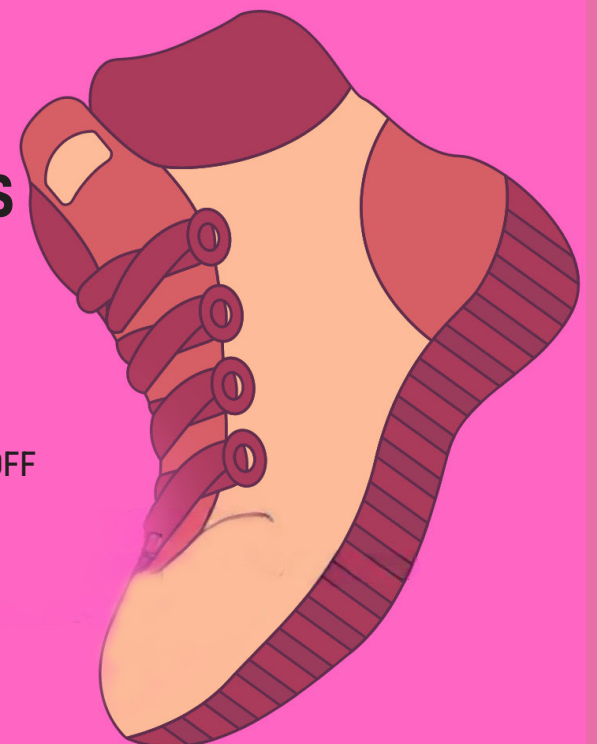
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Preface

This book has been prepared based on the current situation of the construction industry and the actual perceptions of the female youths in Malaysia. The problem of skills shortage is addressed in detail in this book, along with realistic strategies that stakeholders and policymakers can refer to in order to attract female adolescents to become skilled construction workers.

Praise be to Almighty Allah for all His blessings and for giving us the patience and good health throughout the duration of writing this book. All the information and data in this book is gathered based on research grant FRGS/1/2019/TK10/UKM/02/4. We would like to extend our gratitude to UKM Press for giving us the opportunity to publish this book. Last but not least, to our family - thank you so much for all the support and *doa*.

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