

**تأثير تسويق الذات على فرصة الحصول على العمل الجيد  
دراسة استطلاعية لعينة من فئة الشباب في سن العمل في  
العراق**

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The impact of self-marketing on getting good work opportunity an exploratory study of a sample of working-age youth in Iraq

تأثير تسويق الذات على فرصة الحصول على العمل الجيد دراسة استطلاعية لعينة من فئة الشباب في سن العمل في العراق

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#### المستخلص:

يهدف البحث إلى معرفة كيف يمكن لتسويق الذات ان يحسن من فرصة الحصول على فرصة عمل مناسبة بين الفئات العمرية المقبلة على سوق العمل ، وكان التساؤل الرئيسي للوصول الى الهدف كيف يمكن للتحصيل الدراسي للمتقدم ان يحسن من جودة العمل التي يمكن أن يحصل عليه المتقدم وهذا يعزز من معرفة اصحاب العمل توجه فئة الشباب ووجهات نظرهم حول جودة العمل وتصنيفه جيدا ما يتيح لهم اختصار الوقت والجهد في جذب المورد البشري المناسب للعمل ويهدف جمع البيانات استخدم الباحث اسلوب استمارة الاستبيان التي وزعت على عينة عشوائية للفئات العمرية في سن العملاختبار الفرضيات التي كانت الرئيسة منها " يؤثر تسويق الذات تأثيرا ذا دلالة معنوية على العمل الجيد" وتم تحليل تلك البيانات باستخدام البرنامج الاحصائي SPSS ، وبرز ما توصلت له النتائج في إن الفرد يتوقع حصوله على فرصة عمل جيدة على اساس تحصيله الدراسي أكثر من المهارات والخبرات التي يمتلكها.

الكلمات المفتاحية : تسويق الذات ، العمل الجيد، سوق العمل، العلامة التجارية الذاتية

#### Abstract:

The research aims to find out how self-marketing can improve the chance of getting a suitable job opportunity among the age groups coming to the labor market, and the main question to reach the goal was how the applicant's academic achievement can improve the quality of work that the applicant can get and this enhances the employers' knowledge of the orientation of the youth group and their views about the quality of work and its good classification, which allows them to reduce the time and effort in attracting the right human resource for work, and in order to collect data the researcher used the questionnaire method that was distributed to a random sample of working age groups to test the hypotheses of which the main one was "Self-marketing has a significant effect on good work", The data were analyzed using SPSS statistical software, revealing that individuals place greater emphasis on their academic achievements when anticipating good job opportunities, rather than on the skills and experience they possess.

**Keywords:** Self-marketing, good work, labor market, self-branding

**Introduction:** Securing a promising job opportunity in today's dynamic work environment requires not only a diverse set of skills and abilities but also the capacity to effectively market one's competencies. The process of obtaining a job that aligns with one's financial, psychological, and social needs demands more than just qualifications; it necessitates the ability to present personal strengths in a manner that resonates with potential employers. Therefore, it is essential for individuals to master self-marketing techniques, particularly in the context of job interviews, where verbal communication, body language, and a well-crafted résumé play crucial roles in conveying their expertise and potential. These elements are key to increasing the likelihood of securing employment in their desired field.

## Research methodology

**1-Research Problem:** In a rapidly evolving world and changing jobs, many young job seekers in Iraqi society find it difficult to get a favorable opportunity that matches their ambitions and potential, and here lies the search issue and we can summarize it with a set of questions:

- . To what extent does effective self-marketing enhance the likelihood of securing a suitable job?
- . Do strong communication and networking skills improve the chances of obtaining a job opportunity?
- . How does educational attainment influence the type of job that meets an individual's aspirations and goals?

**2- Research Importance:** Given the challenging socio-economic conditions Iraq has faced in recent decades—marked by high unemployment rates and widespread poverty—the significance of this research lies in its focus on youth employment. Employment for young adults is not only vital for the economy but also has profound psychological and social implications, as this demographic forms the backbone of the nation's socio-economic fabric. The research emphasizes the critical role employment plays in shaping the future of Iraq's youth, both economically and socially.

## 3- Research goals

In light of the difficulties faced by the Iraqi individual of working age in obtaining a job opportunity, the research aims to find out how self-marketing can improve the chance of obtaining a suitable job opportunity among the age groups coming to the labor market

## 4-Research Hypotheses:

**First Hypothesis:** There is a positive correlation between self-marketing and the ability to secure a suitable job opportunity. A significant relationship exists between an individual's level of education, communication skills, and cultural awareness and their success in obtaining employment that meets their personal and professional goals.

**Second Hypothesis:**

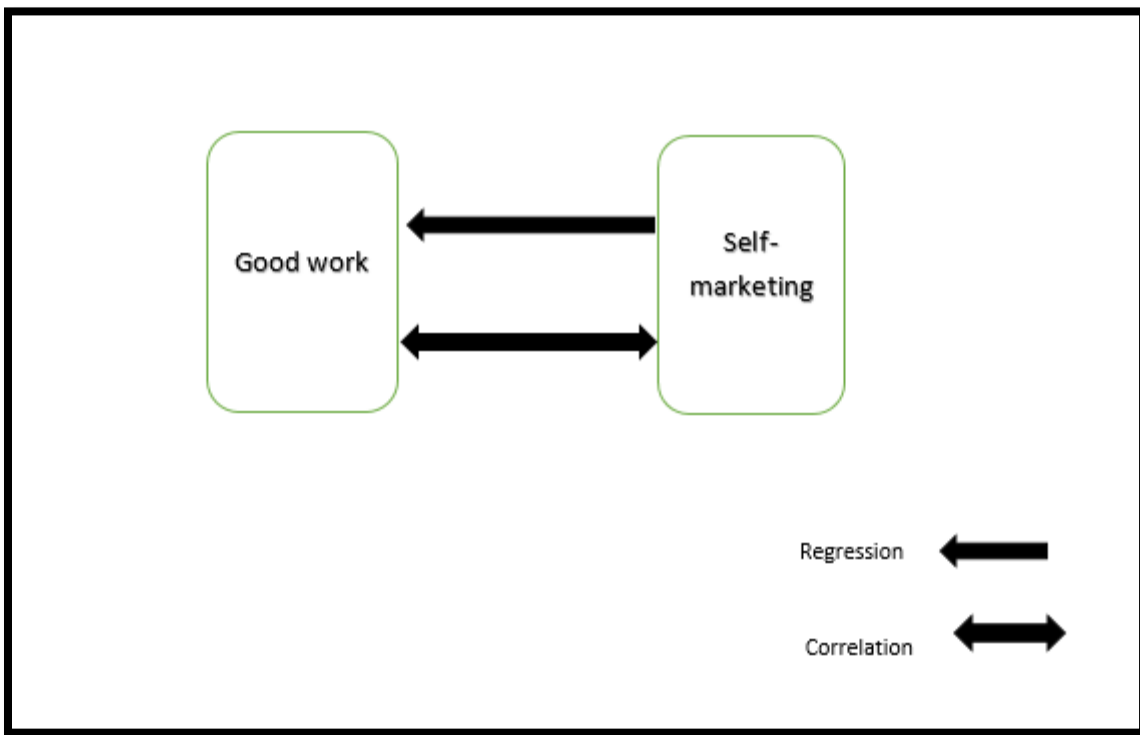
**Primary:** Self-marketing has a impact on the quality of job prospects. Variables such as educational attainment, cultural competence, skill sets, capabilities, and individual disposition are pivotal in evaluating the appropriateness and caliber of job opportunities available to individuals.

**Secondary hypothesis:** Educational attainment significantly influences the appropriateness and quality of job opportunities that individuals can obtain.

4- hypothetical Diagram

Shape (1)

hypothetical Diagram



Source: researcher

Litrchure review

1-SELF MARKETING :

Concept of self-marketing

Time after time, gate job opportunities be challenging, and one needs to develop special skills and, most important, how to show this to the labor market to gate the chance to work in a good place with a good salary. Job seekers are increasingly using social networking sites like LinkedIn, Skype, Viber, and Facebook, with Facebook attracting

secondary school graduates and LinkedIn attracting university-educated individuals. LinkedIn is primarily focused on work, while Facebook serves an entertainment role. Generation Y and Generation Z are increasingly using smartphones, with the former prevailing in higher education and self-marketing assuming a crucial role in the employment search. (MACHOVÁ & et.al, 2023) Self-marketing equips persons with competitive skills for employment, career changes, and business expansion, becoming a popular consultancy service on websites in the self-help management movement (Manai & Holmlund,2015). The self-marketing means how the person marketing himself in a specific medium to achieve success and fame; the process of self-marketing is complex due to an individual's psychology. To become successful, individuals must employ strategies and methods that align with their environment and target audience. They must be able to influence others' feelings and attract their attention, resulting in a preference for their services over others (Ismail& Saleh, 2017), Self-marketing is an art of impression management and tacit practices aimed at projecting a desired identity to influence external others (Merdin,2011), (Shuker, 2014) A Self-Marketing Plan consists of a series of activities, writings, and exercises integrated into a course designed to improve students' career readiness and the practical application of what they learn during their job search. In essence, self-marketing The process through which an individual expresses their identity, competencies, and character to develop a distinctive personal image that differentiates them from others and improves their prospects.

## **The importance of the self-marketing**

the job market has grown more competitive, with skilled professionals vying for fewer positions while millions of undergraduate and graduate students join the workforce. The global labor market compels workers to face off against highly qualified candidates from other countries. To differentiate themselves, individuals need to leverage the internet and employ effective marketing strategies to showcase their skills and experiences, ensuring they don't get lost in the crowd.

Self-marketing is essential in today's competitive job market as it helps stand out, build a positive brand, and lead to new opportunities. It allows individuals to showcase their achievements and skills, distinguishing themselves from other candidates. By establishing a positive image and establishing authority in their field, self-promotion can lead to new projects, promotions, and job opportunities. (Ralph.s,2023). Employees use accomplishment statements to boost self-awareness, boost confidence, demonstrate accomplishments, provide concrete examples, and differentiate themselves from competitors by showcasing their accomplishments (Ruck,2006) Creating a personal brand through self-marketing is essential for those who aspire to achieve and develop themselves. It significantly improves their chances of landing job opportunities and advancing in their careers. Do not underestimate the power of self-promotion in opening closed doors and reaching your goals.

## **Self-branding to adopt self-marketing**

Some people hire someone else to make their brand, but the best branding will come from the person themselves. Personal branding is a very self-centered and personal way of selling yourself. (Hitchings,2014), One's "personal

brand" consists of their outward persona and reputation. Everyone already has a brand identity or set of characteristics that set them apart from others (US Department of Labor,2022). In Shape 1, we illustrate that the model comprises three primary elements that distinguish the various facets of self-marketing highlighted by (Manai and Holmlund, 2015) (MACHOVÁ, & et al,2023) expressed

- Core identity characterized by keywords such as: Education, Skills, Personality, Values, Experience.
- Extended identity articulated with keywords Examples include: Skills and Abilities, Attitudes, and Cultural Aspects.
- The value propositions encompass:
- Functional benefits: Engaging in teamwork to accomplish objectives within specified deadlines.
- Emotional benefits: Fostering a positive atmosphere and contributing to an effective workplace community.
- Self-expressive benefits: Engaging in innovative yet practical problem-solving approaches.
- Relationship benefits: Demonstrating commitment as a dedicated employee and embracing long-term strategic thinking as a fundamental principle for business.

According to a theoretical framework, an individual's identity is formed through a combination of inherent and acquired abilities, personal traits, and the cultural values instilled during upbringing. These elements collectively shape one's authentic identity which (Merry,2010) expressed encompasses a wide range of concepts, it is commonly used to refer to the multifaceted and ever-changing expressions of one's sense of self that detail the ways in which individuals form attachments to and shape their lives in response to their historical, social, and cultural contexts over the course of their entire lives. One develops attachments to both other people and one's surroundings. It is important to note that the utilization and cultivation of these aspects are not arbitrary, but rather driven by an underlying purpose or objective. Consequently, individuals are motivated to pursue specific goals that align with their aspirations.



Digram (2)

(Manai and Holmlund, 2015) (MACHOVÁ, & et al,2023)

## 2-Good work

For many individuals, employment serves as a means of financial independence, a way to foster social connections, and a key component of identity. Our sense of self is often shaped by our professions. The workplace frequently becomes a social hub, with some of us spending more hours with colleagues than with friends or family. The effects of unemployment are significant, impacting individuals, their social circles, and society as a whole; the value of paid employment is most evident to those who find themselves without it. ( Kremer et al,2021) The purpose and concept of work have undergone a significant transformation over time. The traditional view of labor as a simple tool or means of livelihood has been superseded ( Jawad & Abbas,2023) Safe Work Australia defines "Good Work" as a work environment characterized by health and safety, wherein hazards and risks are systematically eliminated or mitigated to the fullest extent feasible. Furthermore, it underscores the importance of work design that optimizes human

performance, job satisfaction, and productivity. The principal components of good work encompass: (Safe Work Australia, 2024)

- 1) Protection of workers from health, safety, and welfare risks
- 2) Enhancement of worker health and well-being
- 3) Boosting business success through increased worker

Work occupies a significant position in human life, serving both the individual in terms of meeting their own needs and the collective in terms of the individual's role within society (Ragab & Mahmoud, 2022). In other words, work continues to play a crucial role in an individual's psychological well-being and in shaping their personal narrative, deeply influencing the meaning they attach to their life. As an activity, work organizes and gives purpose to time in a society where routines are built around it. Work thus becomes essential for structuring daily life and fostering a sense of continuity; it also serves as a safeguard against boredom and feelings of emptiness. Conversely, losing work is a significant destabilizing factor, as shown by the life stories of marginalized individuals. Both ethnographic and biographical studies reveal that unemployment, unstable work, and low-skilled jobs significantly contribute to the social exclusion experienced by street drug users and homeless individuals. In a society that values work and links personal achievement not only to financial success but also to professional standing, job loss and declines in job quality can strongly impact how individuals view themselves. (Richard, 2001)

## **Jobs market**

Anyone can have a different view on which of the two sentences is correct. However, it is important to note that using the word "market" does not mean that labor is acting like a good or service.

A easy way to explain the job market is to say that it is where supply and demand meet to decide the price and amount of work that will be done. sellers and buyers will use the market to talk to each other about what they have, what they need, and the prices they want to pay or are willing to pay before the deal is finalized. The job market is a great place to use this concept.

The labor market is where people who are willing to do work that matches the job description's clear details can be hired and paid for it. In other words, in order to be on the labor market, work has to be paid for. (Serena, 2016) A recent body of empirical literature has highlighted significant deviations from the traditional model of a perfectly competitive labor market, raising concerns that "labor market power" could lead to considerable welfare losses. One commonly discussed and intuitive source of this market power is the presence of a limited number of firms in a local labor market, which understand that their decisions regarding hiring and wage setting can influence the overall wage and employment levels in the local market (Berger & et.al, 2019) .

In the Information Age, the term "career" has taken on a variety of meanings, and there are several paths one might take to further one's career. Not only has career management been the subject of debate and discussion, but so too

have methods for getting a career started. It's more difficult to get work, stay with a firm or a job, and rise through the ranks. McCorckle and colleagues (2003) found that searching for a job in the modern day is significantly more difficult than in the past and calls for significant effort. (Merdin,2011).

According to the data provided by the World Bank, the unemployment rate in Iraq has reached 15.50% in 2022 ( <https://data.albankaldawli.org/country> ) , and this indicator requires real attention to solve this crisis

### 3- Collecting data

The researcher employed the questionnaire method (Posted online for maximum information) to gather data from a random sample of young people of job-seeking age (between the ages of 19 and 45). The sample size was 119.

### 4-Data analysis

The objective of this study is to assess the significance of both primary and secondary variables by examining the descriptive findings concerning the availability of these variables and their dimensions at the site of investigation. This analysis relies on the responses from the sample participants gathered through the questionnaire. Descriptive directional statistical methods were employed, which included frequency distributions, percentages, arithmetic means, standard deviations, coefficients of variation, response levels, importance, and relative proportions of paragraphs and topic and their organization according to significance. Furthermore, the acceptance or rejection of each paragraph by the sample and its implications were assessed. Based on these statistical methods, the study has been organized into the following sections.:

First: How the responses were measured

A five-point Likert scale was employed, and in accordance with the principles and attributes associated with this scale, the responses from the study sample on the questionnaire items were classified based on the subsequent scale categories and weights.

Completely Agree = 5) (Agree = 4) (Neutral = 3) (Disagree = 2) (Completely Disagree = 1)

Based on the five-point Likert scale, the arithmetic means of the response forms will be analyzed to ascertain the level of responses, specifically the degree of interest exhibited by sample members concerning the presented variables. This analysis will be categorized into five distinct levels, which can be determined through the following equations.

(Dewberry, 2004: 25)

Length (range) = (maximum scale value - minimum scale value) ÷ number of levels

Category length = (scale minimum +range length) or (scale maximum - range length).

So the length (range) = (5 - 1) 5 = 0.8 then added to the minimum scale (1) or subtracted from the maximum In accordance with a scale of 5, we will opt for the addition process, resulting in the following categorization:

Table 1: Categorization of the response levels of the study sample based on the arithmetic mean.

Table (1)

Classify the response levels of the study sample according to the arithmetic mean

	Classification	Level
<b>First</b>	$1.79 = 0.79 + 1$	Completely Disagree
<b>Second</b>	$2.59 = 0.79 + 1.80$	Disagree
<b>Third</b>	$3.39 = 0.79 + 2.60$	Neutral
<b>fourth</b>	$4.19 = 0.79 + 3.40$	Agree
<b>fifth</b>	$5 \sim 0.79 + 4.20$	Completely Agree

Source: researcher, based on the literature.

To analyze whether the study sample generally agrees or disagrees with the statements, we'll use the weighted average and compare it to a hypothetical mean of 3. We'll also consider a standard deviation of 1. If the calculated mean is greater than the hypothetical mean, this suggests that the result is statistically significant. If the value is below the hypothetical mean, it implies that the respondents are not fully engaged with the paragraph's content and are leaning toward agreeing with the statements. In this scenario, the positive paragraph is likely accepted. On the other hand, if the value is above the hypothetical mean, it suggests a lack of interest in the content, leading to disagreement with the statements. Additionally, a deviation of less than one indicates that the participants are concentrating on the intended variable. We will also adopt the arithmetic method to extract the relative importance of the content of the paragraph in relation to the rest of the paragraphs by dividing (arithmetic mean ÷ the highest score in the scale), on the basis of which the paragraphs will be ranked according to priorities.

**Second: Measuring the level of study variables**

To answer the third sub-question (How does educational attainment influence the type of job that meets an individual's aspirations and goals? The third sub-question (How does educational attainment influence the type of job that meets an individual's aspirations and goals?

The findings of the study, based on the responses provided by the study sample regarding the aforementioned variables, will be presented.

Table (2)

represents the academic achievement of the research sample

Alternatives	frequency	%percent
Diploma	3	2.7
Preparatory	16	14.3
Bachelor's degree	71	63.4
Master's degree	15	13.4
Doctorate	7	6.3
Total	112	100.0

Resource: by researcher

Table 2 shows that the Bachelor's degree is the most frequently attained qualification, with a total of 71 instances, representing a rate of 63.4%. Junior high is the second most common qualification, with 16 instances and a rate of 14.3%.

Table (3)

represents Social status

Alternatives	frequency	%percent
single	64	57.1
<b>Married</b>	48	42.9
Total	112	100.0

Resource: by researcher

the table(3) show that the frequency of single is higher than married, with 64 frequencies (57.1%) and 48 frequencies (42.9%).

Table (4)

The age

Alternatives	frequency	%percent
19-29	64	57.1
30-39	41	36.6
40 &more	7	6.3
Total	112	100.0

Resource: by researcher

the table (4) show that (19-29) has a higher frequency than the others, reaching 64 with 57.1%.

table (5)

Descriptive statistics for self-marketing questions

Questions	Min	Max	Mean	SD	CV	RII%
Q1	2.00	5.00	4.14	0.77	18.57	82.86
Q2	2.00	5.00	4.21	0.74	17.57	84.29
Q3	2.00	5.00	4.14	0.75	18.00	82.86
Q4	2.00	5.00	4.56	0.64	14.04	91.25
Q5	1.00	5.00	3.88	0.95	24.52	77.50
Q6	2.00	5.00	4.26	0.69	16.30	85.18
Q7	1.00	5.00	3.07	0.93	30.19	61.43
Q8	2.00	5.00	4.07	0.80	19.70	81.43
Q9	2.00		19.95	0.80	5.00	80.18
Q10		57.32	38.76	1.11	5.00	1.00
Q11		59.11	34.71	1.03	5.00	1.00

Q12		65.89	39.00	1.28	5.00	1.00
Self-marketing		75.22	10.56	0.40	4.75	2.69

Source: Researcher based on the output of 28spss

From the result of Table 5, we can see that:

Table 5, which states that "I check the information related to the company's activity before the job interview," is the most homogeneous among the answers of the studied sample. This is indicated by a coefficient of variation (CV) of 14.04%, an arithmetic mean of 4.56 with a dispersion of 0.64, and a relative importance of 91.25%. This question was ranked first in terms of self-marketing. The majority of individuals surveyed indicated that they utilise exploration skills and personal culture prior to entering job interviews, and consider it an important aspect of self-marketing.

With regard to the level of self-marketing, the arithmetic mean of this variable was 3.76 with a dispersion of 0.40. This indicates good homogeneity between the answers of the research sample, as the coefficient of variation reached 10.45% and the relative importance was 75.22%. Additionally, the direction of this variable agreed. This leads to the conclusion that respondents engage in self-marketing activities that leverage their personal characteristics, including learning, cultural background, skills, and experience.

From the result of Table 6, we can see that:

Table 6, which states that "I enjoy performing my work and the tasks assigned to me," is the most homogeneous among the answers of the studied sample. The coefficient of variation (CV) amounted to 14.36%, the arithmetic mean was 4.26 with dispersion 0.61, indicating a high degree of homogeneity among the answers of the research sample. Furthermore, the relative importance of this answer was 85.18%. This question was answered with a high level of agreement, indicating that the majority of respondents defined good work as a pursuit that aligns with their passion and brings them personal fulfilment, rather than solely focusing on financial gain.

With regard to the concept of 'good work', the mean score was 3.73, with a standard deviation of 0.44. This suggests a high level of consistency in the responses of the research sample, with the coefficient of variation reaching 11.91% and the relative importance being 74.51%. Additionally, the direction of this variable was found to be aligned with the expectations set out in the question.

Table (6)  
the descriptive statistics of the self-marketing question

Questions	Min	Max	Mean	S D	CV	RII%
Q13	1.00	5.00	3.26	1.06	32.63	65.18
Q14	2.00	5.00	4.35	0.64	14.71	86.96
Q15	1.00	5.00	3.94	1.01	25.57	78.75
Q16	1.00	5.00	3.01	1.26	41.97	60.18
Q17	1.00	5.00	3.66	1.05	28.77	73.21
Q18	1.00	5.00	2.60	0.94	36.33	51.96
Q19	2.00	5.00	4.21	0.85	20.25	84.29
Q20	2.00	5.00	4.41	0.79	17.89	88.21
Q21	1.00	5.00	4.20	0.85	20.19	83.93
Q22	3.00	5.00	4.26	0.61	14.36	85.18
Q23	1.00	5.00	3.09	1.10	35.71	61.79
Good work	2.48	4.76	3.73	0.44	11.91	74.51

Source: Researcher based on the output of 28spss

4-Hypothesis test

- correlation test

Table (7)

Correlation between the study variables

Variables	Self-marketing	
Good work	Pearson Correlation	.273**
	Sig. (2-tailed)	.004
	N	112
**. Correlation is significant at the 0.01 level (2-tailed).		

Source: Researcher based on the output of 28spss

From Table No. (7), we notice that there is a significant correlation between self-marketing and good work, as the correlation value is 0.273, where the significant value is 0.000, which is less than the significance level of 5%. This proves the first main hypothesis that there is a significant correlation between self-marketing and good work

-The regression test

The hypothesis H0: There are no statistically significant differences between the responses of the research sample according to the certificate variable

H1: There are statistically significant differences between the responses of the research sample according to the certificate variable

Table (8)

corelision analysis of variance for the variable of good work according to education

Model		Sum of Squares	Df	Mean Square	F	Sig.	R2
1	Regression	2.711	2	1.356	7.717	.001 <sup>b</sup>	0.124
	Residual	19.148	109	.176			
	Total	21.859	111				
a. Dependent Variable :good work							
b. Predictors: (Constant),Interaction of self-marketing with education, self-marketing							

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.529	.379		6.667	.000
	Self marketing	.417	.110	.373	3.795	.000
	Interaction of self-marketing with education	.032	.013	-.244	-2.485	.014
a. Dependent Variable: good work						

Source: Researcher based on the output of 28spss

Table 8 indicates a significant positive effect of self-marketing, as evidenced by the value of Sig. The value is 0.000, which is less than 0.05, indicating a statistically significant positive effect. The effect size is (B = 0.417), which means that increasing the variable (self-marketing) by one unit will result in an increase of 41.7% in (good work).

Furthermore, the significant positive effect of the interaction between self-marketing and certification is evident. The value of Sig. is 0.000, which is less than 0.05, and the effect size is (B = 0.032), indicating that increasing the variable (interaction of self-marketing with certification) by one unit will result in an increase of 3.2% in good work. The coefficient of determination R<sup>2</sup> is equal to (0.123).

The results indicate that self-marketing has a significant positive effect on good work. The linear regression equation is as follows:

$$\text{Good work} = 2.529 + 0.417 * (\text{self-marketing}) + 0.032 * (\text{interaction of self-marketing with education})$$

This indicates that the more an individual marketing himself in a better way and increases his academic achievement, the more likely he is to obtain a job opportunity that meets his aspirations with higher quality.

#### 4-Results & Recommendations:

From data analysis the result founded :

- 1- 1- People in the early youth stage are more interested in developing and accomplishing work in new ways -2
- 2-
- 2- Working on skills and experience is related to the quality of the job opportunity

- 3- In Iraqi society, educational attainment is linked to the quality of the job opportunity that an individual can obtain.
- 4- Job descriptions should be created in a clear, concise and easy-to-understand manner to attract the right people for the company.
- 5- The new generation of job seekers is finding that a good job is the one that comes closest to realizing the enjoyment of the task

And that lead to Recommendations:

- 1- Job advertisers should consider the culture of job applicants when describing the job
- 2- Focusing on talent and skill in addition to academic achievement, as Iraqi society is more interested in the degree as a measure to get a job than other aspects.
- 3- Job advertisers should provide clear information about the nature of their business, as this is a factor that influences the type of applicants.
- 4- Modernizing work methods and requirements and selecting people based on their skills means companies can do better.

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The author declares no conflict of interest.

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Appendix

Questionnaire

Self-marketing	Strongly agree	agree	Neutral	disagree	Strongly disagree
Q1:I feel confident during in-person communication and formal phone calls					
Q2:I handle official correspondence with confidence and am familiar with formal requirements					
Q3:I formulate questions related to the position for which I have applied before the job interview.					
Q4: I check information about the company's activity before the job interview					
Q5:I usually feel nervous before a job interview					
Q6:I maintain eye contact during the job interview.					
Q7:I generally feel comfortable and relaxed in job interviews					
Q8:I am confident in job interviews					
Q9:I get nervous when one or more people ask questions in a job interview					
Q10: I find it easy to talk about my negative qualities in a job interview					
Q11: I find it easy to talk about my positive qualities in					

a job interview					
Q12:It is stressful when my foreign language skills are tested in a job interview					

Good work	Strongly agree	agree	Neutral	disagree	Strongly disagree
Q13: I categorize a good job based on how much I am paid					
Q14: I aim to engage in work to develop my skills					
Q15: I care more about job security than wages					
Q16: I avoid changing jobs even if the pay is inadequate					
Q17: I prefer to work in a good environment even if the wages are relatively low					
Q18: I care more about my paycheck than the work environment					
Q19: Forming good relationships with my coworkers makes me feel like I belong at work					
Q20: I see work as an opportunity for self-actualization					
Q21: The work system and my bosses respect my private life					
Q22: I enjoy doing my job and the tasks assigned to me					

Q23: I consider tasks as heavy duties that I have to finish					
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