

Data-Driven Job Search

數繪搵工



The world is paying attention to the impact of the trade war on various industries, and Lingnan University published a report titled **"Data-Driven Job Search: Big Data Series Report on Hong Kong's Employment Market"**, analysing the employment risks and potential challenges in labour market.

The study was led by **Prof Pun NGAI**, Chair Professor of Lingnan's **Department of Cultural Studies** (CS), and team members included **Prof Xinmiao SONG**, Research Assistant Professor of the Lingnan University Creative and Cultural Innovation Research Institute; **Prof Yang ZHOU**, Research Assistant Professor of CS; **Prof Anfan CHEN**, Research Assistant Professor of the Department of Communication Studies at the Hong Kong Baptist University; **Prof Shuheng JIN**, Assistant Professor of the Department of Social Work at the Guangdong University of Technology, and **Mr Zhongkai QIAN** from the College of Humanities and Development Studies at the China Agricultural University.

This study used Artificial Intelligence (AI) models to examine more than 140,000 job advertisements in Hong Kong, suggesting that **over 40% of job vacancies are in traditional service sectors such as import-export, wholesale and retail, which are vulnerable to external environmental factors**. While the strong trend of gig work in the retail industry accounts for approximately 20% of positions, there is little demand for advanced technologies like AI, with less than 2% of vacancies requiring such skills.

全球正關注貿易戰對各行各業帶來的衝擊，為分析香港勞動市場的就業風險與潛在挑戰，嶺南大學發表了《數繪搵工——香港就業市場的大數據系列報告之一》。

是次研究由嶺大文化研究系講座教授潘毅領導，團隊成員包括嶺大文化與創意研究院助理教授（研究）宋鑫淼、嶺大文化研究系助理教授（研究）周洋、香港浸會大學傳播系研究助理教授陳安繁、廣東工業大學社會工作系講師金舒衡，以及中國農業大學人文與發展學院錢忠凱先生。

利用人工智能 (AI) 模型分析全港逾 14 萬條招聘廣告，結果發現，勞動市場高達四成職缺集中於進出口貿易、批發零售等易受外部環境影響的傳統服務業。其中，零售貿易行業的「零工」趨勢明顯，比例約佔兩成；惟市場對於 AI 等高階技術的需求不足 2%。





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The research clearly shows that Hong Kong's economic structure is highly reliant on specific service industries, a situation that will face a substantial employment impact against the backdrop of the US-China trade war. At the same time, the rise of the gig economy is changing work patterns, but our labour protection system has not kept pace, leaving many flexible workers in a state of having work but no protection. Also, the lack of transparency regarding basic information such as working hours and salaries highlights the need to improve fairness and efficiency in the labour market.

本次研究清晰顯示，香港經濟結構高度依賴特定服務業，這種情況在中美貿易戰背景下，將遭遇實質就業衝擊。與此同時，零工經濟的興起正改變著工作模式，但本港的勞工保障體系未能跟上，許多靈活就業者實際上處於『有工開，無保障』的狀態。加上工時、薪酬等基本信息的透明度不足，勞動力市場的公平性和效率有待提升。

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Prof Pun added, "The government needs to assess the trade war's potential impact on low-income workers and strengthen employment protections in the gig economy. Now is the time to take decisive action to provide substantial transformation support for affected workers and to establish a fairer, more transparent, and more secure working environment for everyone, especially the growing number of flexible workers."

The research team believes that timely policy intervention can effectively mitigate the employment shocks caused by external impacts, improve labour rights under the gig economy, and enhance the labour market's overall resilience and sustainable development. They also suggest that the government strengthen vocational transition support for the affected industries, encouraging impacted workers to transfer their skills to new fields with growth potential, such as the green economy, healthcare, and technology-assisted positions.

The team has proposed the following core policy recommendations:

1. Countertrade impacts and accelerates occupational transition
2. Review and enhance protection for flexible workers
3. Standardise recruitment information disclosure and prioritise working hour transparency
4. Invest strategically in future digital skills

潘教授續指：「政府須檢視貿易戰對基層勞工的潛在衝擊，加強零工經濟的就業保障。現在是時候採取果斷行動，為可能受影響的工人提供實質的轉型支援，並為所有勞動者，尤其越來越多的靈活就業人士，建立一個更公平、更透明、更有保障的工作環境。」

研究團隊認為透過及時的政策介入，能有效緩解外部衝擊對香港構成的就業震盪，改善零工經濟加劇下的勞工權益，並提升整體勞動市場的韌性和可持續發展能力。團隊亦建議政府加強對受衝擊行業的職業轉型支援，推動受影響從業員向具增長潛力的新領域，例如綠色經濟、醫療保健、創科輔助崗位等進行技能轉移。

核心政策建議如下：

- 一、應對貿易戰衝擊，加速職業技能轉型
- 二、檢討與完善靈活就業保障
- 三、規範招聘信息披露，優先處理工時透明度
- 四、策略性提升未來數碼技能 ■