Upper Class People in East Asia
— Is There the Possibility of Emergence of Gold-Collar Workers ? —

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Abstract

The aim of this paper are to explore factors that make the existence of Gold-Color possible in Asia (particularly in East Asia), and to discuss one aspect of the possibility of emergence of such beings. With reference to the concept of the Gold-Color worker invented by Robert Earl Kelley, it marshals some characteristics of worker that can be adapted to globalization. One characteristic of those (; to work globally) is set as the dependent variable, and statistical analyses with AsiaBarometer data set is conducted. As the result, it is found that English skill and IT are important and that high educational background is not a very important factor.

1．Introduction

Today, it is widely recognized that markets of the countries in the world are getting more and more globalized and it is necessary for human resources that can be adjust to this globalization. These human resources are required to think unique ideas, to handle problems flexibly and to update their competency by themselves.

This transformation of markets and workings there is linked to the classification of industries and its hegemony. The tertiary industry has gotten important for a few decades, in a word, it has been seen as being superior to mastering information literacy (: ability to make free use of IT hardware and software, to search information needed and to analyze them effectively) rather than producing manufactured goods according to manuals.

For this matter, from the other perspective[2], it is proposed that the information industry should be discriminated from another service industries and the quaternary industry[3] can be envisaged. Additionally, it is thought that the quinary industry[4] can

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[2] Sano (2002)
[3] According to Jones (1982), this industry is made up of the information industry and

be defined out of the market sector (: from the primary industry to the quaternary industry). The quinary industry sector assumes the role of one absorption agent for the employment market. At the same time, actors engaged in the quinary industry might contribute substantially to the viability of welfare and public activity. However, that industry sector needs sustainability of financial resources and qualities of actor's life. It is really necessary for the quinary industry sector to procure capital by the redistribution from market gains or public finances. Being thought of this industrial structure, it is able to be explained that the quinary industry is expected to make better use of all the resources. Therefore it is ideal that human resources who have skills to gain high benefit by low cost (and who have the potential to move between sectors and to link the quinary industry sector to the other sectors) participate in that sector.

Few studies examined this issue in Asia with respect to ideal models of the worker. Therefore this paper examines the possibility of emergence of these human resources through dealing with the concept of the Gold-Color worker.

As explained in more detail below, this concept was invented by Robert Earl Kelley (1985). It is the concept of workers which is different from White-Color worker. The reasons why this paper deals with this concept are that some characteristics of the Gold-Color worker become key components of globalization and transformation of industries in Asia as previously explained, and that from the methodological perspective the specific appropriate model is needed to examine and to discuss.

What it comes down to is that the aim of this paper are to explore factors that make the existence of Gold-Color possible in Asia (particularly in East Asia), and to discuss one aspect of the possibility of emergence of such beings.

２．Literature Review

In this part, we review some type of previous studies in regard to discussion in this paper. To begin with, it is necessary to look over some studies in regard to the concept of the Gold-Color worker and to extract some characteristic of c that can be made use of the analysis in this paper.

Robert Earl Kelley proposed this concept in his book "THE GOLD-COLOR WORKER" (1985), and he described the difference from the traditional White-Color worker as follows.

> Perhaps the most significant difference pertains to the nature of their work and the freedom and flexibility with which they conduct it. They engage in complex problem solving, not bureaucratic drudgery or mechanical routine.

some parts of the secondary industry (publishing, printing, telecom, etc.).
[4] For example, NGO / NPO and the informal sector are included in this industrial sector.

They are imaginative and original, not docile and obedient. Their work is challenging, not repetitious, and occurs in an uncertain environment in which results are rarely predictable or quantifiable. …… Instantaneous results are rare in most gold-collar projects. Because the feedback cycle is long, these fast-track thinkers must be patient and able to tolerate ambiguity. Especially if they are physicians, scientists, or market researchers, they are often unable to predict the results of their effort …… [5]

His above citation shows the some characteristic. It is said that they are unsuitable to be supervised from organizations, that they are creative and freedom, and that their works and efforts do not always bear fruits directly and in the short term.

Sano (2002) found out that 'the Gold-Color worker' invented by Kelley, 'Symbolic Analyst' (Reich[1991]), and 'Knowledge Worker'(invented by Peter Ferdinand Drucker) share certain characteristics. She marshaled the following seven characteristics as 'Gold-Color' in the broadest sense, and those points are not at variance with above Kelly's thought.

(1) being involved in complex intelligence production, no engaging in regular work

(2) being innovative and creative

(3) working from a global perspective, having the ability to compete globally

(4) having the ability to make full use of IT

(5) having fully received latest professional instructions / high level of education (holding a bachelor's degree at lowest, holding master's or doctor's degree in many cases)

(6) high compensation / their spouse(partner) are often in the same business

(7) independence-oriented, less belongingness to large-scale organization

3. Research Method

The analyses in this paper use AsiaBarometer data set that contains data from multiple countries in Asia. This survey has been conducted annually from 2003 to 2008.

The years of data we use are 2006, 2008 because of two restrictions of data set. One is that the years the survey conducted in China and Japan are 2003, 2004, 2006, 2008, and in South Korea are 2003, 2004, 2006. The other is that the all the question items we would use in analyses are asked only in 2006, 2008 surveys.

The analyzed countries are China, Japan, South Korea. The reason why this region is selected is that many previous studies regarding the relation between class, transnational household strategy and education are accumulated[6]. Many of these

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[5] Kelley (1985: 8)

[6] e.g. Waters(2005), Yeoh et al.(2005), Lee and Hagen(2006), Igarashi(2010).

previous studies has interested in social mobility, class, and education, so that middle class has been kicked around[7]. These studies are significant from some issues of rapid modernization in Asia. However, little study has examined upper class in Asia. It is thought that the studies focusing on upper class are also valued in terms of the possibility of being the role model across the class[8]. Therefore, this paper covers the high income upper class. This fits in one Gold-collar characteristic of high compensation.

Table.0   Samples Used in Analyses

	2006	2008
China	1990	996
low income	1366	452
middle income	300	257
high income	324	287
Japan	752	769
low income	370	364
middle income	222	210
high income	160	195
South Korea	991	
low income	487	
middle income	321	
high income	183	

Sum of high income : N= 1149

To beginning analyses, it is necessary operationally to define the possibility of emergence of the Gold-Color worker in Asia. We can actually examine only with the available question items, so that we need choice some usable things to be able to be transformed into variables from seven Gold-collar characteristics. The two key points of above seven characteristics are to be intelligent and creative and to be global. The former are (1)(2), the latter is (3). It is the latter that we can transform into the variable described below. Hence, we define the possibility of emergence of the Gold-Color worker as "Working globally is effected by some of above seven Gold-Collor characteristics ?"

[Variables]
<u>Dependent Variable</u> :

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[7] Some surveys with AsiaBarometer ran on the middle class: e.g.) Sonoda(2007)(2009).

[8] Referring to Bauman(2001), Anthony Elliott and John Urry(2010) described that a "Mobility" is the key to the globalization and the capitalism of next age, one of the representation of mobility and liquidity is money flow, and so super-rich, high income class people have potentials as 'globals' (new global elite). Additionally, when I asked Elliott about the reinvention and the global elite in the workshop of The Society for Sociological Theory in Japan, he emphasized influences of the global elite as the role model across the class and strategic values of studies about the global elite.

Statements（MA）- My job involves contact with organizations or people in other countries(q5_6)：Which, if any, of the following statements apply to you？

  0. Not mentioned   1. Apply

<u>Independent Variables：</u>

Age（q274）

Gender（q273）

Ability to speak English（q288）：How well do you speak English? (SA)

  1. Not at all   2. Very little   3. I can speak it well enough to get by in daily life   4. I

  can speak English fluently   9(a). Don't know

  recode into low(;1) / middle(;2) / high(;3,4)

Occupation(q291)：What is your occupation? (SA)

  recode into no self-employed professional / self-employed professional[9] →(7)

Education(q277, q278, q281, q283, q284)

  recode into Under BA / Over BA   →(5)

IT score (made of q2, q3, q4[10] with Principle Component Analysis[11]) →(4)

４．Result / Findings

   Table.1 shows the frequency distribution of the variables we use. Table.2[12] is cross tables between the dependent variable and each independent variable. In this table the "Apply" response to the question as the dependent variable is shown. The some things about these tables we could explain are, firstly as for age, in China the 20s and the 30s are relatively high rate of global contact. In contrast, there is no the 20s's "Apply" response in South Korea. Secondly, in Table.2, age and gender are no significantly related to the dependent variable in Japan. Thirdly, in Table.2, there are no significant relations between IT use and the dependent variable in South Korea.

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[9] 'self-employed professional' is made of ' 5. Business owner or manager of an organization with over 30 employees' and '6. Self-employed professional'. 'no self-employed professional' is made of another items.

[10] This score is made of following 3 items reversed

q2 Viewing Internet web pages by computers：How often do you view Internet web pages by computers? (SA)

q3 Reading or writing e-mails by computers：How often do you read or write e-mails by computers? (SA)

q4 Reading or writing messages by mobile phones：How often do you read or write messages by mobile phones? (SA)

  1. Almost everyday   2. Several times a week   3. Several times a month   4. Seldom

  5. Never   9. Don't know

[11] Cronbach's coefficient alpha：0.8419

[12] In table.2, percentage scores show the rates of "Apply" to the number of each value which be shown in Table.1.

Table.1　Frequency Distribution

		3 countries		China		Japan		South Korea	
		N	%	N	%	N	%	N	%
My job involves contact with organizations or people in other countries	Not mentioned	1039	90.4	566	92.6	302	85.1	171	93.4
	Apply	110	9.6	45	7.4	53	14.9	12	6.6
age(per 10years old)	20s	223	19.4	133	21.8	35	9.9	55	30.1
	30s	273	23.8	193	31.6	38	10.7	42	23.0
	40s	288	25.1	142	23.2	94	26.5	52	28.4
	50s	270	23.5	107	17.5	133	37.5	30	16.4
	60s	95	8.3	36	5.9	55	15.5	4	2.2
gender	female	561	48.8	294	48.1	183	51.5	84	45.9
	male	588	51.2	317	51.9	172	48.5	99	54.1
Ability to speak English	Not at all	302	26.3	206	33.7	71	20.0	25	13.7
	Very little	598	52.0	290	47.5	206	58.0	102	55.7
	I can speak it well enough to get by in daily life	224	19.5	98	16.0	73	20.6	53	29.0
	I can speak English fluently	23	2.0	16	2.6	4	1.1	3	1.6
Occupation	Self-employed in agriculture, forestry or fisheries	30	2.6	13	2.1	13	3.7	4	2.2
	Business owner in mining or manufacturing industry of an org	38	3.3	26	4.3	6	1.7	6	3.3
	Business owner of a retail organization with up to 30 employ	90	7.8	35	5.7	30	8.5	25	13.7
	Vendor or street trader	30	2.6	30	4.9				
	Business owner or manager of an organization with over 30 employ	28	2.4	23	3.8	5	1.4		
	Self-employed professional	17	1.5	4	0.7	11	3.1	2	1.1
	Senior manager	98	8.5	62	10.1	26	7.3	10	5.5
	Employed professional or specialist	109	9.5	74	12.1	29	8.2	6	3.3
	Clerical worker	218	19.0	123	20.1	61	17.2	34	18.6
	Sales	71	6.2	32	5.2	24	6.8	15	8.2
	Manual worker	103	9.0	32	5.2	59	16.6	12	6.6
	Driver	15	1.3	15	2.5				
	Other worker	44	3.8	22	3.6	21	5.9	1	0.5
	Homemaker	105	9.1	20	3.3	50	14.1	35	19.1
	Student	59	5.1	26	4.3	5	1.4	28	15.3
	Retired	63	5.5	59	9.7	4	1.1		
	Unemployed	13	1.1	11	1.8	1	0.3	1	0.5
	Unemployed other	13	1.1	4	0.7	5	1.4	4	2.2
EDUCATION	Over BA	384	33.4	163	26.7	118	33.2	103	56.3
	Under BA	762	66.3	448	73.3	234	65.9	80	43.7
Viewing Internet web pages by computers	Never	283	24.6	167	27.3	95	26.8	21	11.5
	Seldom	116	10.1	67	11.0	34	9.6	15	8.2
	Several times a month	71	6.2	42	6.9	23	6.5	6	3.3
	Several times a week	171	14.9	95	15.5	58	16.3	18	9.8
	Almost everyday	507	44.1	240	39.3	144	40.6	123	67.2
Reading or writing e-mails by computers	Never	385	33.5	231	37.8	117	33.0	37	20.2
	Seldom	164	14.3	92	15.1	52	14.6	20	10.9
	Several times a month	114	9.9	81	13.3	21	5.9	12	6.6
	Several times a week	163	14.2	89	14.6	43	12.1	31	16.9
	Almost everyday	321	27.9	117	19.1	121	34.1	83	45.4
Reading or writing messages by mobile phones	Never	168	14.6	92	15.1	62	17.5	14	7.7
	Seldom	92	8.0	56	9.2	25	7.0	11	6.0
	Several times a month	48	4.2	25	4.1	19	5.4	4	2.2
	Several times a week	157	13.7	84	13.7	53	14.9	20	10.9
	Almost everyday	681	59.3	352	57.6	195	54.9	134	73.2

Table.2　Cross Tables : Dependent Variable(q5_6) ＊ Each Independent Variable

		3 countries		China		Japan		South Korea	
		Apply	%	Apply	%	Apply	%	Apply	%
age(per 10years old)	20s	15	6.7	13	9.8	2	5.7		0.0
	30s	33	12.1	22	11.4	7	18.4	4	9.5
	40s	27	9.4	9	6.3	15	16.0	3	5.8
	50s	28	10.4	1	0.9	22	16.5	5	16.7
	60s	7	7.4		0.0	7	12.7		0.0
	χ2	4.8		15.3 **		3.3		9.8 *	
gender	female	40	7.1	14	4.8	24	13.1	2	2.4
	male	70	11.9	31	9.8	29	16.9	10	10.1
	χ2	7.6 **		5.6 *		1.0		4.4 *	
Ability to speak English	Not at all	10	3.3	5	2.4	5	7.0		0.0
	Very little	44	7.4	19	6.6	22	10.7	3	2.9
	I can speak it well enough to get by in daily	47	21.0	15	15.3	24	32.9	8	15.1
	I can speak English fluently	9	39.1	6	37.5	2	50.0	1	33.3
	χ2	73.8 ***		37.9 ***		28.7 ***		13.7 **	
Ability to speak English	low	10	3.3	5	2.4	5	7.0		0.0
	mid	44	7.4	19	6.6	22	10.7	3	2.9
	high	56	22.7	21	18.4	26	33.8	9	16.1
	χ2	65.9 ***		28.0 ***		27.9 ***		12.2 **	
Occupation	self-employed pro	13	28.9	5	18.5	8	50.0		0.0
	no self-employed pr	95	8.6	40	6.8	43	12.9	12	6.6
	χ2	20.7 ***		5.2 *		16.9 ***		0.1	
EDUCATION	Over BA	59	15.4	21	12.9	27	22.9	11	10.7
	Under BA	51	6.7	24	5.4	26	11.1	1	1.3
	χ2	22.1 ***		9.9 **		8.5 **		6.5 *	
Viewing Internet web pages by computers	Never	5	1.8		0.0	5	5.3		0.0
	Seldom	7	6.0	2	3.0	4	11.8	1	6.7
	Several times a month	3	4.2	1	2.4	2	8.7		0.0
	Several times a week	14	8.2	6	6.3	7	12.1	1	5.6
	Almost everyday	81	16.0	36	15.0	35	24.3	10	8.1
	χ2	48.3 ***		37.3 ***		18.3 **		2.4	
Reading or writing e-mails by computers	Never	10	2.6	2	0.9	7	6.0	1	2.7
	Seldom	11	6.7	6	6.5	4	7.7	1	5.0
	Several times a month	3	2.6	2	2.5	1	4.8		0.0
	Several times a week	18	11.0	11	12.4	5	11.6	2	6.5
	Almost everyday	68	21.2	24	20.5	36	29.8	8	9.6
	χ2	79.8 ***		50.1 ***		32.5 ***		3.1	
Reading or writing messages by mobile phones	Never	4	2.4		0.0	4	6.5		0.0
	Seldom	5	5.4	2	3.6	3	12.0		0.0
	Several times a month	4	8.3		0.0	4	21.1		0.0
	Several times a week	10	6.4	5	6.0	3	5.7	2	10.0
	Almost everyday	87	12.8	38	10.8	39	20.0	10	7.5
	χ2	21.82 ***		16.75 **		11.74 *		2.6	

＊＜.05 ＊＊＜.01 ＊＊＊＜.001

Table.3 to .6 show the results of logistic regression analyses. Two models are constructed in these analyses. One is the model.1 that uses age, gender, English skill as the independent variables. The other is model.2 that is constructed of the model.1 and some variables of Gold-Collar characteristics. All regression models are statistically significant. From the results, it can find the commonalities and the differences between three countries. The first commonality is the effect of English skill on global contact. On all regression models, there are significances. The second commonality is that the effect of the education variable is no significant.

Then, the following features of each county are found. In China, global contacts are significantly related to gender. Referring to value of β, it is said that more males responded "Apply" than females. In Japan, ascription variables; age and gender are no significant, occupation and IT score effect on the dependent variable. In South Korea, global contacts are significantly related to age.

Table.3　Logistic Regression Analysis (3 Countries)

3 coutries

	Model 1			Model 2		
N=Dependent Variable			1147			1135
N=not mention			1037			1027
N=Apply			110			108
	β	Exp(β)		β	Exp(β)	
Age	0.02	1.02	*	0.04	1.04	***
GENDER(refrence: female)	0.46	0.63	*	0.44	0.64	
ENGLISH	1.25	3.49	***	0.87	2.38	***
OCCUPATION(refrence: no self-employed professional)				0.94	2.57	*
EDUCATION(refrence: Under BA)				−0.17	0.84	
IT score				0.96	0.38	***
Nagelkerke R2	0.12			0.20		
χ2	68.57		***	113.63		***
df	3			6		

* ＜.05 ** ＜.01 *** ＜.001

Table.4　Logistic Regression Analysis (China)

China

	Model 1			Model 2		
N=Dependent Variable			610			607
N=not mention			565			562
N=Apply			45			45
	β	Exp(β)		β	Exp(β)	
Age	−0.04	0.96	*	0.00	1.00	
GENDER(refrence: female)	0.89	0.41	*	0.78	0.46	*
ENGLISH	0.96	2.61	***	0.64	1.89	*
OCCUPATION(refrence: no self-employed professional)				0.63	1.88	
EDUCATION(refrence: Under BA)				−0.38	0.69	
IT score				1.43	4.16	***
Nagelkerke R2	0.14			0.23		
χ2	35.40		***	59.01		***
df	3			6		

* ＜.05 ** ＜.01 *** ＜.001

Table.5　Logistic Regression Analysis (Japan)

Japan

	Model 1			Model 2		
N=Dependent Variable		354			345	
N=not mention		301			294	
N=Apply		53			51	
	β	Exp(β)		β	Exp(β)	
Age	0.01	1.01		0.03	1.03	
GENDER(refrence: female)	0.21	0.81		0.19	0.83	
ENGLISH	1.18	3.26	***	0.80	2.22	**
OCCUPATION(refrence: no self-employed professional)				1.34	3.81	*
EDUCATION(refrence: Under BA)				0.11	1.12	
IT score				0.67	1.95	**
Nagelkerke R2	0.11			0.20		
χ2	23.77		***	42.00		***
df	3			6		

＊＜.05 ＊＊＜.01 ＊＊＊＜.001

Table.6 Logistic Regression Analysis (South Korea)

South Korea

	Model 1			Model 2		
N=Dependent Variable		183			183	
N=not mention		171			171	
N=Apply		12			12	
	β	Exp(β)		β	Exp(β)	
Age	0.09	1.10	**	0.13	1.14	**
GENDER(refrence: female)	0.71	0.49		0.37	0.69	
ENGLISH	2.21	9.11	**	1.73	5.63	*
OCCUPATION(refrence: no self-employed professional)				−5.60	0.00	
EDUCATION(refrence: Under BA)				1.71	5.51	
IT score				1.29	3.63	
Nagelkerke R2	0.34			0.44		
χ2	25.70		***	34.15		***
df	3			6		

＊＜.05 ＊＊＜.01 ＊＊＊＜.001

5. Conclusion , Discussion , Implication

This paper analyzed factors that make the existence of Gold-Color possible in East Asia. It can be said that English skill is important if we envisage the Gold-Collar model in East Asia. Kelly's discussion was in English-speaking world, so language skill is given thing. However that is a key factor when the possibility of emergence of the Gold-Collar Workers in East Asia is thought. Additionally, it was found that high educational background as one characteristic of Gold-Collar Workers Kelly said is not a very important factor. Instead, it is necessary to consider country-specific factors. One of this is ascription factor (it is like gender in China and age in South Korea). This type of factor may strongly link to each society's structure. It hopes to warrant further discussion.

There were two limitations of this paper. One is to examine only one characteristic of the Gold-Collar. If we will examine the other characteristic of creativity, we will need to use another data set or to adapt another research method. The other is that the question item we used is self-reported one, no objective score of skill. For further studies, it is requested to consider the relation between the objective score of English skill and the self-reported measurement.

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