

PILOT STUDY: BUILDING NON-COGNITIVE VALUES FOR SAUDI YOUTH

Abstract

A critical factor that is increasingly important in creating a more effective and responsible workforce and citizenry is ensuring that individuals exhibit socially desirable values. These “non-cognitive” attributes, which range from work ethic to social responsibility, are associated with better individual and group performance and more workplace satisfaction. While these values are built, to a great extent, through informal (i.e., cultural) systems, formal institutions such as schools, universities, the public sector, and the workplace are important in both shaping and being shaped by these values. However, there is little research of the extent to which such values may be developed formally through institutions or of the impact they may have on the organization itself. This pilot seeks to address these questions through a rigorous quantitative design with a focus on values that enhance social responsibility.

Expected Impact

Enhance the ability of Saudi youth to acquire desirable and relevant skills. Enhance matching in the labor market and allow for more satisfaction by both employers and employees in the workplace.

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