

# ANALYSIS OF TRENDS IN THE ROMANIANS EMPLOYMENT OPTION

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**Abstract:** Professional component holds a critical, sometimes subsistence place in every human life. Currently, in Romania, most young people are graduates of a higher education unit, which denotes their desire to have a career, a job in the field of professional training. The reality, however, is different in the sense that there is a labor demand oversized on the labor market, compared with the offer. This makes people opt for jobs for which they are not prepared. At the same time, there are some jobs in great demand, as well as certain jobs for which there is a higher demand of workplaces. In this paper we shall analyze the dynamics of job applications in various fields of activity, as well as trends existing on the labor market in Romania and from abroad.

**Key words:** career, employee, labor market.

**JEL Classification:** O15

## INTRODUCTION

The role of professional training, development and further professional improvement is precisely to find a job that corresponds to our studies, our professional goals. For each individual, having a well-defined, even successfully career is a desideratum to be followed step by step at least for the first years after graduation. Professional ideal occurs when workplace is obtained as a result of skills acquired, but in fact, things are somewhat different. Many high school graduates attend a higher education institution, hoping to have fulfilled that part of Maslow's hierarchy of needs, namely social status and esteem.

Currently, in Romania there is a far superior job offer than labor demand. Thus, pragmatism makes its presence felt and most people do not have high aspirations, such as having a career, but merely to find a job. Most of the time, studies do not help in exercising the new job, the new employee being forced to adapt itself to the new job requirements.

Romanians prefer safer jobs, want to work in companies with high ethical standards, they are looking for low stress jobs and want to receive benefits in addition to salary, but are interested less in a well done job satisfaction and personal development. A study carried out by Daedalus Millward Brown in seven countries in the region shows what are the major differences between the Romanians and their neighbors when we refer to job. When asked to choose a new job, respondents chose between five attributes that are the most important for such job. Subsequently, Daedalus experts have created a portrait of the ideal job, as perceived by the inhabitants of the countries reviewed.

In this region, the five most important features that matter to employees are: salary package (47.3%), satisfaction of a well done job (38.6%) and low stress (38.4%). Prospects for personal development (32.8%), promotion opportunities (30.1%) and the employer's high ethical standards (16.8%) seem to be less important in the region during this period.

## **AREAS FOR BUILDING A SAFE CAREER IN THE FUTURE**

Regarding the labor market, the future is never certain. There are still some visible trends for everyone when they are already in progress. If you discover them, however, from an early stage, you create the advantage of being in sync with them.

Having a professional career is the goal of every young person. To have a secure career, there is a need for orientation to the most requested areas. At the same time, if we talk about career, we must take into account the two prerequisites, namely stability and continuity.

As some trades subject to technological development will disappear, those who practiced them should already be prepared for doing something else. Furthermore, the future of labor market will bring permanent changes, so that the working population should follow lifelong learning.

Here are some areas with great potential on the future labor market:

### Green jobs

By the end of the decade, so-called green jobs will know a huge increase. More and more companies will require specialists to implement solutions to protect the environment. Thus, the environmental sector will provide a wide range of jobs, from technicians to install solar panels, to research and development, waste management and cost reduction.

The crisis period has stopped investment in this direction, but experts estimate that, by 2016, the number of jobs in this field will increase by about 50%. According to a Greenpeace study, if they would use green energy sources, by 2030 it would be created 2.7 million more jobs than if they would go on using fossil fuels. Exploitation of green energy sources will lead to creation of new jobs in the steel sector, as well, especially for those in the field of iron and steel, that will have to work on making new machines. Development of biofuels would also create jobs for chemists and agricultural supervisors. Other green jobs would be at the level of maintenance and road transport.

The highest rates of employment growth will occur in Romania, Portugal and Denmark. Renewable energy sector could create, up to 2020, about 410,000 new jobs in the entire European Union.

More and more corporations are getting involved in environmental projects. For example, IBM participates in the construction of more environmentally friendly cities in Amsterdam, Stockholm and Singapore and Accenture has developed its own 'smart technology' department, focused on finding methods to reduce greenhouse gas emissions.

Therefore, the use of green energy would be beneficially not only for the environment, but also for the global labor market.

### *Internet*

Online is the sector that will be increasing from now on. There is a tendency to continually find new uses for this area, thus leading to the creation of new jobs. Companies will continue to be present on the Internet also in the future, as a consequence of moving audience in the virtual environment. In order not to lose contact with customers / consumers, companies will use online strategies to attract the public. Thus, the web developers, web designers, SEO experts, online content editors will be searched in the future.

If people spend increasingly more time on the Internet, then advertising should follow the trend. This has increased the number of specialists dealing with online advertising space. Media planner and online media buyer online functions will be very numerous in the future. To hold one of these positions, you must have creativity to know the online market and not least to have good negotiation skills.

A series of activities will be moved to the online environment in order to reduce costs and save time. Thus, the continuous ascension of the Internet will lead to the

abolition of certain existing jobs, to create others, in order to improve services. Due to the fact that, in the future, not only computers will be connected to the Internet, protocol techniques will become more complex, so that new jobs will appear for the specialists in this field.

Also, online information that is so accessible so far, might have a different status in the future. Online publications could particularly provide information on payment. This new change would primarily lead to increase in the quality of articles. Users would not pay for data that are not sufficiently reliable or that they might find out from other sources. Information security will become, in this case, a much more critical matter than in the present time. Not only that information provided by sites, on payment, must be protected, but also user access data, since the new conditions will surely stir several fraud attempts. Thus, there will be more jobs in the area of data security.

#### *IT*

Software area is in a continuous ascension. IT field has not ceased to develop and, in this respect, programmers are indispensable. Over several years, the filed labor supply and demand will balance, but experts in information technology will continue to be in work. Future tends towards a dominance of software services and products, as they successfully replace the human component. It is even expected that the programming work itself will be done by a program. It is unlikely, however, since the software IT specialist also involves much creativity.

Currently the highest paid programmers are those working in the banking and telecommunications fields, because they must have knowledge in such field, too. In the future, programmers will have to specialize in certain areas and, consequently, to acquire other knowledge than software. Currently, IT professionals have an advantage in the fact that they do not compete with people from previous generations, as it happens in other areas. But this will not be available over some time. The level of training for candidates will increase to get through the competition.

Until recently most of the IT jobs in Romania were only programming. Currently, positions like system architect, software architect, business analyst were also created in our country. Thus, the Romanian specialists who used to hold these jobs abroad, will be able to work in Romania.

Due to the fact that many databases will be transferred electronically, those currently dealing with this will not lack a job in the future, too. For example, medical information more detailed than the current ones will be stored in more complex databases. Specializations adjacent to programmers will therefore be advantageous for them, in this case, too. As for online, there will be a need for a much stricter data security, which will require more professionals trained for this. Present methods will not be sufficient, but use shall be made of data encryption advanced technology. Moving most of data on computer platforms will require a new approach to methods of computer network connections.

Communication between objects will take new dimensions in the future and, once started, this process of replacing human effort with the technology will not be stopped. Consequently, information technology specialists can consider themselves people of the future.

The field development will automatically provide new employment opportunities. Programmers themselves are the ones who can open new opportunities through the evolution they imprint to such field.

#### *Business Process Outsourcing*

Given that more and more companies are interested in cost optimization, BPO industry will keep its way on the current upward path.

Currently, service outsourcing is advantaged by the economic crisis. Companies are forced to cut costs and use of specialized service providers is one of the solutions.

In the future, organizations will increasingly focus on their core business, leaving it to BPO companies, the management of related activities, but equally important for the operation of the business. Focusing on core functions will be determined by increasing the competitiveness in the markets of any sector. This will require more productivity from the companies. BPO companies will respond to these needs by streamlining processes.

In this area, people with different specialties may be employed, starting from those who have completed an economic university to those who attended law studies. This is because the range of services offered by companies in the BPO industry is very wide. In most cases, however, it is required very good knowledge of at least one foreign language. Because many candidates do not check this requirement, firms increasingly invest in training programs to develop these skills. For jobs in call centers, in fact the most common in the current market, speakers of rare languages are in great demand.

The field will continue to be attractive even for students. Many customer service positions are currently occupied by young people attending faculty. The advantages are represented by the flexible work hours or part time program, as well as opportunities for professional ascension. Because many students do not withstand intense work pace, companies began to introduce a trial period during which they make a more rigorous selection of candidates. Also internship within various companies is a good opportunity for students or university graduates to attend making traineeship between 2 and 6 months, thus accommodating to the organizational environment of a company.

Employers complain of a high rate of employee turnover. In the coming years, this will not be a problem because it is expected a stabilization of the human resource whilst increasing the level of competence.

#### *Marketing*

Given that, optimistically or not, there is an increase in the Romanian economy by over 5% per year until 2020, the consumer good sector should have a continuous rise.

If, in times of crisis, the Romanians were forced to cut costs, especially in non-food products (travel, luxury items, etc.), in the future it is expected a change in the purchasing behavior. Romanians will direct again to experimenting new brands, which they could not afford in 2009, for example. This will increase competition in the consumer goods market and thus, efforts of marks to create visibility. Therefore, there will be a need, in the future too, of marketing sales specialists, which result in an increase of market share compared to the competition.

Return to consumption behavior previous to the economic crisis will be gradual, but, by 2020 the Romanians will start buying again according to other criteria, except the price of the products. Thus, the acquisition will not necessarily be made based on rational benefits, as in the present, but based on some emotional ones. Once the basic needs are met, more and more Romanians will buy products that meet their aspirational and status needs. Premium products will come again in the interest of a larger group of consumers.

All these changes will influence the brand marketing strategies. We seek people with fresh ideas, but who understand, at the same time, the consumer's needs and brand positioning. Candidates for a job in the field will not serve a diploma certifying their specialization. They should always be careful to market development and also be self-educated.

In a competitive market, the consumer will be in the spotlight. In order to avoid taking unnecessary risks, brands will invest in market research, another marketing related field, with high growth opportunities in the future.

#### *Constructions*

Infrastructure development projects will lead to an increase in the number of jobs in construction field for the future. Statements on state investments in this sector will lead to a greater demand for building engineers, designers and architects.

By 2020, the construction sector, although it will slow down its growth, will record the most accelerated dynamics. Once overcoming the crisis, constructions will resume their rapid growth, stimulated by both infrastructure investments and greater need for residential, commercial and office space constructions. Thus, design companies will deal with work in the future and therefore will seek people to ensure the fulfillment of objectives for the new projects. Another source of employment for engineers will be represented by companies operating in construction and infrastructure related sectors: power cables, pipes, road or rail infrastructure elements.

Foreign investments in the Romanian real estate and construction sectors will be restarted after 2020, at a level higher than the one between 2006-2008. For international companies investing in residential projects, business buildings and other real estate goals, the Romanian market will become one of the most attractive for investments.

In the next 10-15 years, the problem of global warming will become more acute and infrastructure projects will also take this into account. Consequently, there shall be a more flexible approach of projects for medium and long term works. The infrastructure will have to be designed more effectively to better withstand the climate fluctuations. Changes in construction techniques and materials will therefore require specialists to will work in innovation and reconstruction of buildings.

Therefore, constructions have a great potential in the future.

The labor market in Romania will stabilize only after about 10 years, when the unemployment rate will balance, reaching the level recorded last year. According to the National Prognosis Commission (NPC) in 2020 there will be 6,567 million employees, 472,000 more than in 2009.

The internationalization of the labor market will be completed in about 15-20 years. This requires a prior global uniformity of curricula. Thus, there will be a uniform training and a certification valid worldwide. Employers will have the assurance that a person trained in a system of a developing country is specialized on the same level as a local candidate. Need to know foreign languages and intercultural communication will acquire other meanings than the current ones.

In a few years, a tendency for employers will be not asking the candidates a confirmation of their skills stated by a diploma, given that this has become irrelevant. Instead, they will invest in their own training programs in order to build the desired employee. Companies such as Microsoft, Oracle, Cisco have been already paying instead of employees, such training and certification programs internationally recognized and recover the investment by the fact that they have the guarantee of a human resource qualified at the required skill level.

#### **THE MOST POPULAR AREAS IN WHICH YOU SHOULD BUILD A JOB IN 2014**

IT sector will be the star of jobs in Romania in 2014, too, being also the field where the highest vacant jobs are recorded, according to estimates and data centralized by labor recruiters. Companies in this area will mainly try to find suitable candidates for holding the positions of IT programmers or software developers. Along with IT, in terms of offer, the sales sector maintains its solid position and this is explained by the fact that all companies want to increase sales and, thus, to attract more customers.

On BestJobs, IT jobs represent 30% of total supply, while sales jobs account for 22%. According to data submitted by BestJobs Ziare.com, in 2014 it is expected that the star fields should be IT / Telecom and Sales, especially in terms of supply. Also, companies specialized in customer service will still seek candidates who know foreign

languages. Positions such as customer service representative, customer care, customer support shall be looked for and most vacant positions in this field will be in Bucharest.

Many retailers have announced their expansion for 2014, by opening new stores and the retail field will continue to provide employment opportunities for both secondary education, as well as higher education candidates. Regarding the dismissal rate, it is minimized, mainly caused by a mismatch of candidates to new market requirements.

Overall, 2014 promises to be not very different from 2013 in terms of the job market available as compared to 2013, being expected an increase by 10 to 15% of the number of jobs available as compared to the previous year, according to Myjob estimates. Also, keeping the trends of recent years, namely, increases by 18-20%, the number of site job applications will increase by at least 20%. Among the most popular positions searched by candidates will be those such as: call center, customer service representative and sales representative.

Foreign languages are very popular, companies seeking to attract as many connoisseurs of French, Italian, English, Spanish, German, as well as lesser known languages such as Polish, Swedish or Finnish. On BestJobs, in terms of demand, most companies require English language at intermediate or advanced level, but many jobs such as customer service / call center need employees who know rare languages such as Polish, Dutch, Czech and Russian. Representatives of job sites deem that they found a slight increase in the frequency of ads aiming to German language.

According to BestJobs, 69% of candidates speak English, while French is spoken by 24% of candidates. The third place is held by the Spanish language which is spoken by 9.5% of the candidates and within easy reach, there is Italian, spoken by 9% of those looking for a job.

Besides the request to know foreign languages at an intermediate to advanced level, specific skills are also important. Thus, in sales field, in addition to experience, customer interaction skills and reliability are factors that will count for employers in the recruitment process. For the IT field, the needs of employers will be those to find people with experience in the field, specialized courses, being still further important the skills of candidates to deal with a market in constant development.

Romanian youth do no longer limit themselves to the study of the labor market in Romania. They want to know which are the most demanded jobs internationally. When looking for a job, they do not consider only the financial matter, but also working conditions, physical demands, stress and job prospects. A site specializing in Human Resources conducted a top of the best professions, taking into account the issues mentioned. The CareerCast.com site achieved the classification of most wanted demanded professions in the labor market, according to data provided by the Labour Statistics Bureau. The most demanded job on the labor market in 2013 on the international labor market is actuary, being the expert who, on the basis of some statistics, mathematical theories and principles of economics, provides an effective risk management in the financial sector. The following demanded positions were those such as biomedical engineer, software engineer, audiologist, financial consultant, dental hygienist, occupational therapist, optometrist, physical therapist, computer system analyst.

## **CONCLUSIONS**

As you can see, the job offer is varied, because, many times, there are positions on which there is not so much information, new jobs according to their names, as well as scope of activity. Although there is not a great job offer on the labour market, the candidates have certain preferences and requirements. In Romania, the financial

component is not a priority, most times the stability or job security representing a priority.

Young people who choose to train themselves in terms of profession, in one area or another, do not have enough information about the usefulness of education and the facility of subsequent employment. Also, even if there is a large number of university graduates, very few of them find a job in the field of their training.

Most often, information and data are very important because they may help to predict areas that will be the most demanded, newly created jobs, in order to form new skills.

**AUTHOR'S CONTRIBUTIONS** is the study the evolutions of the jobs market from the professional literature and job sites. Also, the main contribution is to predict the labour market and continuing study this important dimension of life's people, professional dimension and career.

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