



The influence of young labor market entree attitudes  
on employer preference

# Dr. Franz Josef Gellert

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## *Food for thoughts*

*Old traditional employment relationships are no longer valid (Schalk et al., 2011).*

*Cost reductions as well as demographic changes have influence on employment relations (Special Eurobarometer 337, 2010)*

*Fewer young labor market entrees will be available (Special Eurobarometer 337, 2010; Monthly monitor, 2010).*

*Soft “facts” (e.g. opportunities for development and a good company working atmosphere) seem to be more relevant than hard “facts” ,e.g. salary (EWCS-2009; PWC, 2007).*

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## *Research questions*

- Q1 *What are job offers channels that attract labor market entrees most?*
- Q2 *What are labor market entree attitudes that influence the preference for work conditions?*

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## *Methodology*

<i>Sample</i>	<i>175 students from two universities in northern Germany</i>
<i>Instruments</i>	<i>Self-developed questionnaire based on a proved questionnaire used by German consultancy companies over years</i>
<i>Analysis</i>	<i>Correlations, Hierarchical Regressions</i>

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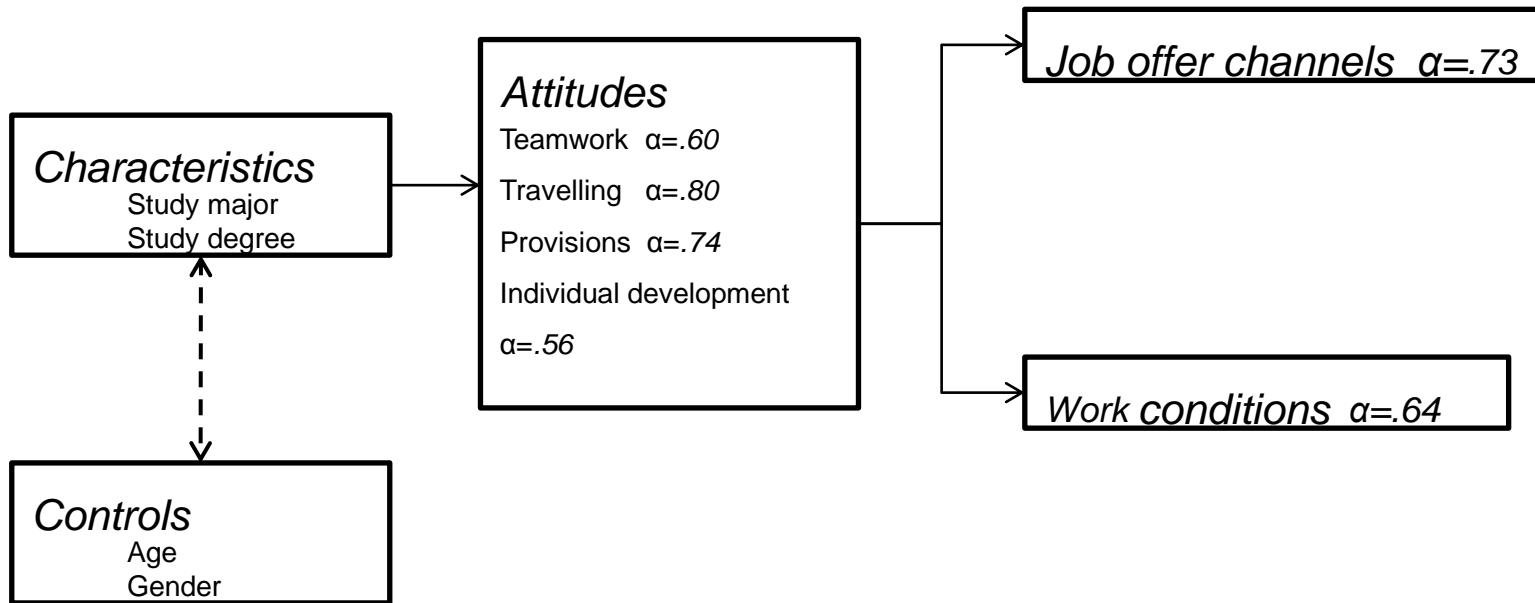
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## Conceptual Framework



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## *Results*

### **Descriptives (n=175):**

Age: 20-29= 166; 30-39= 9

Gender: 102 male, 73 female

Study degree: Bachelor=144; Master=19; Diplom=12

Study major: Informatics=95; Economics=80



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## Job Offer Channels (on a scale from 1 to 3):

The highest score was for „ graduates specific fairs and exhibitions“ (2.77)

Followed by „special fairs“ (2.55) and employer rankings (2.49)

At the end of the list:

Job specific newspapers and magazines (1.97)

Homepage of employers (1.32)





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## Correlations:

**Age** has an influence on the decision for the study degree (BA/MA);

with increased age less respondents want to travel.

-less focus is on individual development.

**Gender** has an influence on the decision for the study major (Informatics vs.

Economics). Female like economics more than male.

**Study major** is strongly correlated with the study degree and with travelling. The

higher the degree the more travelling is likely assumed.



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## Correlations:

**Travelling** is also assumed to get better provisions and that it helps to get supported for a positive individual development.

**Teamwork** is strongly related with work conditions and opportunities for individual development.

**Job offer channels** appear to be relevant for individual development.

**Provisions** are assumed to be a requisite for individual development.

**Work conditions** are perceived as an essential part for individual development.



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## **Multi-hierarchical regressions:**

Provisions have a strongly, negatively and significantly related influence on job offer channels. The variance is explained by 13%.

Individual development has a positively and significantly related influence on work conditions. The variance is explained by 16%.

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*Q1: What are job offer channels that attract labor market entrees most?*

In general: Provisions are not necessarily relevant for employer attractiveness whereas soft factors (e.g. individual development) are more important.

Surprisingly, graduates prefer specific job fairs and exhibitions to talk to potential employers.

Online applications and online job offers are not that much preferred in contrast to what other studies revealed.

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*Q2: What are labor market entree attitudes that influence the preference for work conditions?*

Opportunities for Individual development

Teamwork

Travelling opportunities

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## *Conclusions*

Graduates attitudes toward their potential employer mainly lie on opportunities for individual development. This is basically what up-to-date employers can offer potential candidates.

Employers with a focus on social aspects, to be delivered to graduates, appear as more attractive than others who don't offer that.

For matching employers and employees interests the best way is to meet each other at specific job fairs and exhibitions.

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## *Recommendations*

### For employers

Talk to graduates on fairs and exhibitions.

Support your talk with attractive online appearance and accessibility.

Focus on chances and opportunities for individual development.

### For labor market entrees

Be prepared for interviews with potential employers at fairs.

Train yourself for being critical and selective.

Think about your investment for employers benefit. What can you offer?



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## *Strengths and Limitations of the current study*

Graduates were at the verge to enter the labor market.

175 respondents supported us with statistically relevant data.

Distribution of female and male was almost equal.

The study was conducted in one specific country, one specific geographical area in two universities

The questionnaire was taken from a previous type of questionnaire developed by consultancy companies





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## *Future Research*

This was a cross sectional study, so a longitudinal study is appreciated.

Cross country comparison would help to broaden the understanding of employers' and employees' wishes, desires and expectations.

Cross business sector comparison would provide more insight for employers.

More universities should be involved as well

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**Thank you very much for your attention.**

**Questions?**

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