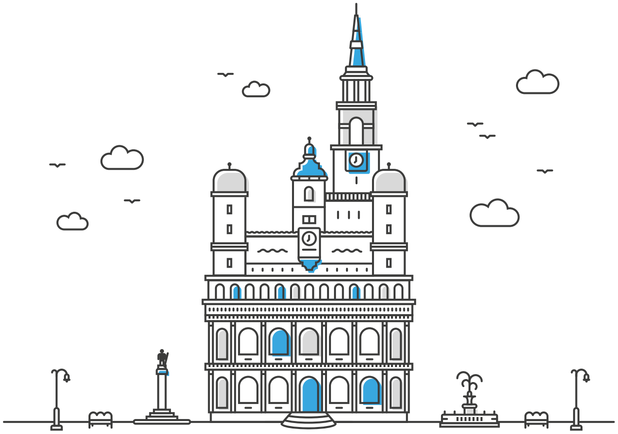
PERSONNEL NEEDS

OF ENTREPRENEURS IN THE POZNAN AGGLOMERATION



POZNAŃ LANDMARKS
TOWN HALL

2020

Obserwatorium
Gospodarki
i Rynku Pracy
Aglomeracji
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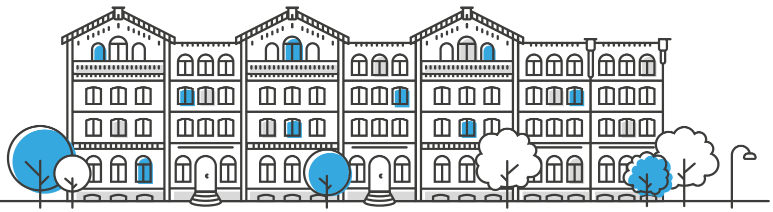

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HERE WE ARE

PERSONNEL NEEDS

OF ENTREPRENEURS IN THE POZNAN AGGLOMERATION

Poznan 2020

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METHODOLOGY OF THE RESEARCH

IMPLEMENTATION OF THE SURVEY

This brochure presents the results of the third edition of the survey ”Personnel needs of entrepreneurs in the Poznan agglomeration against the background of the socio-economic development of the region. Diagnosis, forecast, monitoring”, carried out by ASM Centre for Market Research and Analysis at the request of the Career Counselling Centre for Youth in Poznan. The main objective of the study was to determine the personnel needs of entrepreneurs in the Poznan agglomeration against the background of the directions of socio-economic development of the region and to compare the data obtained with the results of previous editions of the study conducted in 2014 and 2017.

BACKGROUND TO THE SURVEY

The lowest values of the registered unemployment rate in Poland have been recorded in the Wielkopolskie Voivodship for a decade - according to the data of the Central Statistical Office (GUS) there was a decrease from 3.8% in October 2017 to 2.8% in December 2019. In the Poznan agglomeration at the end of December 2019 the rate reached a record 1.1%[1] .

The outbreak of the COVID-19 epidemic has introduced great uncertainty into the economy of Wielkopolska. In March 2020, there was a significant drop in the number of job offers submitted, both in relation to the previous month (by about 39%) and last March (by about 40%). In the Poznan agglomeration, in March this year, the number of job offers submitted fell by about 33% in relation to the previous month and by about 25% in relation to March 2019.

1 CSO data, December 2019.

In the first quarter of 2020, the companies of the Poznan agglomeration signalled their intention to lay off a total of 1,877 employees from 14 poviats - for comparison, in the first quarter of 2019 there were 253 employees from 7 poviats[2]. The unemployment rate gradually increased from March to June 2020, when it reached a relative stability of 3.7% for the province[3] and 1.8% for the Poznan agglomeration[4].

The second quarter of 2020 saw a calming of the economic situation. In the Wielkopolskie Voivodship, as part of the so-called anti-crisis shield, as of 8 July 2020, 3802 entrepreneurs were covered by aid, and the total amount of support exceeded PLN 765 million (PLN 765 310 549)[5]. In June 2020, the number of vacancies submitted to PUPs [Poviat Labour Office] not only increased, but was also 19% higher than at the same time in 2019[6].

The described changes in the last year were reflected in the presented results.

2 Voivodeship Labour Office [WUP], WUP Information Bulletin in Poznan, April 2020.

3 Business Insider Poland, Unemployment up. There are estimates of the Ministry, in: https://businessinsider.com.pl/twoje-pieniadze/praca/stopa-bezrobo-cia-w-polsce-szacunkowe-dane-mrpips-za-czerwiec-2020/d96qwy0 [accessed on 3.08.2020].

4 Own calculations of Observatory of Economy and Labor Market of the Poznan Agglomeration.

5 Voivodeship Labour Office in Poznan, Anti-crisis Shield COVID-19, https://wuppoznan.praca.gov.pl/dla-pracodawcow-i-przedsiebiorcow/tarcza [accessed on 3.08.2020].

6 Central Statistical Office data: in June 2020, increase in job offers by 19% compared to the previous year (2019) of the same period.

RESEARCH TECHNIQUE

This brochure presents the results of the analysis of quantitative data collected using computer-assisted telephone interviewing (CATI) technique. The survey was conducted in the period from 6 to 22 May 2020 with the participation of representatives of enterprises from the Poznan agglomeration. Obtaining a 600-person survey sample required contact with 1468 people from the list constituting the survey report. This means that the share of effective survey was 40.87% and was 8.63% higher than the wave realised in 2017.

SURVEY SAMPLE CHARACTERISTICS

The surveyed population consisted of all national economy entities registered in the REGON register (i.e. legal persons, organisational units without legal personality, natural persons conducting business activity, as well as local units of the said entities), having their registered office or local branch in the territory of Poznan or one of the seventeen municipalities of the Poznan agglomeration. The population structure is dominated by enterprises located within the administrative boundaries of Poznan[7] - in the survey sample selection these proportions were taken into account. As far as the size of the region's companies is concerned, 96% of them are microenterprises (employing up to 9 people), most of which are natural persons conducting business activities, 3% are small enterprises (from 10 to 49 employees), and less than 1% are medium-sized and large enterprises (50 people and more).

7 CSO data – information on the number of national economy entities according to REGON register, 2019.

Thus, a stratified and disproportionate survey sample selection was applied, covering a larger number of companies with more than 10 employees and a smaller number of micro-enterprises than is apparent from population distributions.

As far as the size of the region's companies is concerned, 96% of them are microenterprises, most of which are natural persons conducting business activities, 3% are small enterprises, and less than 1% are medium-sized and large enterprises.

Chart 1. Structure of the survey sample including the location of the company's headquarters or branch, n=600

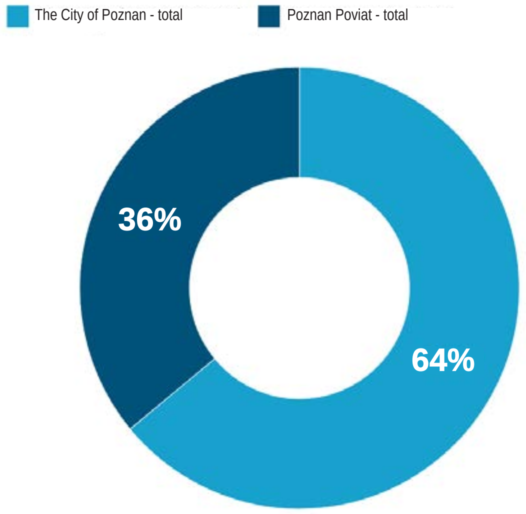


Chart 2. Structure of the survey sample with respect to the size of employment in the company, n=600

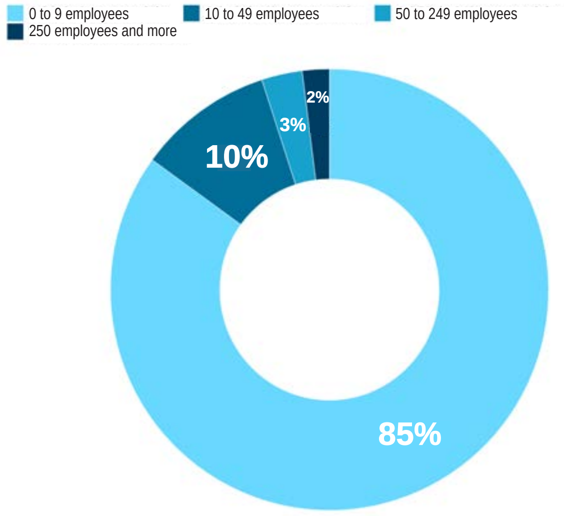


Chart 3. Structure of the survey sample including foreign capital, n=600

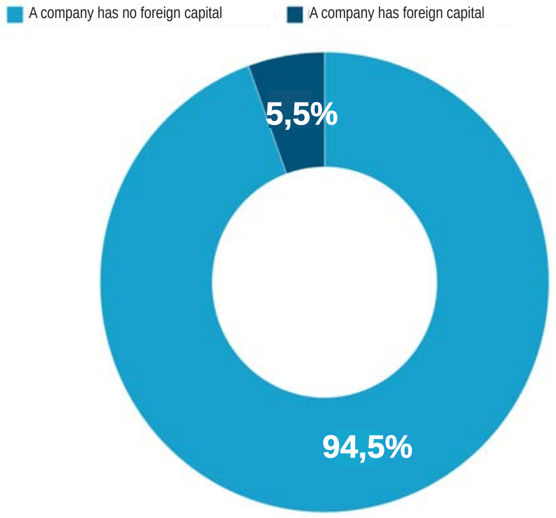


Chart 4. Structure of the survey sample including export of products/services, n=600

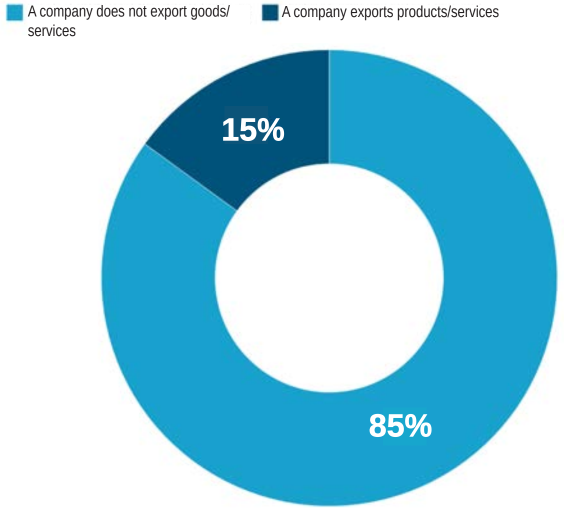
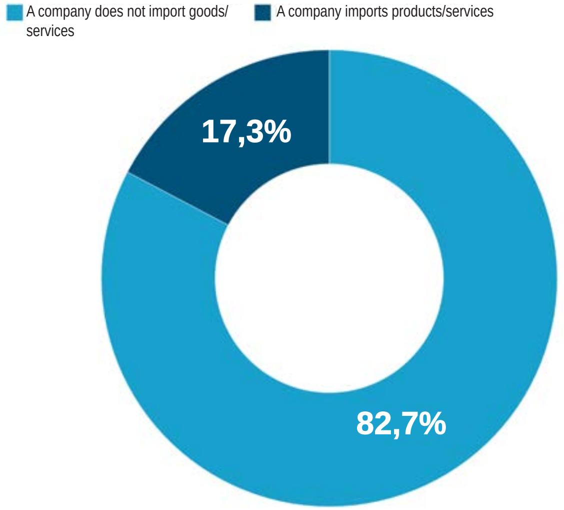


Chart 5. Structure of the survey sample including import of products/services, n=600



PERSONNEL NEEDS

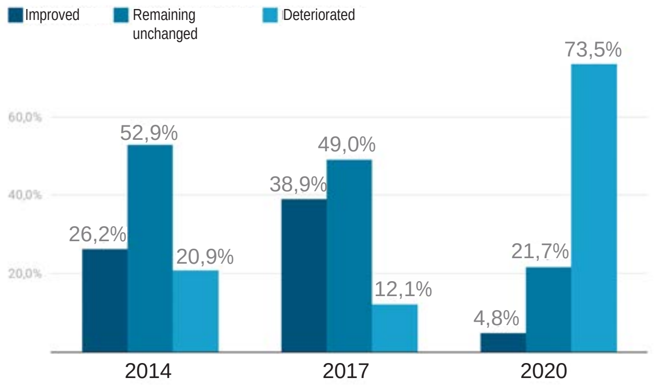
OF ENTREPRENEURS IN THE POZNAN AGGLOMERATION

RESULTS OF THE QUANTITATIVE RESEARCH

THE VISIBLE DECLINE IN THE MOOD OF ENTREPRENEURS IN THE AGGLOMERATION

In the 2020 edition of the survey, there was little optimism in the opinions of entrepreneurs of the Poznan agglomeration concerning the current economic situation of the voivodeship. The ratio of positive to negative evaluations was reversed. In 2017, there was a higher percentage of respondents who assessed the situation as more favourable, and the difference between it and the percentage of people according to whom the deterioration occurred was 25 percentage points. In 2020, in the opinion of the vast majority of respondents (73.5%), the economic situation in the Wielkopolska region deteriorated. The fall in entrepreneurs' moods and reversal of the positive trend observed in the previous edition of the survey was connected with the COVID-19 epidemic.

Chart 6. Comparison of the assessment of the current economic situation in three editions of the survey: 2020, 2017, 2014; 2020: n=600; 2017: n=600; 2014: n=609



BUSINESS ENVIRONMENT

62,3%

of respondents stated that the economic situation in their company had deteriorated in the last year.

Entrepreneurs have also given a negative assessment of the changes that have taken place in their own companies over the past year. 62.3% of respondents stated that the economic situation in their company had deteriorated in the last year (one in three claimed that it remained unchanged). In 2017, half of the entrepreneurs (49%) indicated that in comparison with the previous year, the situation in their companies remained unchanged (one in three claimed that it had improved).

Chart 7. Comparison of the assessment of the current economic situation in a company in three editions of the survey: 2020, 2017, 2014; 2020: n=600; 2017: n=600; 2014: n=609

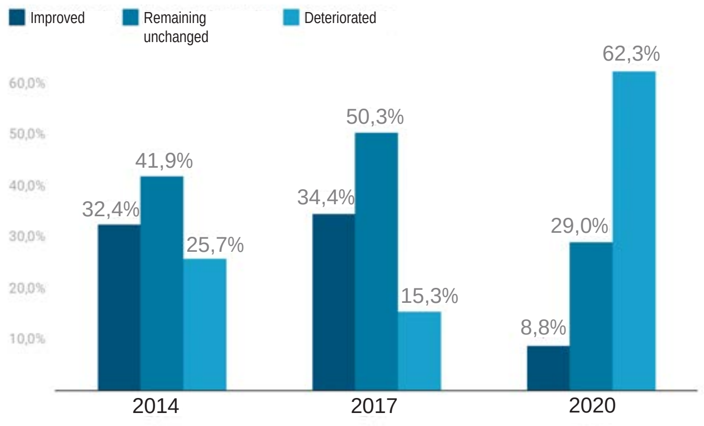
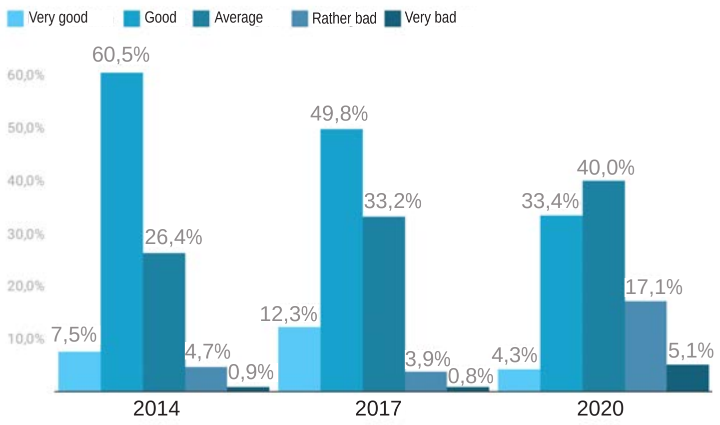
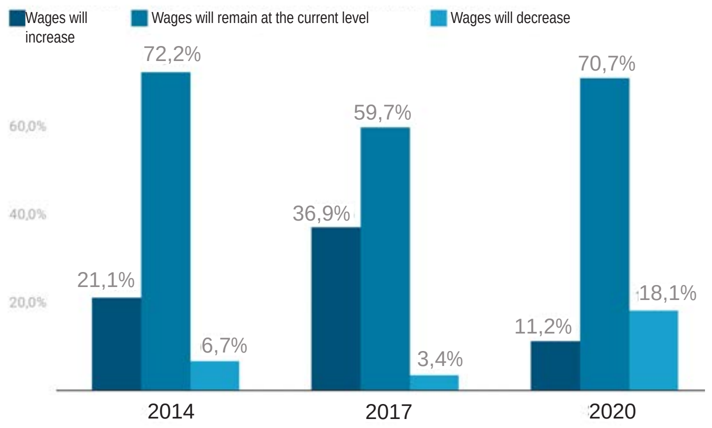


Chart 8. Comparison of the assessment of the company's condition in three editions of the survey: 2020, 2017, 2014; 2020: n=600; 2017: n=600; 2014: n=609



In spite of the crisis situation, entrepreneurs did not anticipate the liquidation of companies, but they did anticipate the necessity of redirecting resources from the current drive for development to actions aimed at achieving stability.

Chart 9. Comparison of the assessment of the wage development outlook over the next 12 months in three editions of the survey: 2020, 2017, 2014; 2020: n=600; 2017: n=600; 2014: n=609



At the time of the study, around 70% of companies predicted that wages would be maintained at the current level for the coming year, which is in line with the 2014 result. Only one in ten of those surveyed believed that wages would rise, and one in five is expected to fall. In 2017, more than a third of respondents believed that wages would increase.

Slightly more optimistic entrepreneurs assessed the company's current development prospects for the next three years - 41% estimated that the company would grow and almost half (47.8%) that it would maintain its current level of development.

55.8%

of employers surveyed saw problems in companies.

Chart 10. Comparison of the prevalence of problems in the three editions of the survey: 2020, 2017, 2014; 2020: n=600; 2017: n=600; 2014: n=609

More than half of the respondents (i.e. almost three times more than in 2017) indicated the problems their companies were experiencing at the time of the survey. Entrepreneurs were able to choose from up to three problems from the available cafeteria - most indications were given by problems with reduced demand for the company's products/services (67%; as many as five times more indications than in 2017), problems with high payloads of contributions from ZUS and NFZ (40.8%) and problems with liquidity (31.6%).

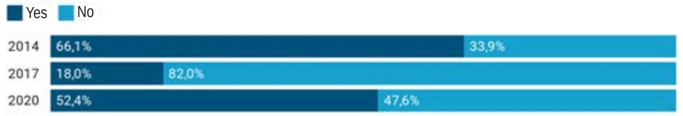
As 8.6% of the respondents spontaneously gave the answer "current (and very diverse) problems are related to the coronavirus epidemic", this category of answers was also added to the table. The problem with the epidemic affected primarily companies with more than 50 employees (approx. 20% of indications), and also companies from the City of Poznan than from the Poznan Poviat (10.9% vs. 3.7%).

It is worth noting that despite the crisis, large companies still had personnel shortages - 60% of them indicated problems with personnel shortages (in companies of other sizes, it was between 7% and 16% of indications).

WHAT PROBLEMS DO ENTREPRENEURS EXPECT?

The results of the 2020 edition of the survey also revealed a significant increase in the percentage of companies anticipating problems within the next 12 months of the survey - from 18% in 2017 to 52.4% in 2020. This gives a result similar to that of 2014 (66.1%).

Chart 11. Comparison of forecast of occurrence of problems within the next 12 months in three editions of the survey: 2020, 2017, 2014; 2020: n=600; 2017: n=600; 2014: n=609



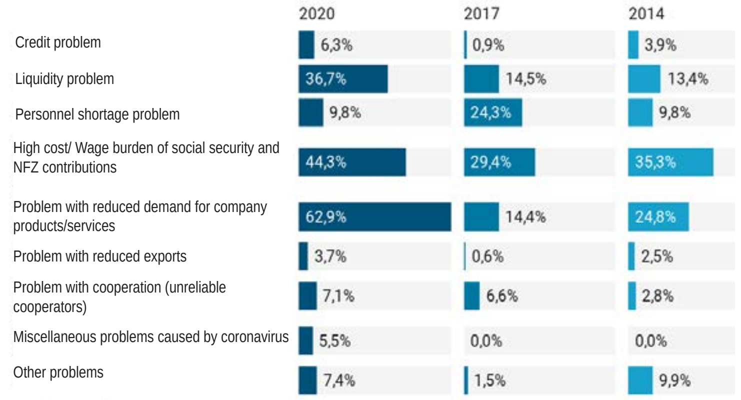
The structure of the forecasted problems is similar to that of the problems occurring at the time of the survey.

Entrepreneurs most often mentioned: the risk of reduced demand for the company's products/services (62.9%), problems with the high burden of social security and NFZ contributions (44.3%) and problems with financial liquidity (36.7%).

As far as the future is concerned, an additional category of answers was also noted, including spontaneous indications of problems related to the pandemic crisis (5.5%). Companies employing between 50 and 249 people (25% of the responses) were particularly worried about problems in this category. Companies employing more than 250 people expected further difficulties with a lack of employees (40% of indications) and problems with credit (20% of indications). On the other hand, companies with foreign capital, importing companies and companies with revenues higher than PLN 5m were afraid of export problems.

The pessimism of entrepreneurs is also revealed in the fact that almost ¾ of them do not expect the financial results from last year to improve.

Chart 12. Comparison of forecast of occurrence of problems within the next 12 months by the category in three editions of the survey: 2020, 2017, 2014 ; 2020: n=314; 2017: n=108; 2014: n=402



PERSONNEL NEEDS OF ENTREPRENEURS

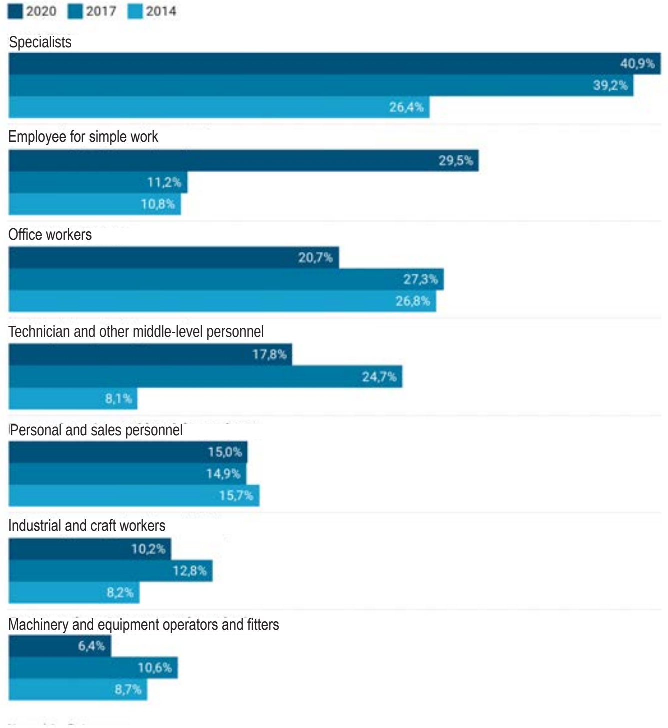
In the survey in 2020, significantly more entrepreneurs than in 2017 declared employing new employees in the 12 months preceding the implementation of the survey (30% vs. 16%). It was more often decided to hire new people by importing companies, companies exporting goods/services, as well as those with high revenues.

77.1% of the companies participating in the survey in 2020 kept the employment level at the same level in the last 12 months preceding the survey. This was slightly more than in 2017 (72.3%) and 2014 (71.2%).

In comparison with the data from 2017, the percentage of companies in which employment increased (from 15.5% to 9.6%) decreased slightly. At the same time, the percentage of organisations in which the number of employees decreased (12.2% in 2017 vs. 13.3% in 2020) remained at a similar level.

The declared scale of redundancies or departures in the survey in 2020 was similar to that of previous years (fewer than 30% of companies were made redundant). The redundancies or departures of employees were more frequent in companies with the highest net revenues, exporting and importing companies. The observed differences in proportions are sometimes large, e.g. as many as 77.5% of companies with revenues of over PLN 5 million admitted that they had made employees redundant or left, while at the same time in companies with revenues of up to PLN 100 thousand this ratio was about 12%.

Chart 13. Dismissals and leaves from work by types of professions in three editions of the survey: 2020, 2017, 2014; 2020: n=166; 2017: n=158; 2014: n=185



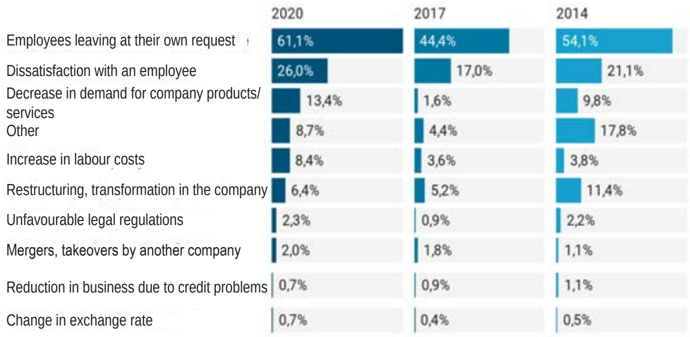
The redundancies or departures declared by the respondents most often concerned: specialists (40.9%), employees in simple work (29.5%), office workers (20.7%) and technicians and other middle-class personnel (17.8%)[8].

8 Division of occupations (or in principle large professional groups) according to the Classification of Occupations and Specialities for the needs of the labour market of 7 August 2014. - consolidated text (Journal of Laws of 2018, item 227).

In companies with more than 250 employees, the most frequent dismissals or leaving of personnel were simple work employees, as well as technicians and other middle-level personnel, while in companies with foreign capital, the most indicated were simple work employees (54.9%).

The reason for the redundancies was, in the vast majority of cases, the departure of an employee at his/her own request - 61.1% of the indications. The next mentioned reason was dissatisfaction with an employee (26% of indications) and a decrease in demand for the company's products/services (13.4%). The two main reasons for redundancies were the same as in the 2017 edition of the survey, but in 2020 the respondents indicated them more often.

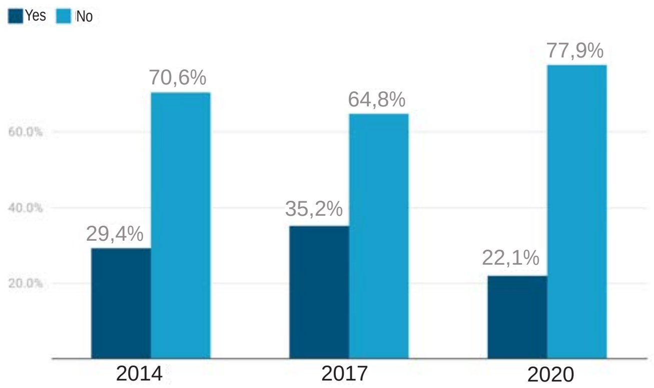
Chart 14. Comparison of the reasons for the redundancy/ departure of new employees in the three editions of the survey: 2020, 2017, 2014; 2020: n=166; 2017: n=158; 2014: n=185



8 out of 10 companies stated that within the next 12 months of the survey, employment in their organisations is expected to remain at the current level. 14.3% of companies expect an increase in employment and 4.5% a decrease.

Within 12 months of the survey, 22.1% of respondents declared that they planned to hire new employees (35.2% of such responses in the 2017 edition and 29.4% in the 2014 edition). Entrepreneurs from the Poznan agglomeration most often stated that they intend to employ specialists (44.2%), employees for simple work (24.8%), as well as office employees and technicians and other middle-level personnel (about 20% each).

Chart 15. Comparison of plans of employment of new workers in three editions of the survey: 2020, 2017, 2014; 2020: n=600; 2017: n=600; 2014: n=609



Entrepreneurs were also asked for their opinion on the expected demand for the professions in the Poznan agglomeration and to indicate up to three answers. The respondents most often indicated: specialists (43.5%), technicians and other middle-level personnel (31.1%), workers and industrial workers (22.7%) and employees for simple work (22.6%).

EMPLOYERS' EXPECTATIONS OF JOB APPLICANTS

Employees with experience and knowledge of the industry wanted.

Employers were asked to choose the three elements of professional preparation that they believe are most important when hiring a new employee. Entrepreneurs most often indicated that they expect from candidates mainly professional experience (51.8%) and industry knowledge (49.9%). These were the most frequent employer choices also in 2014 and 2017.

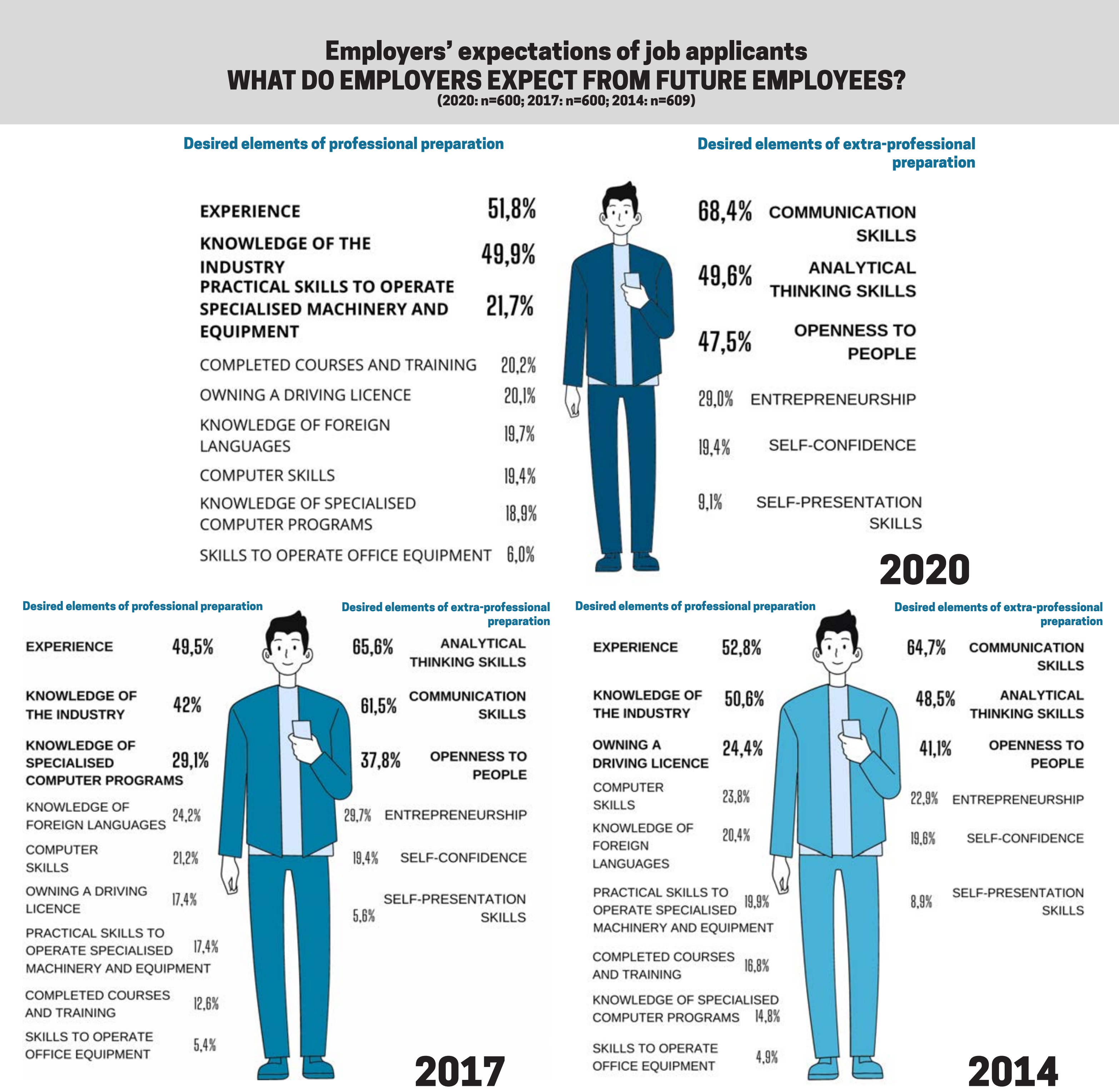
Taking into account the size categories of enterprises, a candidate's experience is particularly important for companies employing more than 250 people (83.3%) and for companies with income higher than PLN 5 million (65.2%).

Increased interest of employers in the courses and training completed by a candidate.

It is worth noting that between 2017 and 2020, there was an almost twofold increase in the importance attributed by employers to the courses and training completed by a candidate in the recruitment process (from 12.6% to 20.2% of employers' indications). However, much less important for employers than in the previous edition of the survey are now: knowledge of specialised computer programmes (from 29.1% in 2017 to 18.9% in 2020) and knowledge of foreign languages (down from 24.2% to 19.7%). This may be due to the fact that employers are primarily looking for employees for lower positions, where there is no need to use foreign languages. However, knowledge of foreign languages is expected in companies with foreign capital (52.6% of indications in companies with foreign capital).

WHAT ELEMENTS OF EXTRA-PROFESSIONAL PREPARATION DO EMPLOYERS EXPECT FROM FUTURE EMPLOYEES?

Employers were also asked to choose the three elements of extra-professional preparation which, in their opinion, are the most important when selecting an employee. The most frequently indicated by employers were: communication skills (68.4%), analytical thinking skills (49.6%) and openness to people (47.5%). These three competences are from 2014, despite changes in the size of the indications, the most expected from job candidates. Although there has been a general decline in the importance of analytical thinking skills in relation to the 2017 employers' declarations, it is worth bearing in mind that this year this competence was indicated by as many as 75% of large companies and 75% of companies with foreign capital. Compared to the 2017 edition of the survey, the importance of openness to people increased in the total number of surveyed entrepreneurs by almost 10%.



Graphics: Canva.com

WAYS TO RECRUIT NEW EMPLOYEES

32.9% of companies recruited employees in the last 12 months.

Compared to 2017, the percentage of companies that have recruited staff in the last 12 months has increased very slightly in 2020 (from 28.8% to 32.9%). In 2014 the result was slightly higher (35.9%).

In the 12 months preceding the implementation of the survey, exporting companies, importing companies and high-income companies were recruiting employees more often than others.

Employers sought out workers through internet advertisements or through private contacts.

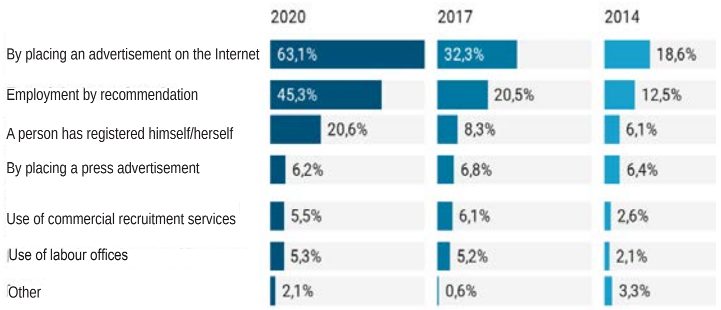
Companies that recruited employees in the 12 months preceding the survey were most often looking for job candidates by placing an ad on the Internet (63.1%) and using the recommendation (45.3%). A common practice indicated by 20.6% of companies is to consider job applications of persons who sent their application documents to the future employer on their own initiative and not in response to the advertisement.

What distinguishes the 2020 results from the previous editions of the survey is the significant increase in the popularity of the recruitment methods indicated. Companies used online advertisements twice as often as in 2017 (increase from 32.3% to 63.1%), sought candidates by order twice as often (increase from 20.5% to 45.3%) and more than twice as often considered the offer of a candidate who applied for a job on their own initiative (increase from 8.3% to 20.6%).

Also:

- commercial recruitment services were most often used by companies with foreign capital and companies with revenues exceeding PLN 5 million per year (over 20% of indications),
- the offer of job offices has been relatively rarely used. Their recruitment services were used mainly by companies with revenues between PLN 100-200 thousand and more than PLN 5 million (about 13% of indications) and companies with foreign capital (almost 10% of indications),
- 25% of companies with 50-249 employees posted job offers in the press.

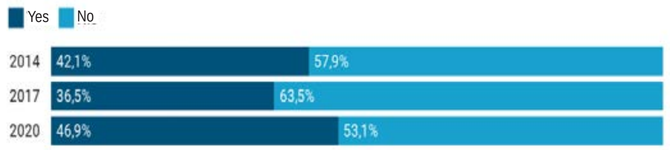
Chart 16. Comparison of percentage share of recruitment methods of new workers selected in three editions of the survey: 2020, 2017, 2014; 2020: n=197; 2017: n=172; 2014: n=218



PARTICIPATION OF EMPLOYEES IN LIFELONG LEARNING

In the last year, training for employees was provided in almost 50% of companies.

Chart 17. Comparison of change in the scope of participation of workers in trainings in three editions of the survey: 2020, 2017, 2014; 2020: n=600; 2017: n=600; 2014: n=609



Compared to 2017, the percentage of companies that declared to have provided training to their employees increased in 2020 (from 36.5% to 46.9%).

Companies with high incomes have indeed more often declared that they have directed their employees to training.

Chart 18. Comparison of percentage share of the organisers of trainings selected in three editions of the survey: 2020, 2017, 2014; 2020: n=281; 2017: n=219; 2014: n=256

All companies with more than 250 employees and almost 95% of companies with 50-249 employees have engaged employees in training over the last 12 months. In the case of smaller companies, the percentage of such indications was 46.1% for micro companies and 60.4% for small companies respectively.

The training was most often organised by the employer (55.4% of indications) or "other institution" (40.5%) - in this category, employers most often indicated the company's business partner (i.e. supplier of products/services). Every fifth company cooperated with non-governmental organisations in this area. Companies made little use of the services of the Poviat Labour Office (only 2.9% of indications) and the Voivodeship Labour Office (2.5% of indications) in this area. The list of the most frequent training organisers has not changed significantly since 2014.

97% of the companies declared their satisfaction with the results of the trainings.

The satisfaction rate with the effects of training has remained at this level since 2014.

COOPERATION BETWEEN COMPANIES AND LABOUR MARKET INSTITUTIONS

Only 16.5% Of employers declared cooperation with institutions supporting the labour market.

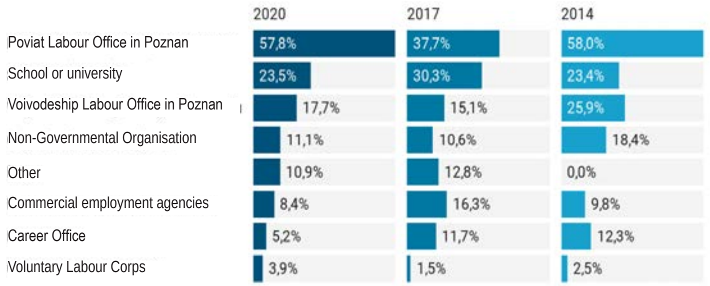
In the case of companies with revenues above PLN 5 million, this percentage is much higher, amounting to 47.4% in 2020. Also, the size of employment is related to the frequency of such cooperation - the bigger the company, the more often such cooperation occurs.

The percentage of companies cooperating with labour market institutions has decreased in relation to the data from 2017 (from 28.4% to 16.5%) and is close to the result recorded in 2014 (13.3%).

Chart 19. Comparison of percentage share of employers cooperating with the institutions of labor market in three editions of the survey: 2020, 2017, 2014; 2020: n=600; 2017: n=600; 2014: n=609

In comparison with data from 2017, the list of labour market institutions with which entrepreneurs cooperate has also changed.

Chart 20. Comparison of percentage share of the cooperation established with institutions of the labor market of particular types in three editions of the survey: 2020, 2017, 2014; 2020: n=99; 2017: n=170; 2014: n=80

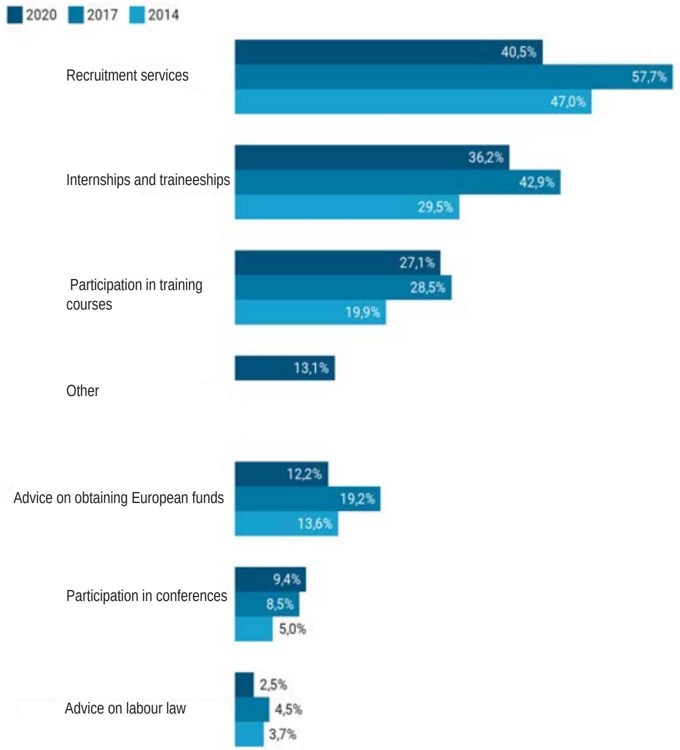


More companies cooperate with the Poviat Labour Office in Poznan (increase in the percentage of indications from 37.5% to 57.8%). However, a significant decrease occurred in cooperation with commercial employment agencies (from 16.3% to 8.4%) and career offices (from 11.7% to only 5.2%).

It is worth noting the diversity resulting from the size and type of companies:
• cooperation with employment agencies is mainly undertaken by medium-sized and large companies (25% and 42.9% respectively), companies conducting export activities (36%) and importing companies (22.6%),
• NGOs are most often chosen by medium-sized and large enterprises (25% and 28.6% respectively) and companies with foreign capital (24.5%),
• cooperation with career offices is undertaken mainly by companies employing over 250 people (28.6%), and companies with foreign capital (33.4%),
• Voluntary Labour Corps, in turn, are the most popular among companies with foreign capital (28.8%) and in the group of companies with revenues between PLN 200-600 thousand.

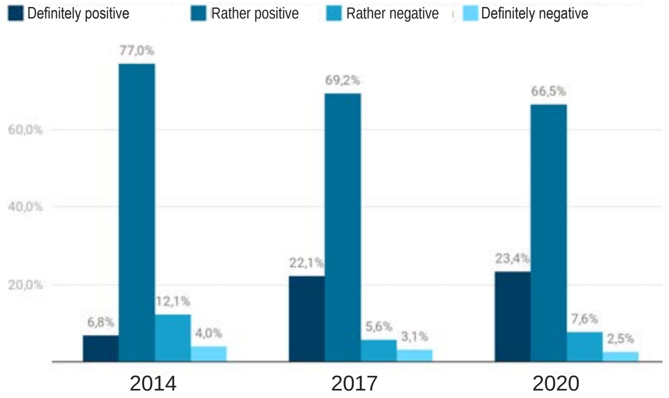
Cooperation with labour market institutions concerns mainly: recruitment services (declaration from 40.5% of companies), organisation of internships and apprenticeships for potential employees (36.2%) and participation of company employees in trainings (27.1%). These three areas were most frequently indicated by entrepreneurs also in previous editions of the survey. It is worth noting that in comparison with the 2017 data, the percentage of companies declaring cooperation with labour market institutions in the field of job placement has significantly decreased (from 57.7% to 40.5%).

Chart 21. Comparison of percentage share of particular forms of cooperation undertaken with the institutions supporting labor market in three editions of the survey: 2020, 2017, 2014; 2020: n=99; 2017: n=170; 2014: n=80



Since 2017, the evaluation of satisfaction with cooperation has remained fairly high.

Chart 22. Comparison of assessment of cooperation with institutions of labor market in three editions of the survey: 2020, 2017, 2014; 2020: n=99; 2017: n=170; 2014: n=80



More than two-thirds of the companies that have started cooperation with labour market institutions considered this cooperation to be ''rather positive'' and one in four companies to be ''definitely positive''. The percentage data indicate that the companies rated their satisfaction higher: with revenues of up to 200 thousand PLN, without foreign capital, from the city of Poznan and those not engaged in import/export.

COOPERATION BETWEEN COMPANIES AND EDUCATIONAL INSTITUTIONS

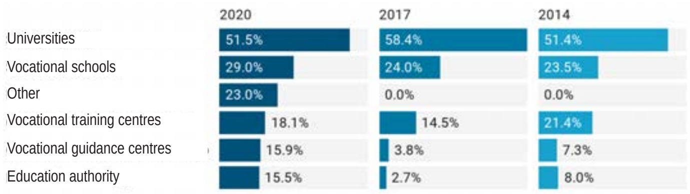
Only one in four employers has declared that they cooperate with educational institutions.

In comparison with data from 2017, in 2020 the percentage of companies cooperating with educational institutions increased marginally (from 21.4% to 25%).

Chart 23. Comparison of percentage share of employers cooperating with the educational institutions in three editions of the survey: 2020, 2017, 2014; 2020: n=600; 2017: n=600; 2014: n=609

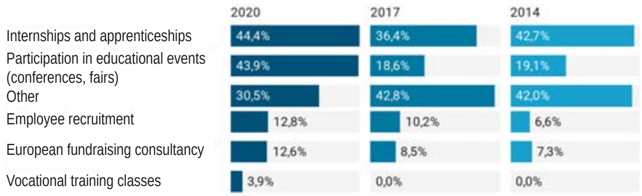
Companies that cooperate with educational institutions most often choose to cooperate with universities (51.5%) and vocational schools (29%). 23% of companies have chosen the category ”other”. The respondents mentioned among others: primary schools, post-secondary schools, training companies.

Chart 24. Comparison of percentage share of cooperation undertaken with the educational institutions of particular types in three editions of the survey: 2020, 2017, 2014; 2020: n=150; 2017: n=128; 2014: n=136



Compared to 2017 results, fewer companies cooperate with universities (from 58.4% in 2017 to 51.5% in 2020). In 2020, more employers than in 2017 cooperate with vocational schools (increase from 24% in 2017 to 29%). Definitely more companies also cooperate with vocational counselling centres (from 3.8% to 15.9% of indications) and with the education authority (increase from 2.7% to 15.5%).

Chart 25. Comparison of percentage share of particular forms of cooperation undertaken with educational institutions in three editions of the survey: 2020, 2017, 2014; 2020: n=150; 2017: n=128; 2014: n=136

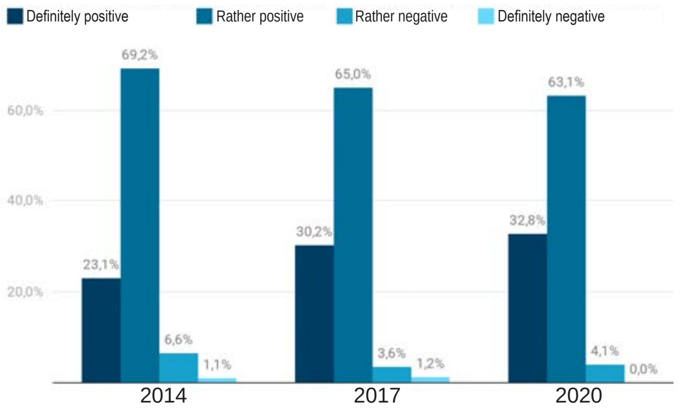


Companies and educational institutions undertake joint activities in the area of internships and apprenticeships (declarations by 44.4% of entrepreneurs) and through participation in educational events, including conferences, fairs (43.9%). Recruitment of employees and consultancy in the area of obtaining funds from European funds was indicated by just over 12% of companies, and the vocational training class by less than 4%. Approximately 30% of respondents chose the ”other” category and indicated, among other things: training, provision of services, joint projects, and issuing decisions.

Employers declare that they participate in educational events.

In comparison with data from 2017 in 2020, employers more often indicated cooperation in the area of internships and apprenticeships (from 36.4% to 44.4%). The most noticeable change concerns participation in educational events - more than doubling the number of indications compared to the previous edition of the survey.

Chart 26. Comparison of assessment of cooperation with educational institutions in three editions of the survey: 2020, 2017, 2014; 2020: n=150; 2017: n=128; 2014: n=136



Almost all companies expressed their satisfaction with the cooperation with educational institutions, and one in three indicated the maximum possible evaluation of this cooperation (”definitely positive”).

PERSONNEL NEEDS

OF ENTREPRENEURS IN THE POZNAN AGGLOMERATION

RECOMMENDATIONS

RECOMMENDATIONS

Teachers should pay more attention to develop soft skills, in particular to support students in developing communication skills, analytical thinking skills and an attitude of openness to people.

Educational institutions should pay more attention to the practical preparation of high school and college students for future professional work, in particular by organising apprenticeship and internship programmes for young people to enable them to gain work experience and get to know a particular sector.

Preparing high school and college students to enter the labour market by organising workshops by schools and universities on effective job search. It is important that the curriculum includes issues related to the most popular ways of conducting recruitment by entrepreneurs, i.e.: placing job advertisements on the Internet, "on recommendation" employment and processing applications sent by candidates on their own initiative.

The local government authorities should enter into a dialogue with the central authorities on the modification or supplementation of legal acts with captions, which will make it possible to intensify and design new actions in the area of regulation of the arrival, stay and employment of foreigners, especially in the face of obstacles to free migration related to the COVID-19 pandemic.

Undertaking of activities by educational institutions and institutions supporting the labour market aiming at establishing and intensifying cooperation with entrepreneurs.

Implementation by labour market institutions (with the use of knowledge and support of municipal research units) of activities aimed at explaining what factors are behind the high rate of employees leaving at their own request in enterprises of the Poznan agglomeration. Thanks to appropriately designed and conducted research projects, it would be possible to develop support for employers in terms of keeping an employee in the company, building identification of employee teams, etc.

Personnel needs of entrepreneurs in the Poznan agglomeration 2020

The brochure prepared on the basis of the report from the survey "Personnel needs of entrepreneurs in the Poznan agglomeration against the background of the socio-economic development of the region. Diagnosis, forecast, monitoring" carried out by: ASM Centre for Market Research and Analysis **at the request of: Career Counselling Centre for Youth in Poznan**

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