



Career Expectations of Young Talent

RESULTS AND PERSPECTIVES

ManpowerGroup Bulgaria conducts numerous studies of the human capital management in the country. In the context of the ever-changing environment of the labor market, high-level awareness, excellent knowledge of new trends and established practices, and sharing experience are key to business success.

The study's objective is to help companies in Bulgaria adapt to the expectations, needs, and attitudes of the young talent in the country. For this purpose, during the February-April 2021 period we asked more than 350 Bulgarian students about the key factors for choosing an employer, their expectations from the companies and good up-to-date market examples. The survey comprises 13 questions about different elements of the business processes which aim at identifying the attitudes of the young people in the country.

RESPONDENTS' PROFILE

The survey includes a sample of 351 respondents between 19 – 28 YoA (average age – 22.6 years) with two-thirds of them being women.

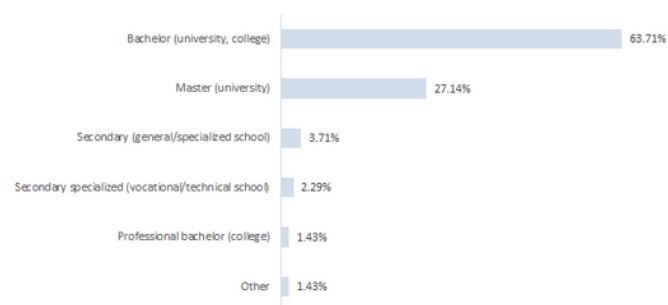
Almost half of the respondents study or have studied in Sofia. 30% have studied or still do in another Bulgarian city while the remaining 23% have studied abroad.

Nearly two-thirds of the respondents have enrolled to or completed a bachelor's degree, and the remaining one-third – a Master's degree.

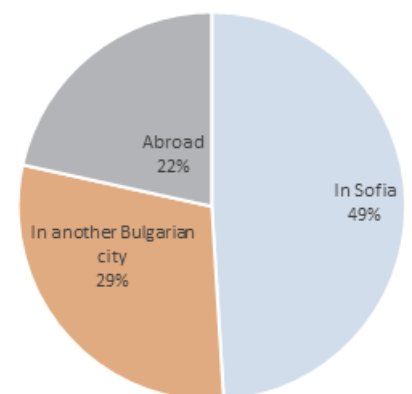
The majority of the respondents have studied/are studying the following subjects: **Economics, Business Management, Human Resources Management, Marketing, International Relations, Computer Sciences, Mechatronics, Graphic and Web Design, Software Technologies, Law, Finance and Accounting, Architecture, Journalism and Media, and Medicine.**

Almost half of the respondents currently work/do an internship in different companies and it is their first job for one-third. 37% do not currently work, however, they have previous work experience. 10% have never worked so far and another 4% have been involved only in volunteering.

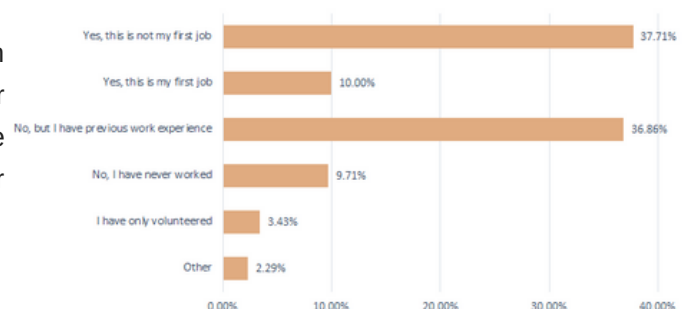
Please note your current/completed level of education



Where do you currently study/studied last?



Do you currently work?



RESULTS

What matters most to young talent when choosing an employer?

Basic salary and financial incentives are significantly more important for young people when choosing an employer than the additional benefits offered by companies.

Half of the respondents share that the salary is an important factor for them, and another 39% say that it is very important.

	Very important	Important	Not sure	Not important
Opportunities for career growth	79.14%	19.14%	0.86%	0.86%
Opportunities to acquire new knowledge	71.43%	26.57%	1.14%	0.86%
Good interpersonal relationships	62.86%	30.38%	2.29%	4.00%
Organizational culture	56.86%	36.86%	5.14%	1.14%
Nature of the work	51.71%	42.57%	4.29%	1.43%
Opportunities to generate new ideas	47.43%	43.71%	4.86%	4.00%
Monthly salary	40.29%	54.29%	3.71%	1.71%
Option for distance work and/or flexible work hours	37.71%	47.43%	8.86%	6.00%
Innovations and technologies as part of the job	33.14%	51.71%	12.00%	3.14%
Corporate portfolio (products and services)	16.86%	55.71%	18.57%	8.86%
Additional benefits	14.29%	58.57%	18.57%	8.57%

ManpowerGroup observations show that additional benefits are expected and highly valued by employees, however, they could not substitute an adequate monthly salary especially in the case of young staff remuneration policies. Nevertheless, 59% of the respondents state that additional benefits are important for them and very important for 12%.

That is the reason why ManpowerGroup Bulgaria recommends that employee benefits packages are effectively communicated and, when possible, there are flexible benefit schemes in place. Schemes that offer an individual choice between pre-defined benefits are not an exception in the country given that they result in higher efficiency in terms of the related costs.

Most important factors		
Opportunities for career growth.	Opportunities to acquire new knowledge	Good interpersonal relationships
Additional benefits	Corporate portfolio (products and services)	Option for distance work and/or flexible work hours
Least important factors		

Generation Z representatives (18-24 YoA) are ambitious, thirsty for money and career growth, however, men and women have different desires.

For women, pay is more important than their next priority – skills development, while for men both skills and career growth are as important as the salary.



Career growth opportunities are the most important factor for young people. Less than 2% of the respondents point out that they are not important, 18% share that they are important, and as many as 80% state that they are very important. The results regarding opportunities to acquire new knowledge are similar – another factor which is highly valued by young people.

Young generation representatives identify the organizational culture, the opportunities to generate new ideas and work process innovations as additional key factors to choose an employer.

Attracting		Retaining	
♀	♂	♀	♂
1. \$	1. \$	1. \$	1. \$
2. ⚙️	2. 📈	2. 👥	2. 📈
3. 🕒	3. 🏆	3. 🕒	3. 🏆
4. 📈	4. 🕒	4. ⚙️	4. ⚙️
5. ⚙️	5. ⚙️	5. 👍	5. 🕒

more pay	flexible hours	challenging work	further my career	strong brand	develop my skills
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Generation Z representatives in the workplace (18-24 YoA) currently make up 10% of the global workforce.

They are creative, entrepreneurial and learn much faster than the previous generations. They have access to information and always actively look for such.

What do young people expect from their leaders?

We asked the respondents what they expect from their current and future leaders at the workplace. More than half of them point out the ability to provide constructive feedback. At the beginning of their work experience, young people need constant feedback in order to learn and develop their potential.



Efficient organization of the work activities is key for more than two-thirds of the respondents. It is common that young people when starting a job at the very beginning of their work experience need an excellent structure of the work processes, clear rules and well-communicated expectations – factors to be given consideration by any company that works with young talent.

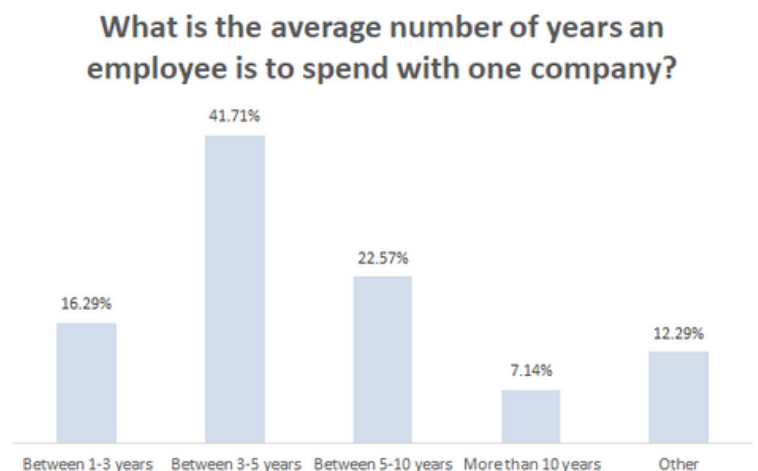
14% more expect their leaders to motivate team members than those who want them to act as mentors. A

A characteristic trait of the generation Z representatives is the high level of independence. They respect their autonomy at the workplace, and it is crucial for them to be highly motivated for each specific task, goal or project. It is this generational specificity that explains their answer to the question.

When is it time for a new job?

We asked Bulgarian students how many years they think the optimal period is for an employee to spend in one company. Just over 40% state that the desired period is between 3 - 5 years, followed by ¼ of the respondents who believe that more years are needed in one company - between 5 and 10.

Unlike the Western economies where an employee at the beginning of his work experience often spends shorter periods of time with more employers, only 16% of the respondents in Bulgaria share that the optimal period is between 1 - 3 years.

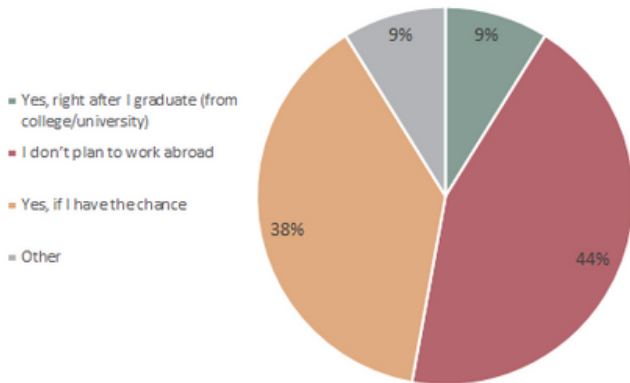


More often than not, though, this is exactly what happens in practice and new employees work at one company for less than 3 years. While a young person decides what type of employment is right for him, what he is best at and where he wants to develop, time passes and experience is gained. This is why it is crucial that better career guidance be provided from schooldays.

Career in Bulgaria or abroad?

We also asked students if they plan to work abroad upon their university graduation. 44% of them are determined not to look for such opportunities and to develop in Bulgaria with one-quarter of the respondents currently studying or having studied abroad. This puts Bulgarian employers in the favorable situation to benefit from staff with overseas training.

Do you plan to work abroad in the next 5 years?



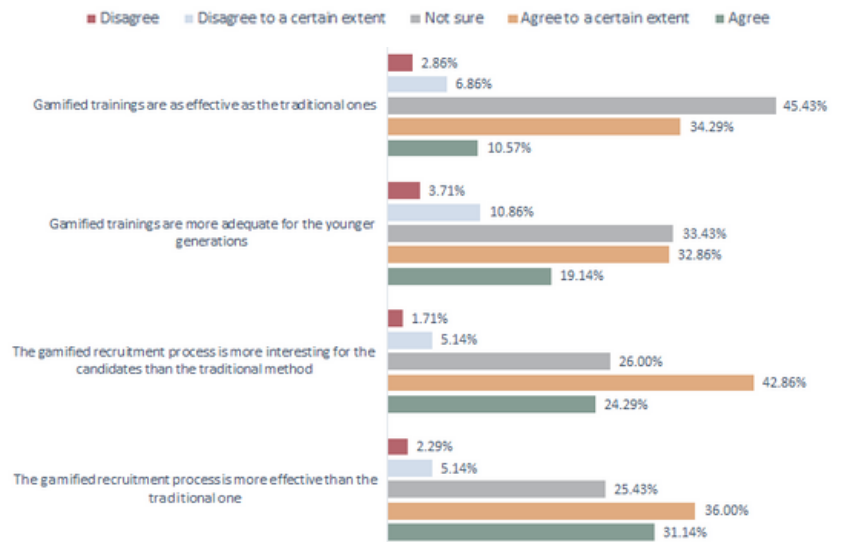
Despite the positive trend in this direction over the years 38% of the respondents say they would work in another country if given the opportunity and 9% state that they plan to work abroad as soon as they graduate. The open EU borders in addition to the natural interest of young people to explore new opportunities are a prerequisite for working abroad.

How is the new modern – gamification in HR, perceived?

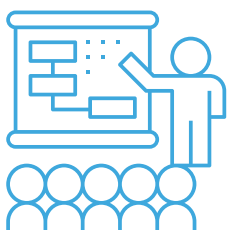
The current study's results clearly show that one of the hottest trends in the area of human capital management is extremely well-received by both job-seekers and employees. Regarding gamified staff recruitment nearly half of the respondents state that it is more effective than the traditional one.

Meanwhile as many as 67% of the respondents believe it is more interesting for the young people.

ManpowerGroup observations show that candidate experience during the recruitment process becomes increasingly important and the more interesting it is, the better its effect on the employer brand of the respective company.



As for gamified trainings, almost 70% of the surveyed students state that they are much more adequate for the younger generations than the traditional ones. The reason is that gamified trainings are significantly more engaging for the young people whose attention is harder to be kept compared to older employees.



The feeling of constant feedback and monitoring of the achieved progress make trainees more concentrated and interested to follow what is happening. Good gamified trainings can be compelling as well as successfully develop specific skills and bring greater satisfaction with the effective acquisition of new knowledge and skills.

Who are the employers of choice in the country?

We asked Bulgarian students an open question, namely, which are the top five companies they consider to be employers of choice in the country. We classified their answers by industry sectors. With a few exceptions, international companies – recognizable brands across the world, were pointed out as top employers of choice

Consumer Goods



Banks and Fintech



Media and Telecoms



Engineering and Industrial Technology



Consulting businesses



Sourcing Companies



Retail



The answers include more than 170 operating organizations in the country with **Coca Cola Hellenic Bottling Company** being the indisputable leader.

The other companies in the top 5 are VMWare, IBM, Telus International Europe & Lidl България.

Key findings

In order to help companies in the country adapt to the expectations, needs and attitudes of the young talent in Bulgaria, we asked more than 350 Bulgarian students about the key factors for choosing an employer, their expectations from the companies and good up-to-date market examples.

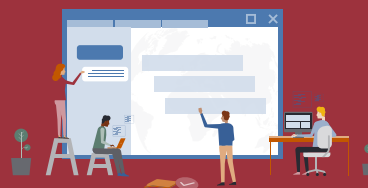
The main and most important conclusions are:



Although they are at the very beginning of their career path, Bulgarian students are not actually looking for opportunities for short-term employment and transition from one internship program to another but rather focus on long-term employment with a perspective of 3 - 5 years

2

Companies from the technology sector enjoy greater interest on behalf of the Bulgarian students compared to other industries



3

Young people in the country have clear expectations from their future employers. They take a clear stand and rarely hesitate about key issues



4

Bulgaria is a preferred place to work by most young people in the country



Assert International services as part of ManpowerGroup Bulgariaportfolio help us conduct real-time surveys on key HR metrics such as salary levels, additional social benefits, staff satisfaction, and engagement combined with automated market researches of talent availability in specific regions and industry sectors.

Our surveys blend up-to-date business information, official statistical data and feedback from job candidates and current employees, thus allowing timely and informed decisions regarding human capital strategic development.

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