



# Career Expectations of Young Talents 2022

RESULTS AND PERSPECTIVES

ManpowerGroup Bulgaria conducts monthly surveys related to talent and employers on the labor market, their attitudes, needs and tendencies.

Our annual survey on the attitudes of young talent, or the so-called Generation Z, this year took place in April and May 2022.

More than 250 students and recently graduated young people took part in the survey and shared their opinions, expectations and attitudes related to their career plans.

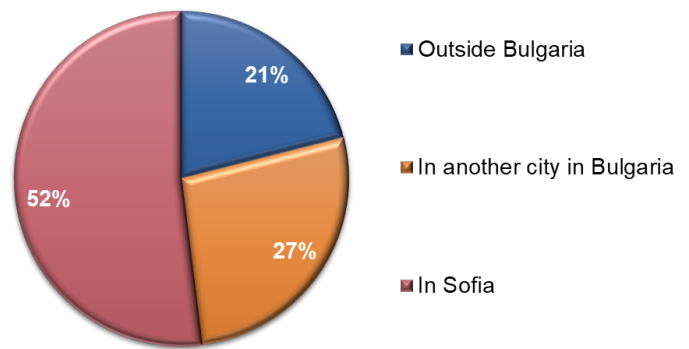
## RESPONDENTS' PROFILE

Most respondents were aged between 18 and 25 (77%) and between 26 and 32 (15%) with the majority being female.

52% of all participants are or have been educated in Sofia, with another 21% of respondents having studied outside Bulgaria.

The study included students from universities and higher education institutions such as UNWE, Sofia University St. Kliment Ohridski", VIAS, NBU, "American University in Bulgaria", etc.

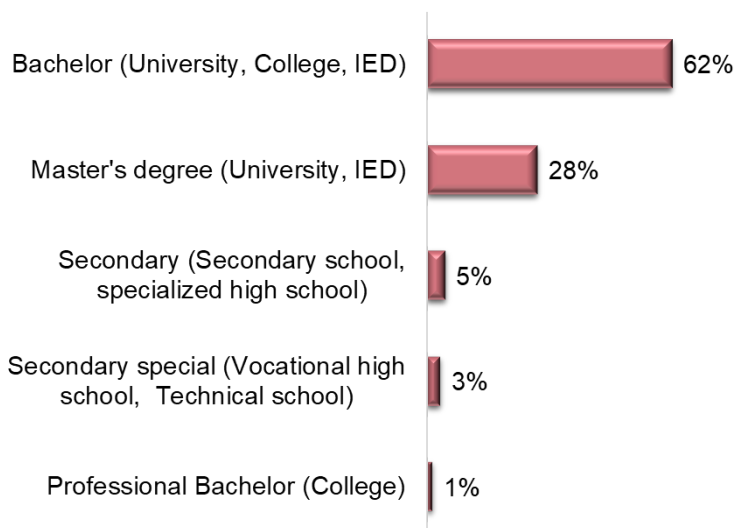
### Where have you studied or where do you study at the moment?



The majors studied by young talent are diverse - business management, international relations, medicine, law, accounting and finance. The most prevalent responses in the survey were **business majors** (11%), business administration and management, **computer science**, software engineering and information technology (18%) and **marketing**, mass media and communication (15%).

62% of them have a bachelor's degree and another 28% have a master's degree.

### What is your highest degree of education completed or enrolled?



We asked students what their work experience was, and nearly 85% of all participants said they were currently working, either as an internship or part-time (38%), had worked before but are currently focused on other tasks (36%), or are currently in their first job (10%).

**„ I do several things, but for a certain number of hours, combining it with studying.“**

The trend for working students continues, as last year's survey results show.

The flexible opportunities for working students offered by a growing number of organizations make this possible, especially in the capital and the country's major cities.



## GEN Z'S EXPECTATIONS FROM THEIR EMPLOYERS

In addition to the work experience, students shared their expectations of their current and future employers. Using the assessment method, the talents shared what is most important or unimportant to them in a professional environment. **Opportunities for career development** (77%), **gaining new knowledge** (70%) and good **interpersonal relationships** (61%) are extremely important, followed by **remuneration** (51%) and **remote working** (45%), company portfolio seems to be of no importance (10%) and with uncertainty they point out to **additional benefits** (18%), which most young talents are not as familiar with in detail.

## WHAT IS THE MOST IMPORTANT FOR YOUNG TALENTS WHEN CHOOSING AN EMPLOYER?

	Extremely important	It matters	Not sure	Not important
Opportunity for career development	77%	21%	1%	1%
Opportunity to gain new knowledge	70%	27%	2%	1%
Good interpersonal relationships	61%	33%	2%	4%
Organizational culture	56%	37%	6%	1%
Remuneration	53%	43%	3%	1%
Nature of work	51%	43%	5%	1%
Opportunity for remote work/ flexible work	45%	40%	9%	6%
Opportunity to generate new ideas	40%	46%	8%	6%
Innovations and technology as part of the job	32%	52%	13%	4%
Corporate portfolio (products and services)	17%	55%	19%	10%
Additional benefits	14%	60%	18%	8%



## WHAT ARE YOUNG PEOPLE'S EXPECTATIONS FROM THEIR EMPLOYERS?

According to Generation Z, a successful leader is one who **is able to provide clear and constructive feedback** (81%), **organises tasks and activities effectively** (85%) and **motivates or inspires the team** (73%). Equally important are technical competencies (63%) with an attitude to time by showing good time management and dedication to their team (61%).

All they want from a manager, students say, is what they themselves want to acquire as skills and qualities in the job.

	Completely agree	Agree to some extent	Not sure	Disagree to some extent	Completely disagree
To be able to provide constructive feedback	81%	16%	1%	0%	2%
To organize activities effectively	85%	11%	3%	0%	1%
To be motivators to the team members	73%	21%	3%	1%	1%
To act as mentors	70%	25%	3%	1%	1%
To be technically competent	63%	31%	4%	2%	1%
To spend time with their team members	61%	32%	5%	1%	1%



# WHEN IS IT TIME TO FIND A NEW JOB?

According to the respondents, a job change would be most appropriate if the person has been with the company between 3 and 5 years (43%) or between 5 and 10 years (23%). Additionally talent share the following:

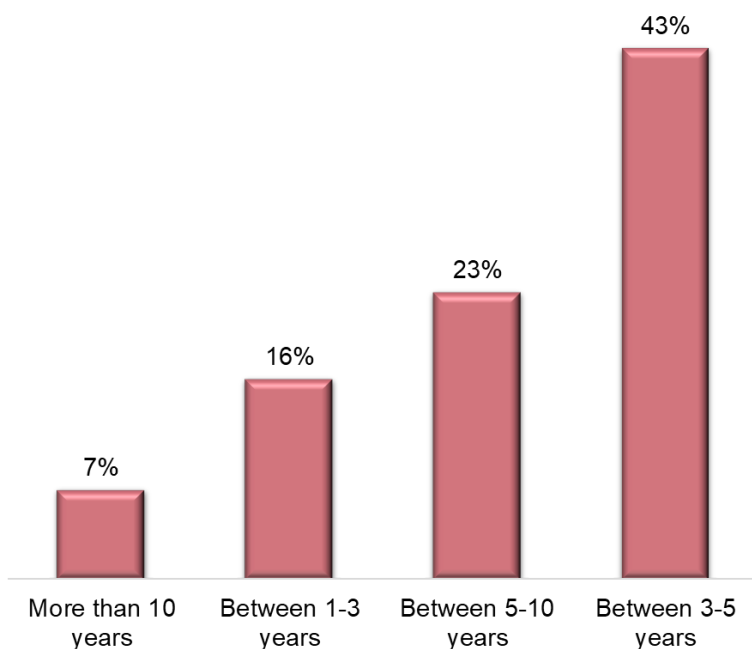
**„I don't think there is such a thing as a "must". I wouldn't stay in a job if I didn't feel good.“**

**„It depends on how much the person wants to develop in a given company or field, and what their attitude is.“**

**„It depends on the working conditions and whether there really is development comparable to what can you achievable by changing jobs“**

**„As long as they contributes to the company's goals and as long as the employees themselves feel they are getting the necessary.“**

**How many years in average should an employee stay in the same company?**



## THE ROLE OF GAMIFICATION IN THE WORKPLACE - OPINIONS AND IMPRESSIONS

As an additional question, we asked young talent what they thought about gamification in a work environment during training or the hiring process. Nearly 85% of the younger generation found training through gamification to be more engaging and beneficial compared to 70% last year.

The same trend of rising interest in employers using gamification platforms and methods as an innovative recruitment method is recognized by 73% of respondents compared to 50% in last year's survey.

The generation of dynamic digitalization and implementation of innovative methods expects for gamification to be implemented in the business processes of their future and current employers.

ManpowerGroup's observations show that the candidate experience during the recruitment process is becoming an increasing focus and the more interesting it is, the better it influences the employer brand of the respective company.



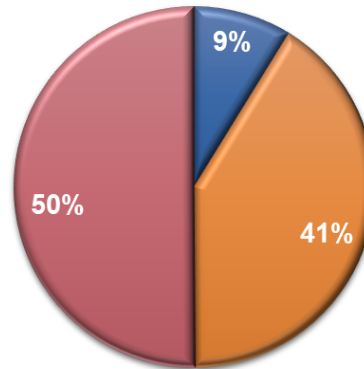
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## CAREER IN BULGARIA OR ABROAD?

When planning their career development for the next 5 years, 50% of respondents indicated that they do not plan to work abroad as opposed to 44% last year. However, this year 41% would go if given the chance compared to 38% last year.

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

- Yes, as soon as I graduate (high school / university)
- Yes, if I get a chance
- I do not plan to work abroad



„I would like to work here with the opportunity to travel abroad as well.“

„I am currently planning to go back to Bulgaria and try to stay, but I am also open to interesting opportunities abroad.“

„I'm planning to stay in Bulgaria and build my career here, but if things don't go my way and I get the opportunity to go abroad, I would give it a chance.“





# WHO ARE THE EMPLOYERS OF CHOICE IN THE COUNTRY?

We asked the Bulgarian students an open question which five companies they consider the most desirable employers in the country. International companies emerged as the most desirable employers - names recognizable worldwide.

Companies such as LIDL Bulgaria, VM Ware, HP Inc, TELUS International, IBM and Sutherland are among the top 10 names of the most recognizable and preferred companies among young talents.



# KEY CONCLUSIONS

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 250 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:

1

**According to the study, young people plan to stay in Bulgaria, but with high expectations of their employers.**

2

**Again, the top employers are in IT, digital services or directly recognizable brands with strong marketing in the marketplace.**

3

**Opportunity for career development is the most important factor for young people when choosing a job.**

4

**The need to integrate gamification into work processes is more apparent as young people recognize and seeks out these methods.**

Assert International services as part of ManpowerGroup Bulgaria portfolio help us conduct real-time surveys on key HR metrics such as pay levels, additional benefits, staff turnover, employee satisfaction and engagement in combination with automated market research on staff availability in specific regions and industries.

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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