

HR Screening 2022

A survey of the challenges in the daily tasks of HR specialists



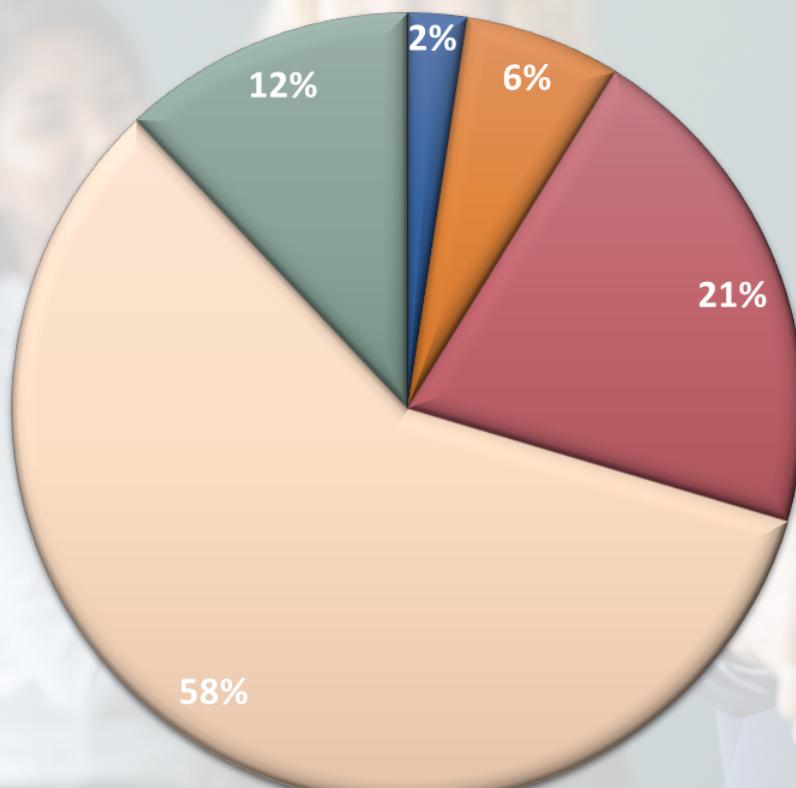
OBJECTIVES AND METHODOLOGY

In a constantly changing labor market environment, high awareness and detailed knowledge of new trends and established practices, as well as experience sharing, are key to the success of any business.

ManpowerGroup Bulgaria is constantly engaged in various studies related to human capital and the labor market in Bulgaria. **This study aims to analyse in depth the challenges in the day-to-day responsibilities of HR professionals, as well as to provide actionable solutions for greater efficiency.**

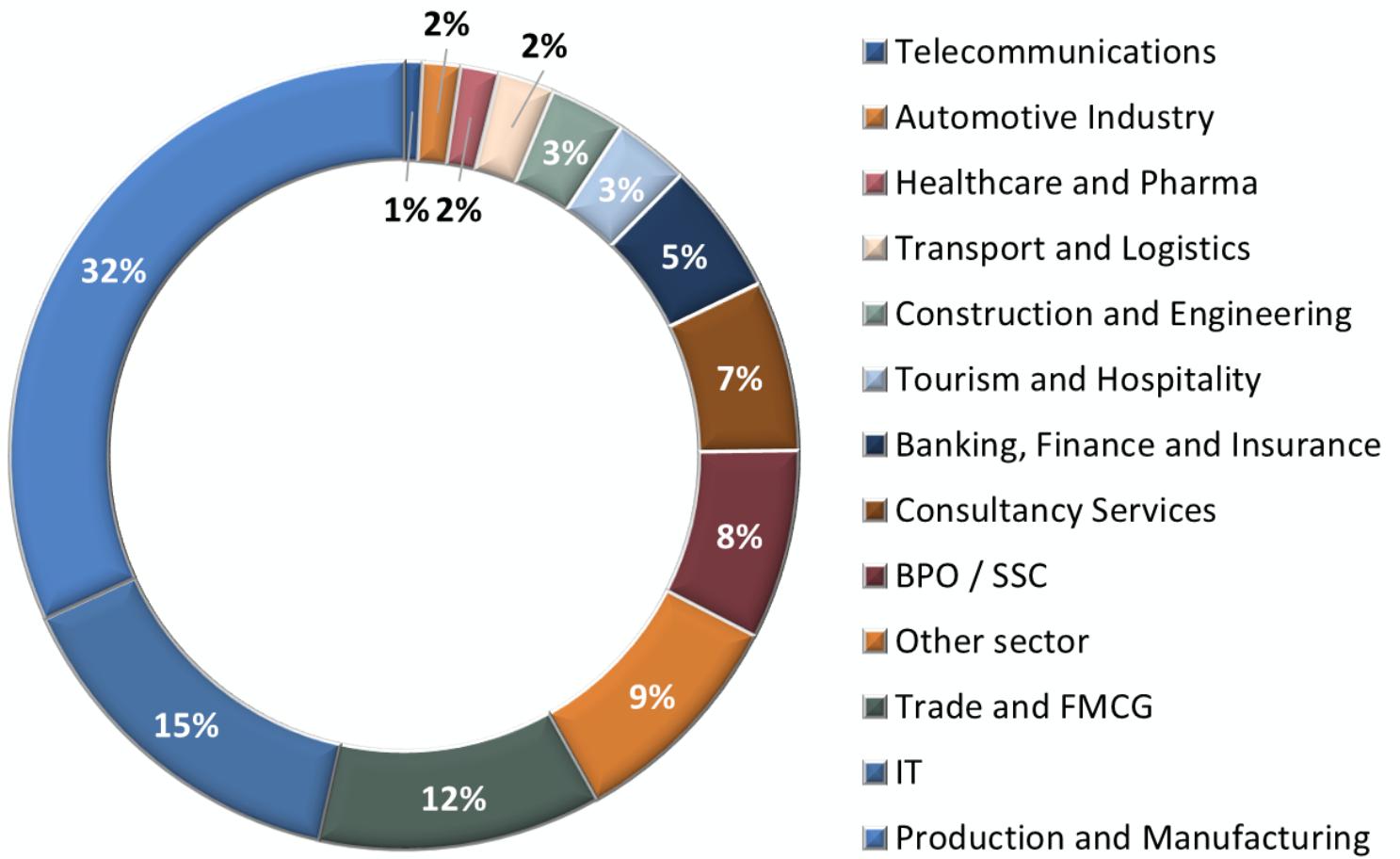
The survey was conducted for the second consecutive year, responses were collected during the months of February and March, 2022. More than 130 HR professionals from small, large and medium-sized companies in various business sectors participated. The survey was distributed through the social media channels of ManpowerGroup Bulgaria, and sent directly to all company's clients and 9 industry organizations.

RESPONDENTS' PROFILE



Size of the company:

- Between 1-20 employees
- Between 21-50 employees
- Between 51-100 employees
- Between 101-1000 employees
- More than 1001+ employees



THE RESULTS: TELECOMMUNICATIONS 1%; AUTOMOTIVE 2%; HEALTHCARE & PHARMA 2%; TRANSPORTATION & LOGISTICS 2%; CONSTRUCTION & ENGINEERING 3%; TOURISM & HOSPITALITY 3%; BANKING, FINANCE & INSURANCE 5%; CONSULTANCY SERVICES 7%; BPO/SSC 8%; OTHER SECTORS 9%; RETAIL & FMCG 12%; INFORMATION TECHNOLOGY 15%; PRODUCTION AND MANUFACTURING 32%.

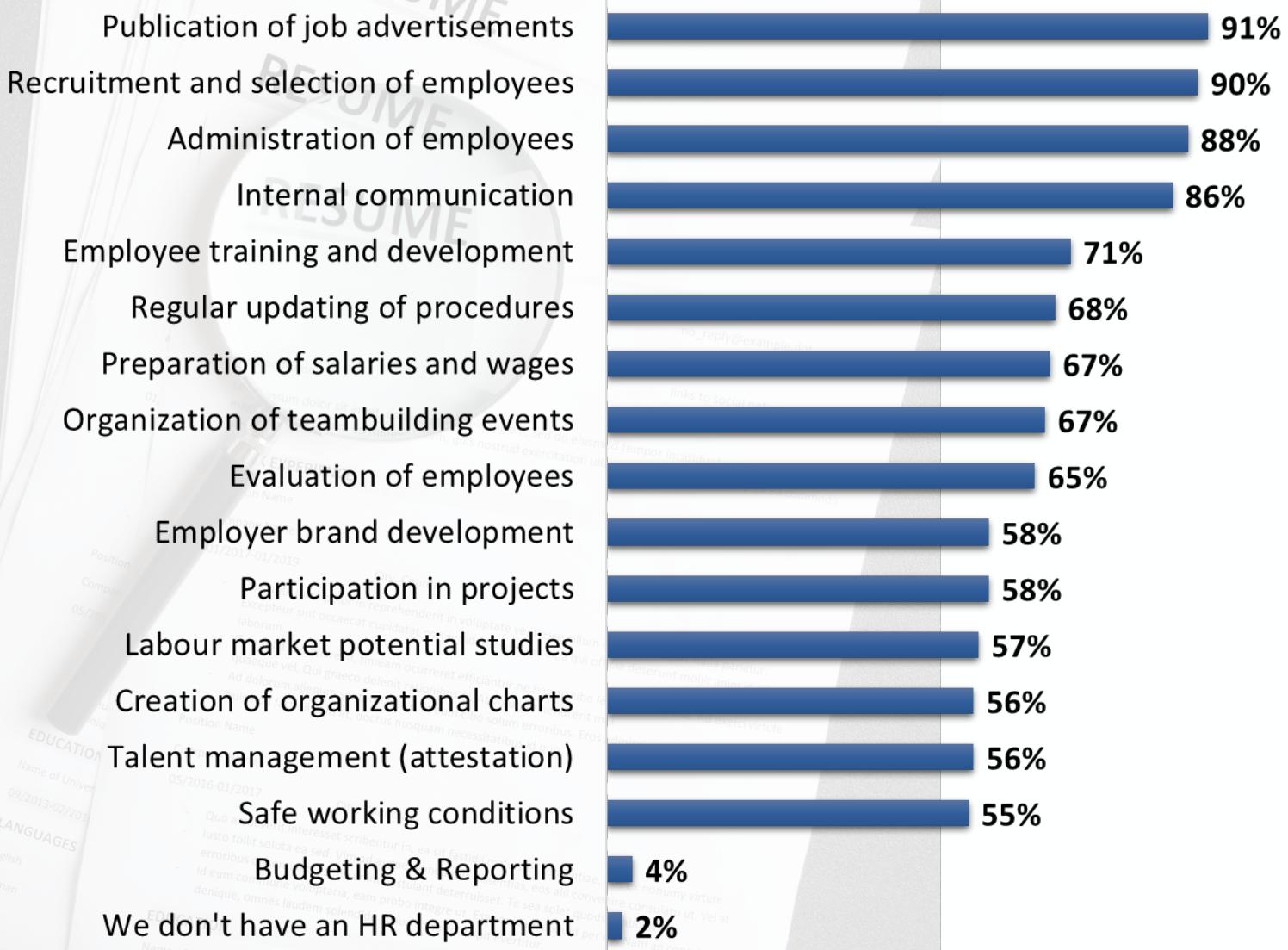
HR DEPARTMENTS IN THE ORGANIZATIONS

Of all the professionals in the different business sectors who took part in the survey, only 5% indicated that they did not have a separate HR department in their organization. It should be noted that in last year's HR Screening the percentage of these companies was more than double - 11%, which comes to prove that a number of organizations have recognized the need for structured work towards people and culture.

In most companies (66% of respondents) HR units consist of between 1 and 5 employees.

FUNCTIONS OF HR DEPARTMENTS

What functions does your company's HR department perform?



The observations of ManpowerGroup Bulgaria show that the HR teams in the different organizations are engaged in diverse functions. We asked respondents what functions HR departments or specialists perform in their companies to identify key areas of focus for the profession.

Survey data shows that HR practitioners are most often involved in recruitment, administration and internal communication. They are least often engaged in budgeting and reporting.

It is the most frequently performed operations such as recruitment and people administration, usually the most time-consuming of the bunch, that companies entrust to an external service provider.

ATTRACTING HR SPECIALISTS

Proven by this research, and evidenced by the practice of those engaged in the industry, in 2022, among the most frequently sought roles in the labor market are those of HR professionals. The obvious shortage of qualified HR people was also the reason why we added a new question this year, in addition to those from HR Screening 2021, namely in which area of HR do companies find it most difficult to attract new talent.

41% said it was challenging to attract recruiters, followed by 26% who said it was difficult to attract IT recruiters. 12% have difficulties with people in the field of "Employer branding", and another 8% - with professional trainers. Only 2% of respondents indicated that they have no difficulty attracting HR professionals.

It is the most difficult to attract HR talent for the following directions:



CHALLENGES FOR HR PRACTICIONERS

In addition, we asked HR practitioners which functions most often create challenges in their work. Recruitment and attraction, expected in the current labor market, create the most challenges in the sector - noted by more than half of respondents. Administration of people, on the other hand, is the least likely to present difficulties. ManpowerGroup Bulgaria's practice shows that more and more companies are finding it convenient to use systems and automated solutions in this direction, which in turn frees up time for the more strategic HR functions.

	Not a challenge for the HR department	Sometimes it's a challenge for HR	Often a challenge for HR	We perform no such function in the department
Administration of employees	54%	23%	17%	5%
Talent assessment	25%	34%	19%	22%
Validation of CV information during interview	41%	31%	16%	12%
Employee training	29%	41%	16%	14%
Organisation and/or participation in events	41%	36%	13%	10%
IT recruitment	8%	19%	36%	38%
Conducting interviews	45%	28%	22%	5%
Labor market research	30%	34%	22%	14%
Participation in management meetings	53%	28%	13%	5%
Comprehensive recruitment	6%	34%	56%	4%



INTERVIEW "WHITE LIES"

Every HR practitioner knows in detail the job application processes in the organization. In the current job market, where compromises are often required due to a constant talent shortage, "white lies" from candidates are a common part of the process. When applying for a job, candidates are often expected to prepare in advance with questions, CV, cover letter, etc.

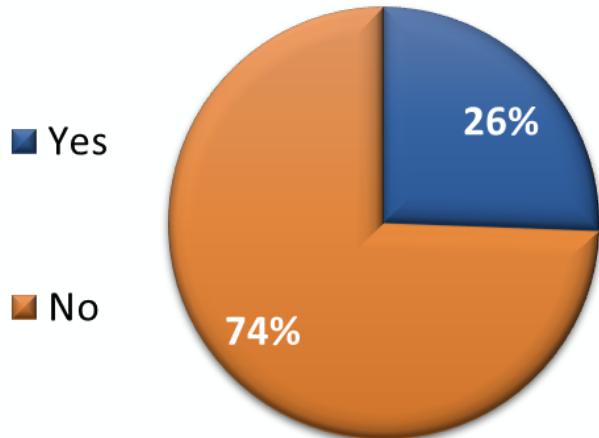
We also looked at issues related to this part of the work. Here's what professionals shared when asked about their experiences during the interviewing process.

What do candidates most often use "white lies" for during an interview?



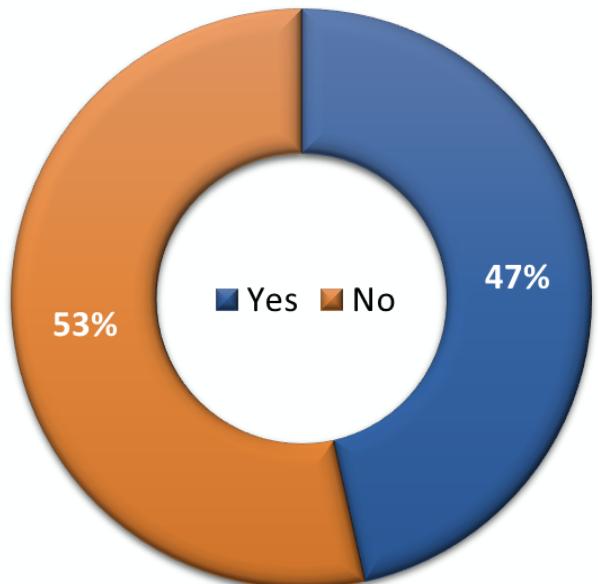


Is it important for candidates to provide a reference with their CV?



Presenting not fully accurate information about foreign language proficiency level, duties and responsibilities at previous job, personal qualities and remuneration at previous company are the most common "white lies".

Do you check the authenticity of the recommendation?

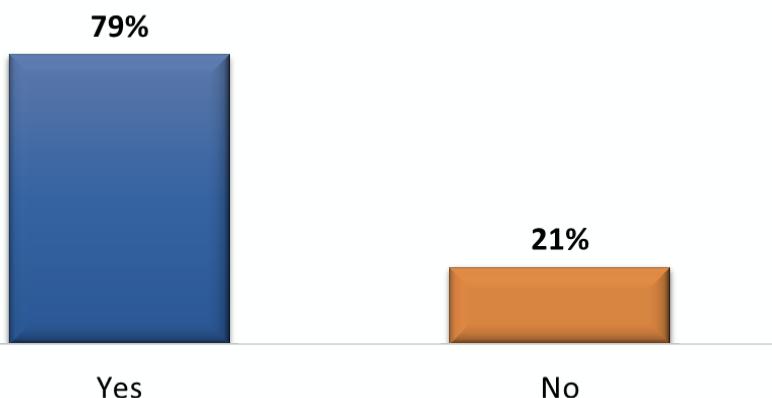


A SHORTER WORK WEEK AS AN INCENTIVE

After ManpowerGroup Bulgaria's announcement that we are switching to a 4-day work week, the interest of the guild in our practice was enormous. This, alongside the fact that this practice is starting to come up in many developed countries around the world, was the reason why we added a question on the topic to HR Screening 2022.

We asked HR practitioners whether they think a 4-day work week can lead to people being more productive and having a better work-life balance.

Do you think employee productivity at work and a better work-life balance is possible through a shorter work week?



ManpowerGroup Bulgaria's internal survey after the pilot 5-month trial period showed that 89% of the company's employees feel that their work-life balance has improved significantly. 91% of respondents indicate that they see themselves as part of the organisation in the future, up from 75% last year.

“

, „The fact is that a person mobilizes to do the assigned work in the time he has. i.e. the tasks for a 5-day week are spread over a 4-day week and thus he becomes more efficient. On the other hand, a half or a whole day dedicated to personal needs motivates and engages people to a greater extent.“

, „Employees assess their priorities better and become more efficient.“

, „Better balance improves employee motivation.“

”

WHAT DO HR FROM DIFFERENT BUSINESS SECTORS SHARE

"IT"

In the "IT" sector, respondents cited two main challenges in selecting employees for the HR department - recruiting for IT roles (86%) and recruiting for other roles (14%).

As for the daily challenges, experts assess their difficulties as follows:

	Not a challenge for the HR department	Sometimes it's a challenge for HR	Often a challenge for HR	We perform no such function in the department
Comprehensive recruitment	6%	41%	47%	6%
IT recruitment	6%	12%	71%	12%
Conducting interviews	59%	24%	12%	6%
Organisation and/or participation in events	59%	18%	18%	6%
Participation in management meetings	71%	12%	18%	0%
Administration of employees	47%	24%	18%	12%
Talent assessment	35%	35%	18%	12%
Employee training	41%	35%	6%	18%
Labor market research	41%	35%	12%	12%
Validation of CV information during interview	41%	35%	12%	12%

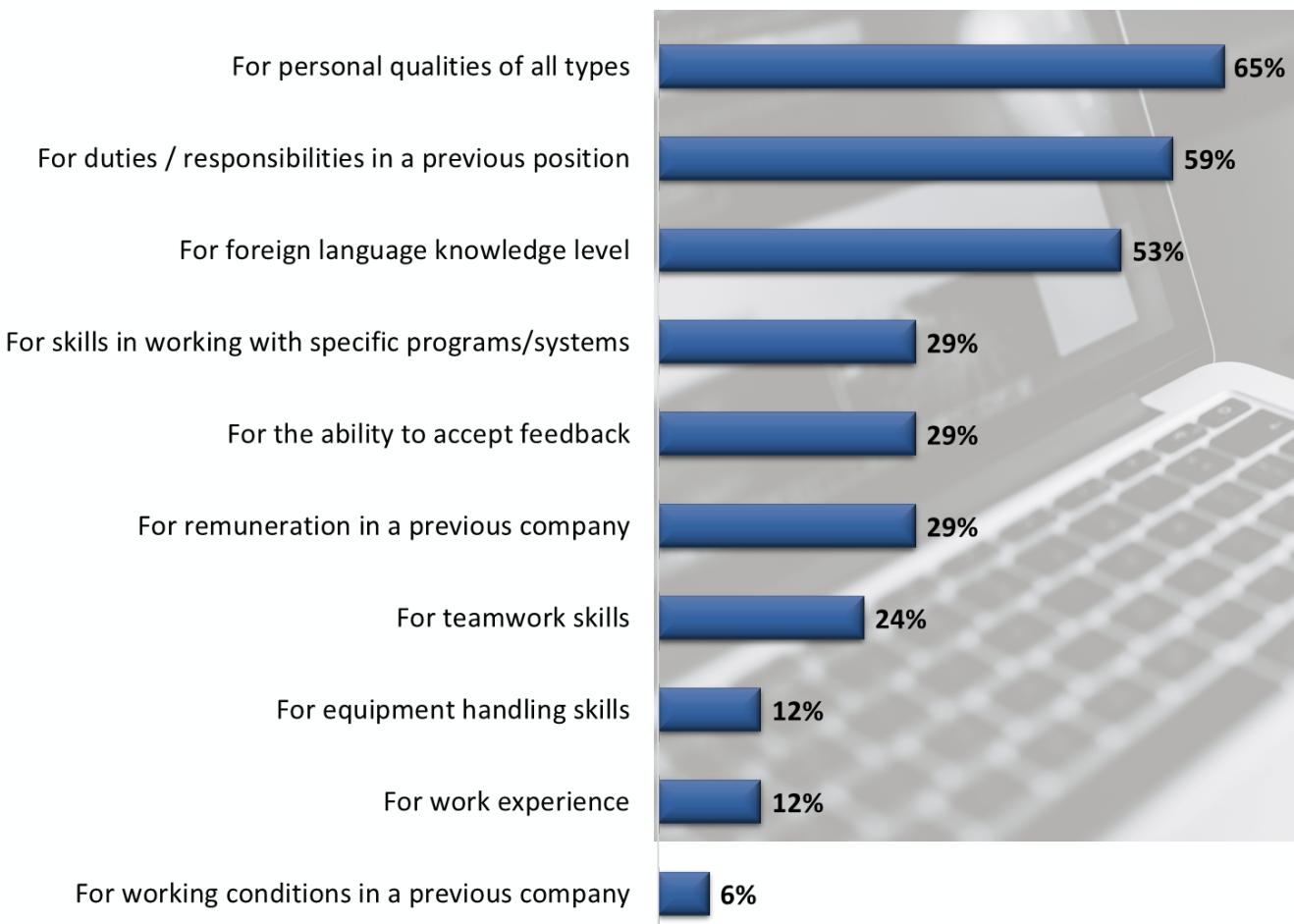


According to respondents, the HR department in the IT sector performs all the functions of a standard HR department, with only 47% of respondents indicating that they are also involved in external projects. The main function of the department is "recruitment and selection of employees" / "publication of advertisements" (94%) and the organisation of internal communication and team building events (82%).

When selecting different roles in the sector, HR practitioners say it is not important for candidates to provide a reference when applying (71%), but if one is available they check its credibility (83%).

While interviewing candidates, colleagues share interesting trends in the use of "white lies".

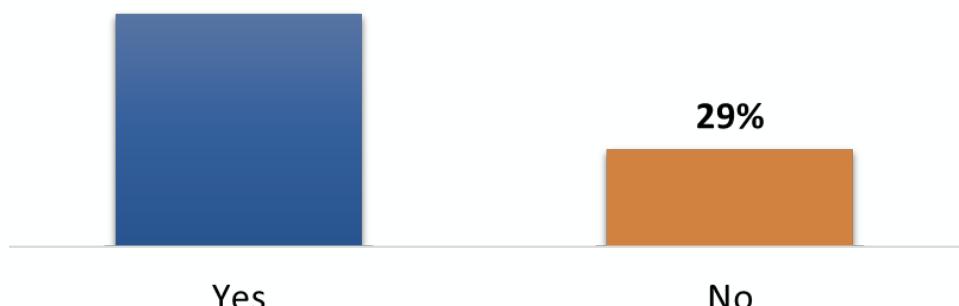
What are the most common "white lies" for candidates in the IT sector



Another interesting phenomenon is that 71% of all respondents in the sector believe that a shorter working week would be better for employees - professionally and personally.

Shorter work week = more productive employees = better work-life balance

71%



"SSC AND BPO"

In large shared service or outsourcing centers, the HR department takes care of the full range of the profession's capabilities - from attestation, to posting ads, to organizing events and preparing internal procedures.

Here are the biggest HR recruitment challenges for large organisations in the sector:

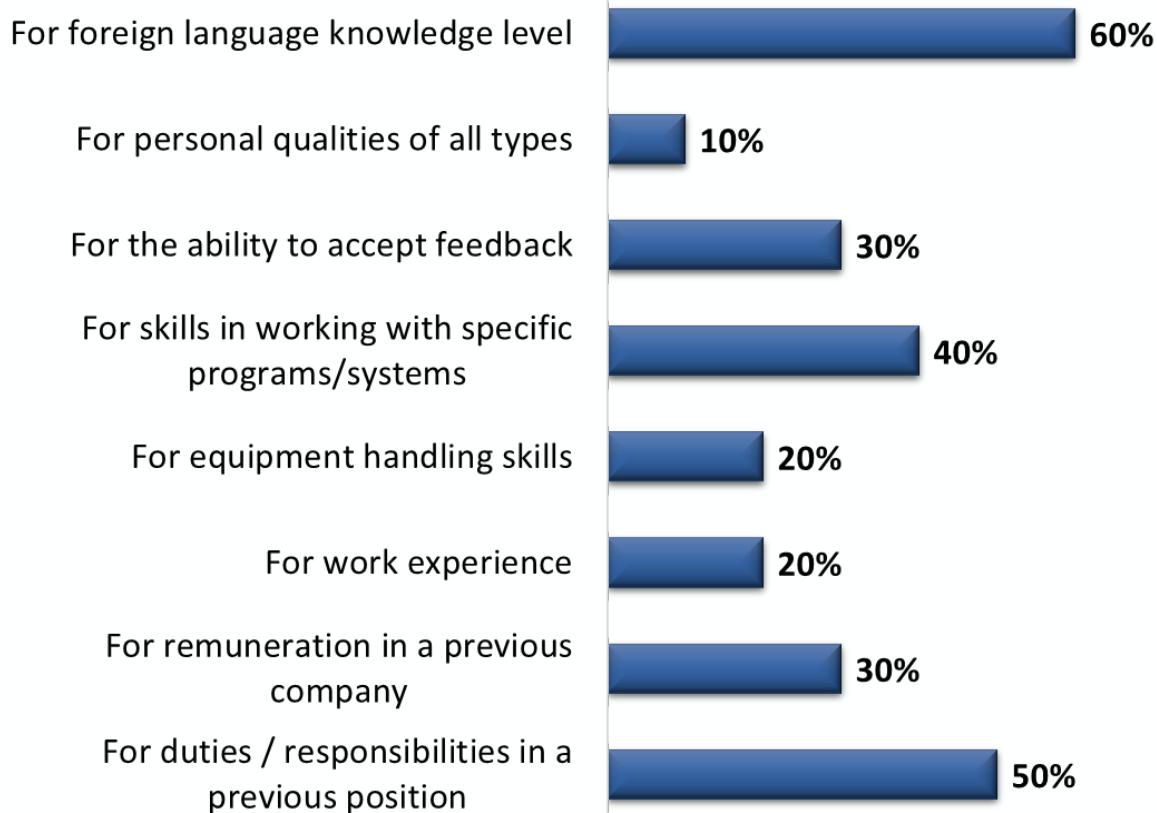


	Not a challenge for the HR department	Sometimes it's a challenge for HR	Often a challenge for HR	We perform no such function in the department
Comprehensive recruitment	10%	30%	50%	10%
IT recruitment	0%	20%	40%	40%
Conducting interviews	50%	20%	20%	10%
Organisation and/or participation in events	40%	40%	10%	10%
Participation in management meetings	60%	30%	10%	0%
Administration of employees	80%	10%	10%	0%
Talent assessment	60%	10%	10%	20%
Employee training	30%	20%	30%	20%
Labor market research	40%	30%	20%	10%
Validation of CV information during interview	30%	30%	10%	30%

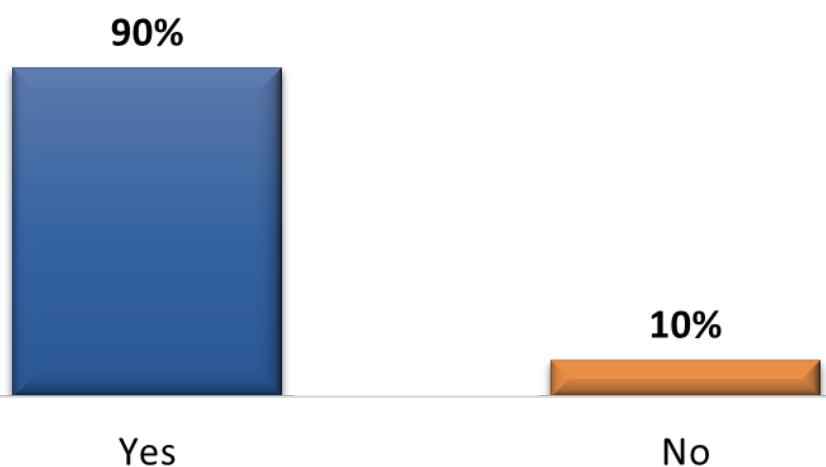


For this sector, providing a reference alongside the CV is not of great importance in the selection of employees according to respondents (70%), and 80% of all in the sector say that they do not even check the credibility of the document.

Typical of the sector is a requirement to be proficient in at least one foreign language, and according to 60%, most candidates overestimate their skills in this direction, followed by 50% agreement that candidates exaggerate about their previous job duties.



Shorter work week = more productive employees = better work-life balance



"RETAIL AND FMCG"

In the Retail and FMCG sector, one of the key segments for a good and successful business is the employer branding. Nearly 40% of respondents agree that it is the most difficult to find the right candidate who understands these HR processes. 50% also experience difficulty in finding suitable recruiters. 8% of the companies in the survey indicated that they do not have a separate internal HR department.

	Not a challenge for the HR department	Sometimes it's a challenge for HR	Often a challenge for HR	We perform no such function in the department
Comprehensive recruitment	8%	25%	67%	0%
IT recruitment	8%	33%	8%	50%
Conducting interviews	33%	33%	25%	8%
Organisation and/or participation in events	17%	58%	8%	17%
Participation in management meetings	33%	42%	17%	8%
Administration of employees	50%	33%	17%	0%
Talent assessment	8%	33%	25%	33%
Employee training	17%	42%	17%	25%
Labor market research	50%	17%	25%	8%
Validation of CV information during interview	67%	8%	25%	0%

In the HR sector, obtaining employee references is not necessarily a requirement, and HR practitioners acknowledge that they often do not check the credibility of references received.

The "white lies" that candidates use in the sector are mainly about remuneration in another company (63%) and about responsibilities in a previous job (51%).

HR specialists from the sector agree that a shorter working week would be highly appreciated by its employees. However, it is one of those sectors where implementing one would be very difficult for some roles and practically impossible for most others.



"PRODUCTION AND MANUFACTURING"

In the Production and Manufacturing sector, 92% of respondents have in-house HR departments, while 8% rely on an external partner to execute department processes or share responsibilities among specialists with a different primary focus.

76% of respondents cited "Safe Conditions" and nearly 42% "Market Potential Studies" as functions performed by a department other than Human Resources.

The sector's main challenge for professionals is to attract recruitment talent (50%) and experts in employer brand development (29%).

	Not a challenge for the HR department	Sometimes it's a challenge for HR	Often a challenge for HR	We perform no such function in the department
Comprehensive recruitment	5%	21%	67%	8%
IT recruitment	10%	15%	23%	51%
Conducting interviews	33%	33%	26%	8%
Organisation and/or participation in events	44%	36%	13%	8%
Participation in management meetings	46%	38%	8%	8%
Administration of employees	51%	28%	15%	5%
Talent assessment	13%	38%	21%	28%
Employee training	28%	38%	23%	10%
Labor market research	18%	33%	28%	21%
Validation of CV information during interview	41%	28%	15%	15%

In the Production and Manufacturing sector, 75% do not expect recommendations with the applications, with almost equal numbers of experts verifying (48%) or not verifying (52%) the credibility of the recommendation.

As a basis for "white lies" in the sector, 67% point to "duties in a previous position," 52% - remuneration at a previous company and 54% for level of foreign language proficiency.

Nearly 24% of respondents in the sector felt that a shorter working week would not have a better impact on work-life balance. In this industry, implementing such a working pattern would be close to impossible for most organisations.



"BANKING, FINANCE AND INSURANCE"

In the Banking, Finance and Insurance sector, HR teams are primarily responsible for employee administration, recruitment and selection (100%) and internal communication (100%). This is followed by people assessment functions, ad posting (71%) and employer brand development (87%). The least engaged are those "involved in projects" at 47%.

The biggest challenge for the sector's HR department is finding the right talent to recruit for IT roles - 86%, followed by 14% difficulty finding an employee to recruit for other roles.

Employee references again do not carry much weight (72%) and nearly half of respondents indicate that they do not check credibility (49%).

Candidates in the sector most often use "white lies" in an interview about the following qualities and skills:



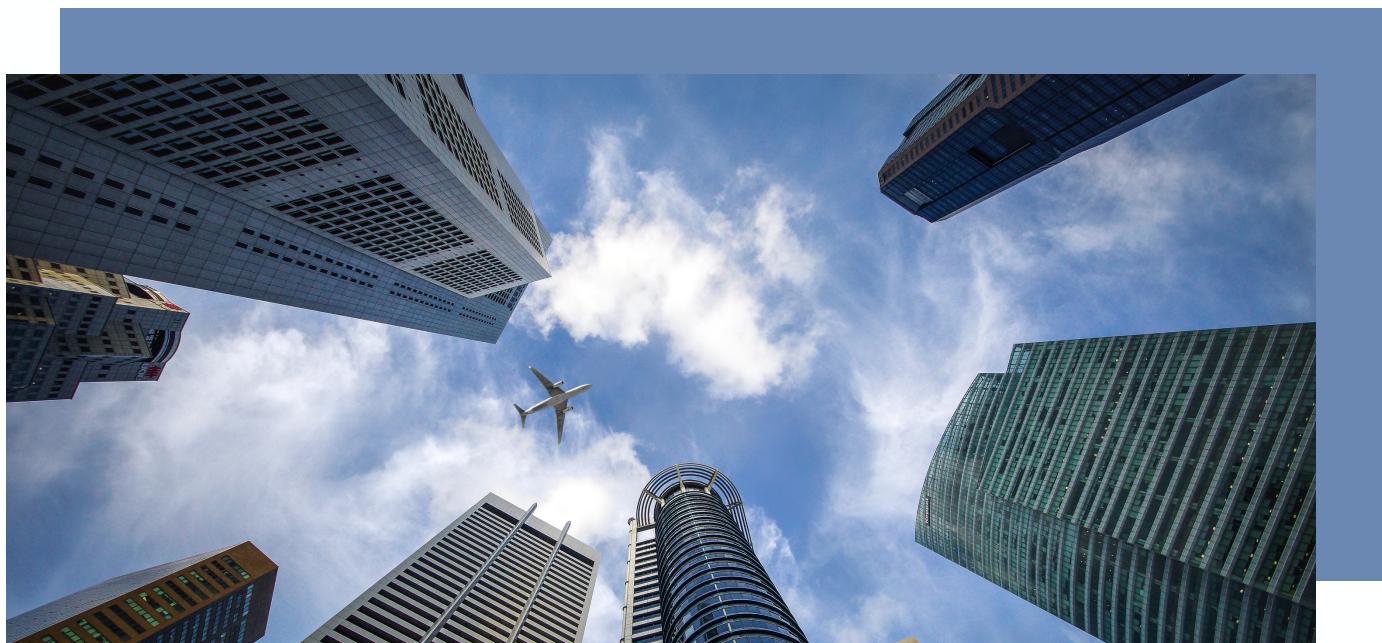
Nearly 80% of respondents in the sector felt that a shorter working week would have a positive impact on people's performance and their work-life balance. However, without the adoption of such a framework at a national level, these often structurally-determined employers could not afford to provide such an opportunity to the majority of their teams.



For this sector, the recommendation is not of great importance when selecting employees according to respondents (70%), and 80% of all in the sector say that they do not even check the credibility of the document.

Typical of the sector is the condition of knowledge of at least one foreign language, and according to 60% most candidates overestimate their skills precisely for this, followed by 50% who agree that candidates exaggerate about their duties in a previous position.

	Not a challenge for the HR department	Sometimes it's a challenge for HR	Often a challenge for HR	We perform no such function in the department
Comprehensive recruitment	14%	71%	14%	0%
IT recruitment	14%	0%	86%	0%
Conducting interviews	71%	29%	0%	0%
Organisation and/or participation in events	43%	57%	0%	0%
Participation in management meetings	71%	29%	0%	0%
Administration of employees	71%	14%	14%	0%
Talent assessment	43%	14%	14%	29%
Employee training	43%	29%	0%	29%
Labor market research	43%	43%	0%	14%
Validation of CV information during interview	71%	14%	14%	0%



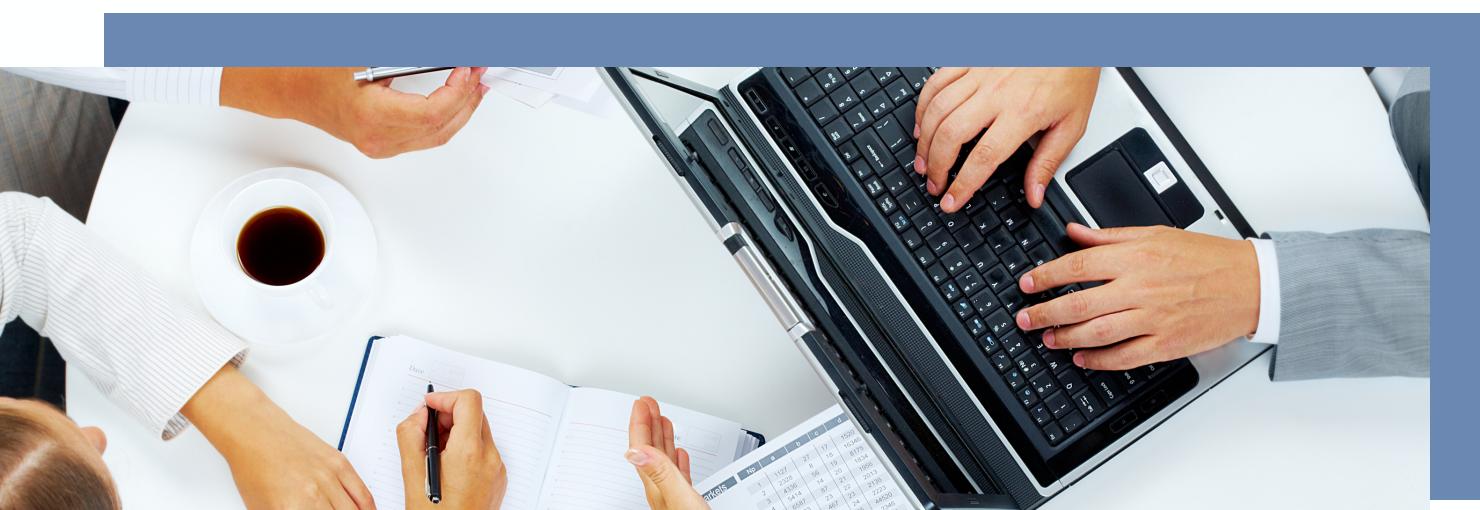
"CONSULTANCY SERVICES"

	Not a challenge for the HR department	Sometimes it's a challenge for HR	Often a challenge for HR	We perform no such function in the department
Comprehensive recruitment	11%	67%	22%	0%
IT recruitment	11%	22%	56%	11%
Conducting interviews	56%	44%	0%	0%
Organisation and/or participation in events	33%	56%	0%	11%
Participation in management meetings	56%	33%	11%	0%
Administration of employees	56%	22%	11%	11%
Talent assessment	22%	33%	22%	22%
Employee training	22%	56%	11%	11%
Labor market research	22%	33%	22%	22%
Validation of CV information during interview	44%	22%	11%	22%

In this sector, HR teams have difficulty selecting recruiters to manage employer branding processes (13%), recruiters for IT roles (50%) and recruiters for other roles (37%).

As a typical "white lie" experts say that candidates use "higher salary in previous position" (60%).

Nevertheless, HRs believe that a shorter work week would be more beneficial for their teams. In this sector, the implementation of such is easier and possible compared to others.



KEY CONCLUSIONS

A professional woman with long dark hair, wearing a white blazer over a light-colored top, is smiling warmly at the camera. She is seated at a desk, with a laptop open in front of her. The background is slightly blurred, showing an office environment.

THE NOTICEABLE SHORTAGE OF RECRUITMENT SPECIALISTS IS REFLECTED IN ALL BUSINESS SECTORS.

MAJORITY OF HR PROFESSIONALS BELIEVE THAT A SHORTER WORKING WEEK WOULD HAVE A POSITIVE IMPACT ON BOTH COMPANIES AND THEIR TEAMS.

SIGNIFICANTLY FEWER COMPANIES THAN LAST YEAR ARE OPERATING WITHOUT DEDICATED INTERNAL HR DEPARTMENTS.



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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