

Human Resources Recruitment Defining Peculiarities of Students as Job Seekers

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Abstract : Some organizations as employers have difficulties to attract job seekers and retain their employees. Strategic planning of Human Resources (HR) presumes broad analysis of perspectives including analysis of potential job seekers in the field. Human Resources Recruitment (HRR) influences employer brand of an organization and peculiarities of both external organizational factors and stakeholders. Defining peculiarities of the future job seekers, who could potentially become the employees of the organization, could help to adjust HRR tools and methods adapt to the youngest generation employees' preferences and be more successful in selecting the best candidates, who are likely to be loyal to the employer. The aim of the empirical study is definition of some students' as job seekers peculiarities and their requirements to their potential employer. The survey in Latvia, Lithuania and Spain. Respondents were students from these countries' tertiary education institutions Public Administration (PA) or relevant study programs. All three countries students' peculiarities have just a slight difference. Overall, they all wish to work for a socially responsible employer that is able to provide positive working environment and possibilities for professional development and learning. However, respondents from each country have own peculiarities. The study might have a practical application. PA of the examined countries might use the results developing employer brand and creating job advertisements focusing on recent graduates' recruitment.

Keywords : generation Y, human resources recruitment, job seekers, public administration

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