

THE NEW CHALLENGES OF THE LABOR MARKET

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Abstract

This paper is a research on current trends in the labor market. I believe that this analysis should start from the moment of training of future employees. Training of specialists to meet the needs of the labor market is one of the basic tasks of higher education institutions. Unfortunately, the theorizing of the educational process is one of the reasons that lead to a very large discrepancy between the knowledge and skills obtained by students in the faculty and those needed in the practical activity. Employers want from graduates and hence from future employees, more practical skills, faster adaptation to requirements in a permanent change, inclination towards teamwork and creative thinking. It is normal for employers to have these expectations from future employees in today's society. The current society needs creative individuals, capable of finding innovative and efficient solutions to the complex problems faced by both the university environment and the society.

Keywords: *future employees, labor market, competitiveness, the human resource, professional evaluation.*

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1. Introduction

The future of the labor market is a topic under constant debate, but despite the fact that experts have differing opinions on what will be, there is a consensus that education systems must prepare young people for an economic environment change and characterized by uncertainty. Employers, as a rule, highlight a significant difference in terms of the skills and abilities they expect from young people and the skills they have when graduating. This situation is also accentuated by the fact that the unemployment rate is high among young people, being limited to learning at work, often young people maturing without acquiring adequate work experience. Innovation has continuously changed employment, starting with the First Industrial Revolution, continuing with the Fourth Industrial Revolution, in which we are presently.

Technological breakthroughs and global competitiveness create new types of jobs, which we hadn't imagined a decade before, thus reconfiguring entire industries. Education systems are only transitional, being far from a knowledge-based curriculum that assesses competencies, currently being focused on assessments where memory and reproduction ability predominate, without being stimulated by curiosity, creativity and confidence. Even the education systems that modernize the curricula, which permanently adapt and improve the learning methods do not have the capacity to respond adequately to the needs of the employers, at most trying to synchronize, in real time, their content with the specific needs of the workplace. Advances in technology and automation have exponential growth rates relative to the adequacy of the education curriculum.

The multitude of factors that influence the evolutions of the labor market impose as a necessity the carrying out of detailed, exhaustive analyzes, that include the multiple aspects of its functionality. Demographic developments, in conjunction with the socio-economic trends that indicate the transition to a knowledge economy, accompanied by the decline of traditional professions, require a detailed assessment and forecast of the trends on the labor market.

At the youth level, there are special problems generated by the specificity of this age category, affected by high unemployment rates, lack of experience, lack of skills and qualifications necessary to exercise the professions desired and / or required in the labor market. These elements have brought the issue of insertion and evolution of young people in the labor market to the attention of national governments and international bodies, materialized in measures meant to facilitate their transition to the labor market through an adequate, sustainable, and sustainable insertion, under the conditions of a dynamic, continuous economy. evolution and change.

2. Current challenges of the labor market

Studies show that, both at the European level and at the level of the states of EU composition, there is a strong interest in the creation and implementation of mechanisms for insertion of young people in the labor market, but one of the major problems faced by young people, on the other hand, and employers, is the inefficient calibration of the education system. with market demands. Another common and quite serious problem is the under-qualification of young people and the high rate of school dropout (among the highest in Europe).

Over the years, there have been major changes in the organization of education, determined not only by the legislative framework, but also by the options of the young people and by the changes in the age structure of the participants at this level of education. In the same direction, Romania has developed the legislative framework for the functioning of non-traditional phenomena of higher education, in especially the open and distance education, which is aimed mainly at adult students, which has led to an unprecedented increase in the number of students, far exceeding the expectations of all educational institutions.

The labor market is in a continuous transformation, and the next 20 years will produce significant changes. We already live in an era of automation, in which robots have taken over many of the tasks performed by humans. Data shows that in 2018, the number of robots taking over people's jobs has reached a record high.

In 2018, the worldwide unemployment rate was 5.2%, according to a report quoted by weforum.org, being the lowest value in the last 38 years. In other words, the reality shows that the digitization of work has more advantages than disadvantages. Human resources specialists believe that, under the conditions of automation, jobs will become more accessible and more flexible in the next two decades. A freelancing platform, has made a list of five significant changes that will occur in the labor market over the next 20 years:

- Artificial intelligence and robots will not leave people without jobs, on the contrary, they will create more jobs.
- The trades that will appear in the labor market will need qualified personnel. It is important to prepare talents for these jobs.
- Remote work will become the norm, and big employers will fight this mobile workforce. Working away gives people the freedom to work from any corner of the world, and big cities will do anything to attract this mobile workforce.
- By 2027, most of the workforce will be freelancers.
- Technological changes will continue to shape the labor market, so lifelong learning will be essential.

A constructive discussion about the future of the labor market does not have to be about the transformations that will occur (it is clear that they will take place), but it must be about how it could benefit from the benefits of these changes.

Those who want to keep up with the technological changes and resist as long as possible in the field of work must be open to permanently learning new skills and competences. The resistance to change will quickly remove them from the game.

Unfortunately, most education systems are not adapted to the demands of the labor market. I do not train young people for the realities of the market, every year they produce tens of

thousands of graduates who do not have the skills and competences necessary for the current trades. In short, they are profoundly inefficient.

All education systems must be built on a new philosophy, of lifelong learning. In addition, there is a need for a culture that promotes this new style of education.

The skills and not the "pedigree" of the university should count for the young people who are preparing to enter the field of work. Education systems must teach young people skills that robots do not have (yet): entrepreneurship, teamwork, curiosity, adaptability.

And not only governments, through their subordinate ministries, need to adapt to new realities, but businesses must take on some of the responsibilities. Thus, companies must invest both in the employees they already have, but also in those that they will need in the future. This means they need to fund training and coaching programs to help their employees keep up with the changes. Companies that do not invest in labor and produce unemployed should be taxed by governments.

If each state or private institution assumes an active role in the labor market, the positive results will not be delayed to appear: there will always be a pool of skilled labor for the jobs available in the market, the companies will not have problems in attract and retain talent, and with an economically active population, states will avoid a labor crisis.

Currently, the labor market is extremely dynamic. The changes brought about by the new generations of employees entering the labor market, the technological advances that have begun to gradually eliminate the jobs, the jobs that require professional retraining, the digitization of the human resources processes, all these shape the labor market and come with a lot of challenges for both employees and employers and recruitment specialists. When you ask recruitment experts or company managers about the challenges in the labor market, they will all give the same answer: the labor shortage and the talent shortage. Romanian employers are investing in the search and implementation of the best solutions for training, attracting and retaining talents, but the Government needs to deal more seriously with the talent shortage problem, given that the education system fails to train young people with skills. and skills needed for growing demand for workforce from companies. Specialists in the field believe that finding talent in a timely manner and talents that have performance in the workplace is one of the main challenges in the labor market. It has been found that not only finding but also retaining staff is in itself a challenge for employers. For this reason, employers have begun to implement other HR processes than the usual ones, such as job descriptions, performance appraisal sheets. Thus, they begin to orient themselves to evaluate employee satisfaction, to see how they feel at work, to take the pulse of the organization, to have regular individual discussions with employees to see what they can improve, because only this way they can develop their business. CPC. Otherwise, the talents will go to companies that already implement such processes. Another challenge in the labor market is finding production workers, those who directly bring income to the organization.

Last but not least, challenges are coming from the Millennials generation (Y generations, respectively those born between 1981 and 1996), who come with demands that are not in line with what employers can offer. Gradually, it was noticed that there is an adaptation from this point of view.

HR experts say that the recruitment market has become more difficult and it is increasingly difficult for them to recruit the people they want from employers in a short time. The solution found by recruiters was the digitization of human resources processes.

Even the entrepreneurs with new business in the market are not easy in the recruitment process, on the contrary, it is affected by the reluctance of the specialists to work in companies at the beginning of the road.

When it comes to recruiting, it is difficult for entrepreneurs to build a team, to bring the first people into the company. From what has been observed, experienced people have some reluctance to go to start-ups, even in IT. HR firms have demands in this area from start-up companies,

entrepreneurs who are unable to hire staff on their own, and also need consultancy. They even help them to draw the profile of the candidates.

An interesting trend in the labor market, identified by the recruitment specialists, concerns the employees with good years of work experience.

Experienced people, specialists, are starting to want a career reorientation. We meet this very often in the area of sales, business development, where from customers, on the one hand, there are requirements of experienced people, to develop their business, on the other hand, people with a lot of experience want a reorientation, to find their passion, to do what they like, not necessarily something they were forced to do.

Even in HR there are people with a lot of experience in recruiting and motivating who are looking for new skills and competences. "Many people with HR experience want to give up this area. Why? Because they want to develop new skills. After a long period of work in this area, where you deal with the same responsibilities, you want to go into a direction in which to develop new skills. Sometimes HR does not reach top management, stays as a specialist, and then if you want a hierarchical position in the organization, you go in the direction of giving up and developing other ones. abilities.

Romanian employers have become receptive to the demands of young people from the Y and Z generations (respectively those born between 1981 and 1996 and those born between 1995 and 2015) who are in the field of work. And not only receptive, but also creative. Because recruiters strive (and succeed) to find the best solutions to meet the demands of young employees and ensure the best working conditions.

If young people feel they can grow and the employer presents this in the form of a career plan, the job offered already has another attraction. They need to be presented with some goals that they will have to achieve. Moreover, the integration part in the company matters immediately after the new job begins.

An unusual working method, already operating abroad, has begun to be implemented in Romania, for the time being only by IT companies. The tendency at international level is to exchange roles in the team, to acquire more skills and periodically to change your duties and responsibilities, even if you are part of the same department. It is all about motivating the employees to stay in the company, to learn new things, to offer training in their turn.

The wage package, the company's reputation, job security, private health insurance and flexible work schedule are the main elements that make the difference in the labor market in 2019. The economic uncertainties from the beginning of the year changed the hierarchy of employee benefits if we consider that, in 2018, the benefits that motivated the employees were the flexible work schedule, lunch and additional bonuses.

Fiscal changes have led employers to look at 2019 as one of challenges. Job security and employee loyalty are the main trends in a labor market affected by the lack of staff and the wage competition coming from the public sector.

The year 2019 has brought many uncertainties to the economy. The depreciation of the leu, the increase in lending, the fiscal changes and the forecasts regarding the possible slowdown of the economic growth have raised signs of concern among the Romanian employees. And the news about the closure of some factories in the western part of the country and the departure of foreign investors have increased the fear that, this year, the companies will move to crisis measures, from salary reductions and layoffs to the closure of the activity. Thus, many employees have wondered if the workplace is a safe, stable one, and the company they work for is strong enough to withstand the challenges.

The job security has, first and foremost, an aspirational dimension. The experience of the economic crisis has shown that, regardless of the level of career, the job in the private environment is not guaranteed to anyone. The safety of the workplace can only be viewed from the perspective of the employees' desire to work more responsibly, more efficiently, in the hope that the results will make them indispensable to the company. Other advantages that make the difference between the

job offers are private medical insurance, flexible program, transport settlement, financial support for trainings, subscription to the gym, lunch settlement and discounts to various business partners.

Work in the state or in private. The increase in public sector wages has put pressure on the Romanian labor market. The interest of the active population for the public sector must be directly linked to job security and the unpredictable economic evolution of 2019.

Even if the private environment offers incomparable more opportunities, in the view of many people, the public service guarantees the guarantee of a timely salary and a stable job, immune to a possible new economic crisis. The question marks related to the jobs in the public sector relate, first of all, to the political conditionalities, to the existence of networks of client interests and to ensuring a working environment similar to that of the private sector.

Studies show that most companies will continue to extend employee benefits. The newest benefits included in the employee motivation packages, most employers consider that the following orders are important: health service subscriptions, training and training courses and fitness room subscriptions, as well as tickets to various artistic events (theater shows), film, concerts, etc.).

3. Conclusions

The biggest challenges in the field of human resources in the coming years are related to the lack of labor. The demand for candidates in the labor market will be increasing, but their number will be smaller, say HR experts. To this is added the need for recruiters to find new solutions to recruit candidates.

In addition, building an employer brand to attract and retain employees is increasingly needed. Companies are beginning to understand that they need a positive employer brand and are taking steps in this direction. The brand is built by defining an organizational culture, by increasing employee satisfaction, by establishing a mission, values that can be truly implemented. If wages are increasing, at some point, the employer must differentiate and be able to do so by creating and transmitting a clear employer brand to represent him.

Highly experienced employees want to reorient themselves. For this they are in a permanent search again. The labor market is sometimes surprising. New generations of employees and new technologies are gradually eliminating jobs. Thus, in the banking systems the employees have been increasingly replaced by ATMs that offer the possibility to withdraw the money, to feed the account, ATMs with which you can pay the bills.

Employers have started to implement new things to the usual ones, focusing on evaluating employee satisfaction, they want to see how they feel at work, they want to take the pulse of those who are looking for work. The new jobs want to be based on the model of those from other countries, to have discussions of the employers with the employees, to see what displeases them, what they can improve. They realized that when they do this, they will not lose their good employees.

An interesting trend of the year 2019 is given by employees with good work experience. This type of employees can also provide employers with support in business development. Employers are receptive to such employees and even strive to provide them with the best working conditions. The tendencies of the future are to be offered objectives to achieve, to be presented with a plan that they have and the possibility to change if it benefits the company.

In Romania, the method of working in exchange of roles begins to be implemented, the employees to change their responsibilities, to receive and to offer training in their turn on the side that is best understood.

Governments and companies should work together to benefit employees. And I can do this, for example, by implementing remote work or flexible software. Most employers are afraid they will lose control over their employees if they allow them to work from home. Reality has shown that there are more advantages than disadvantages of remote work for both the employee and the

employer. Not to mention the tools that an employer has to supervise the work of remote employees.

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