



Future of Recruitment in Serbia

Country results: SERBIA

>90,000
global
workforce
responses

>180
countries
worldwide

About the survey

Future of Recruitment is the world's largest study on this topic. The survey for Serbia was conducted in Aug-Sept 2022 by Infostud, The Network and BCG. In the context of the current great resignation, the survey provides much needed data-driven insights into how people can be attracted and recruited to jobs and employers.

Contents of this deck

- 1 Labor market insights
- 2 How to attract talent
- 3 How to recruit talent

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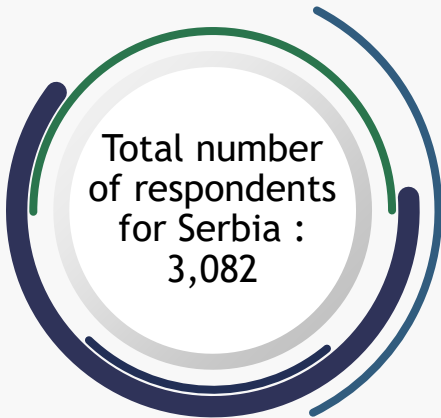
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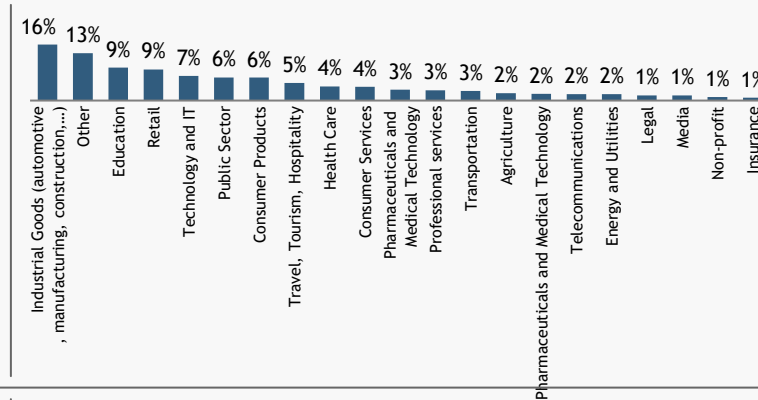
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(Source: *Future of Recruitment in Serbia - Infostud, BCG, The Network, 2023*).

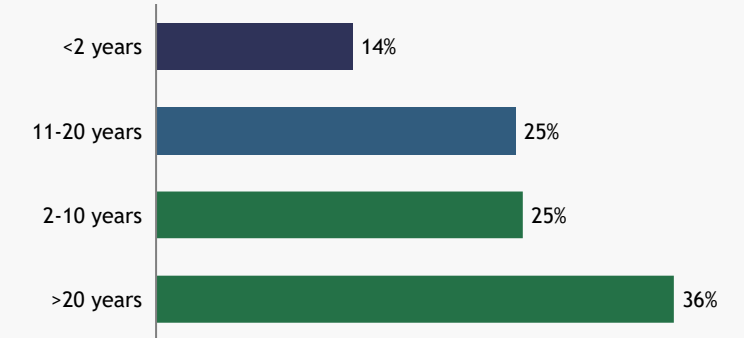
Sample size and distribution of respondents in Serbia



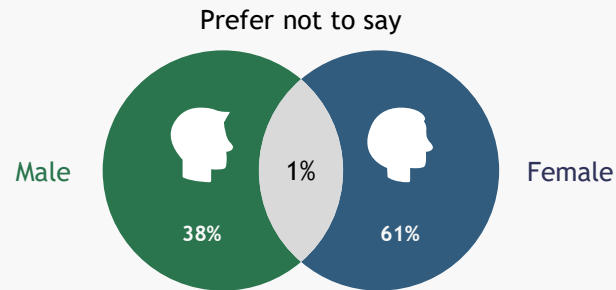
Current Industry



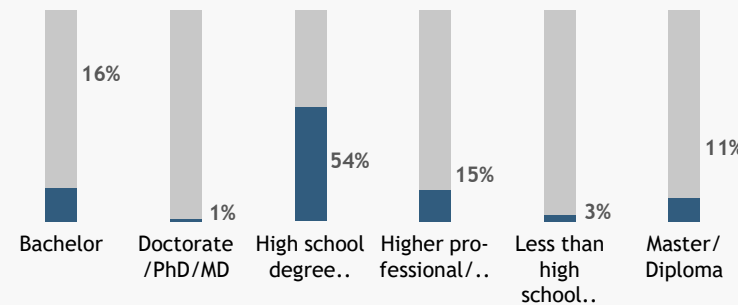
Years of work experience



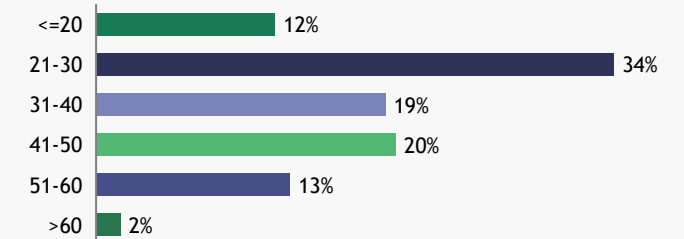
Gender



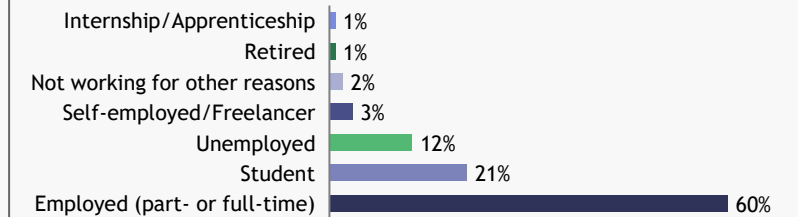
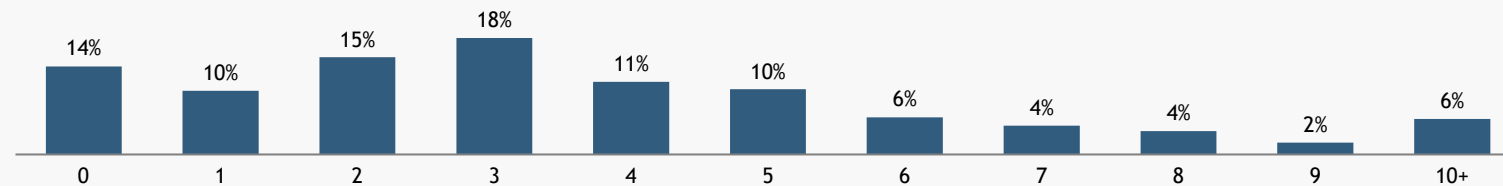
Level of education



Age group



How many times did you change jobs (within the same company or between companies) since you started working?



Key insights for market Serbia



1 Labor market insights

- Less people in Serbia (~23%) are looking for jobs than global average (~42%)
- On that note, only ~26% are approached monthly or weekly about job opportunity, whereas ~39% of global talents are approached in that frequency
- If people are not looking for a new job opportunity ~71% indicate that they would change their minds for higher salary and better benefits. This is higher than global average where only ~65% would do the same



2 How to attract talent

- Building their own successful business is ranks 2nd in the ideal career path for Serbians, whereas it is only rank 4 for global talents
- Related to that, the career path of joining a good company and progress to leadership position is less important for Serbian talents (~28%) compared to global talent interests (~41%)
- A big difference is the preferred working model in Serbia. Only ~39% would prefer a hybrid model (~54% globally) and ~51% would like to work fully on-site (~35% globally)

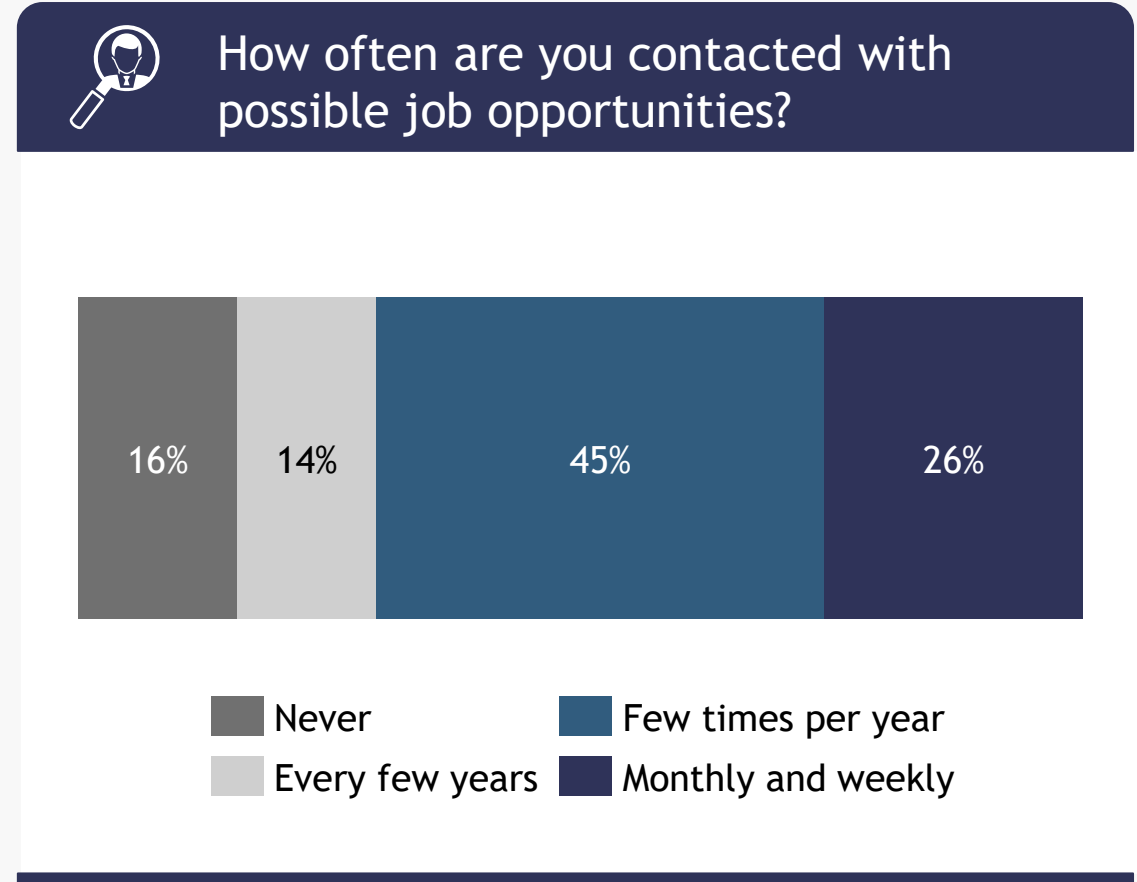
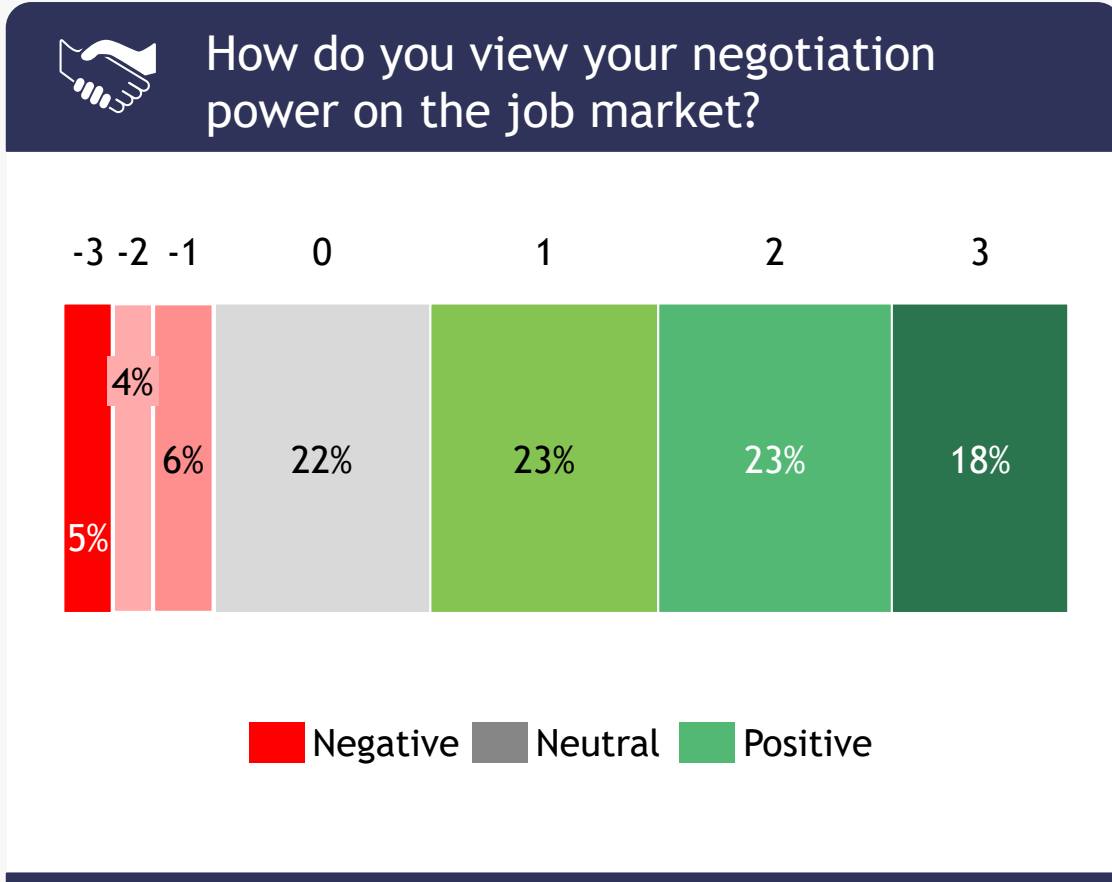


3 How to recruit talent

- When they aren't actively looking, a recommendation by a friend might make a Serbian jobseeker consider a new job offer
- Friends are more relevant in the recruiting journey than compared to global averages. E.g., as a channel when looking for a job (~66%) or when talents want to find out more about a company (~44%)
- ~60% appreciate getting a tour of their future workplace before joining, as opposed to only ~45% of global talents



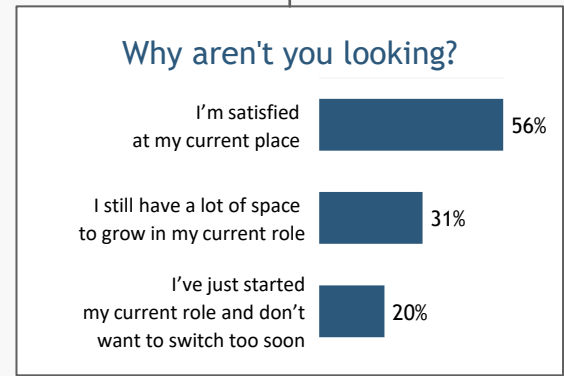
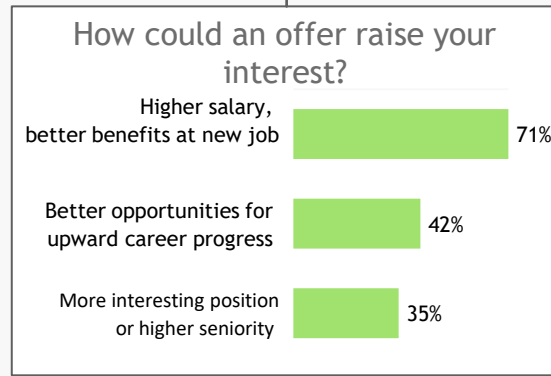
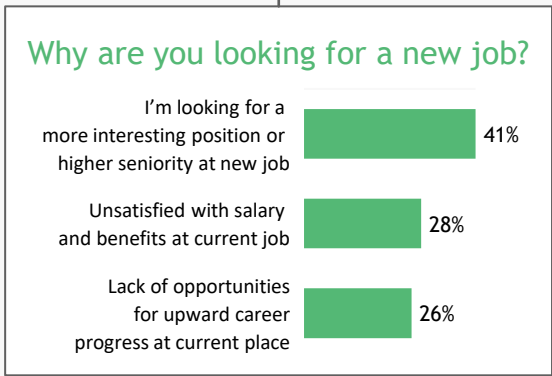
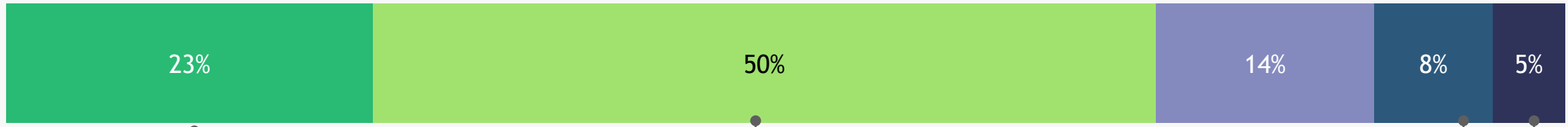
Perceived and actual market position





Reasons for (not) looking for a new position

- I'm actively looking for a job right now at a new employer
- I am not actively looking for a (new) job right now, but I am open for good job offers if they come along
- If employed: I'm not actively looking for a new job at a new employer, but looking for a new role at my current employer
- I'm not looking for a (new) job and would not accept it even if a good offer comes along
- If employed: I'm not looking for a (new) job, but planning to leave my current employer (e.g., to study, be a founder/start my own business, take a break...)



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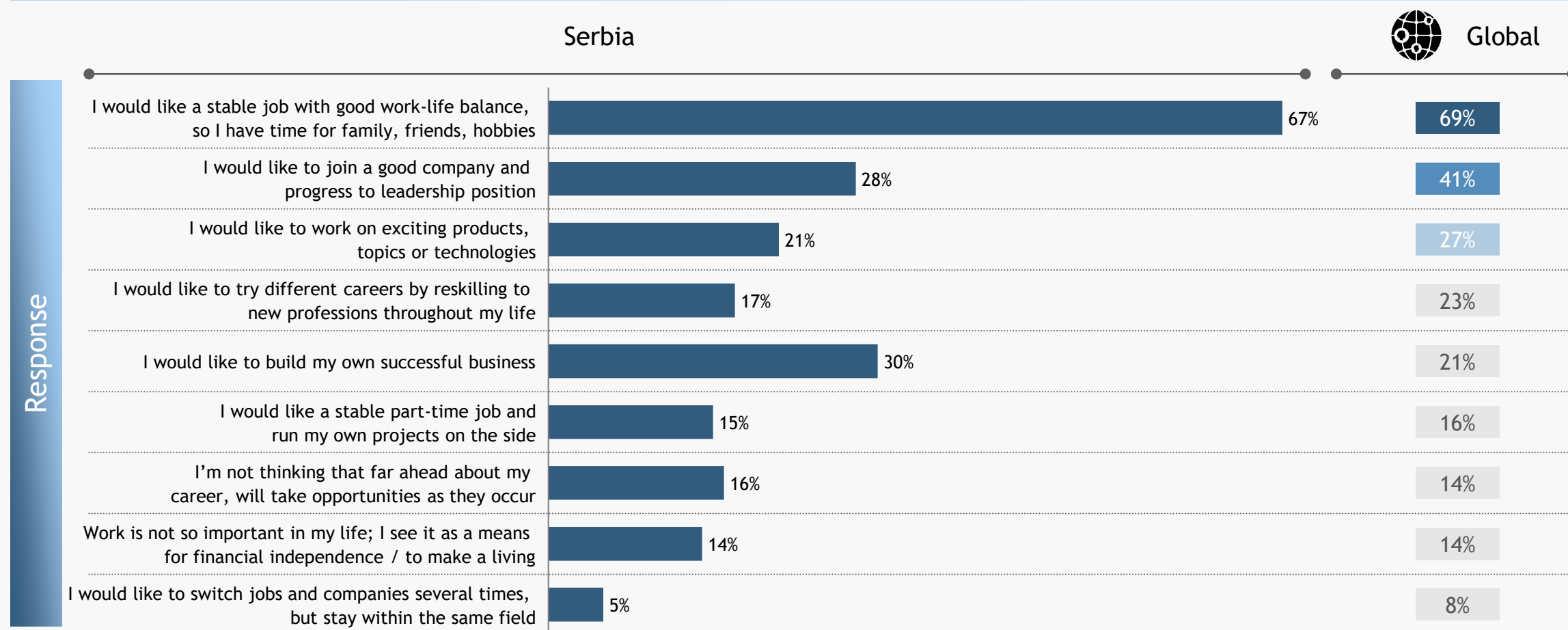
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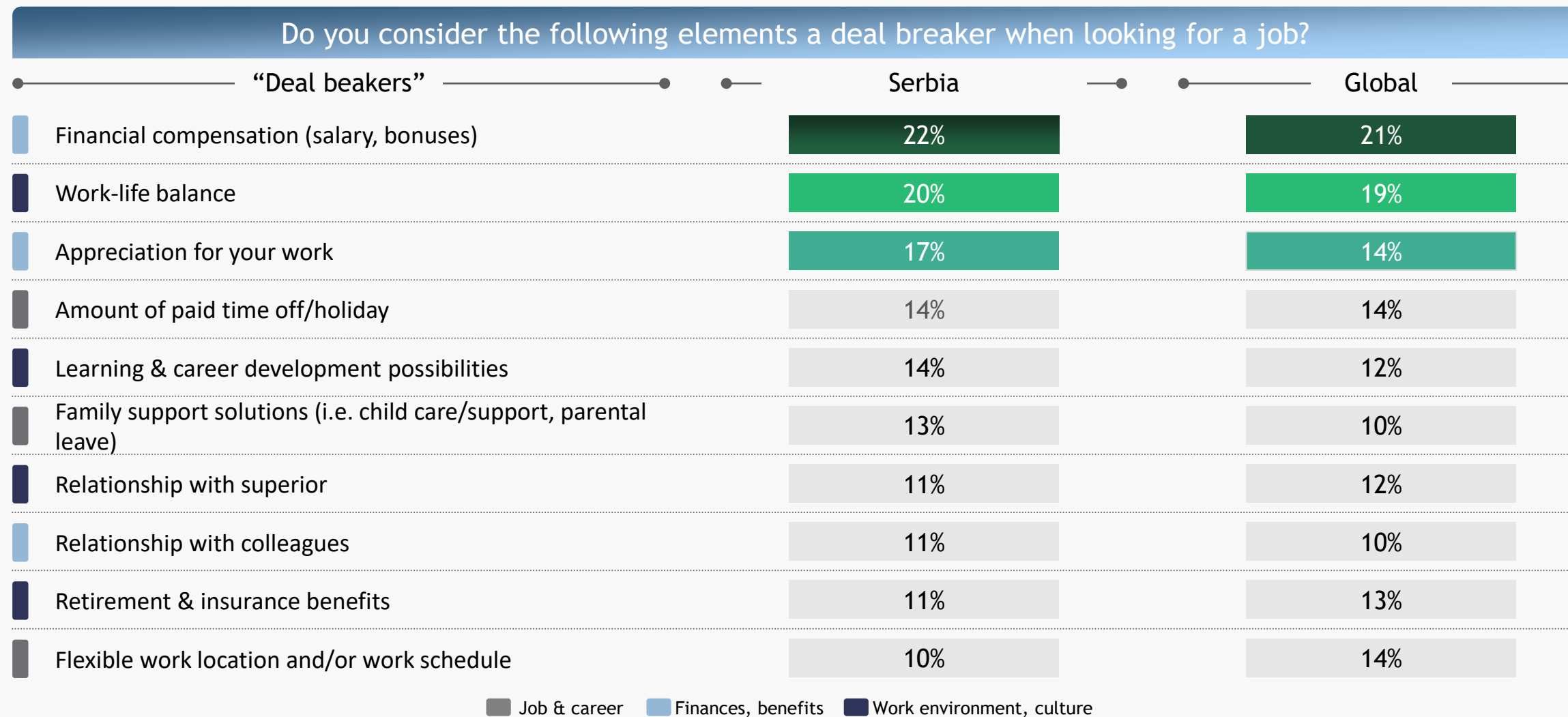
Insights on the ideal career path

How do you imagine your ideal career path?





Top deal breaker when looking for a new job





Top deal breakers by target segments

Deal breakers when looking for a new job

Talent Groups Serbia

“Deal breakers”

	Digital Talent	Passive Talent	Experienced & highly educated	Deskless Workers
Financial compensation (salary, bonuses)	42%	22%	11%	19%
Learning & career development possibilities	35%	10%	6%	10%
Work-life balance	34%	19%	11%	17%
Flexible work location and/or work schedule	27%	9%	7%	9%
Appreciation for your work	25%	15%	8%	14%
Amount of paid time off/holiday	23%	13%	11%	13%
Relationship with superior	19%	9%	8%	8%
Job security	17%	11%	17%	9%
Relationship with colleagues	17%	10%	10%	10%
Retirement & insurance benefits	17%	8%	11%	10%



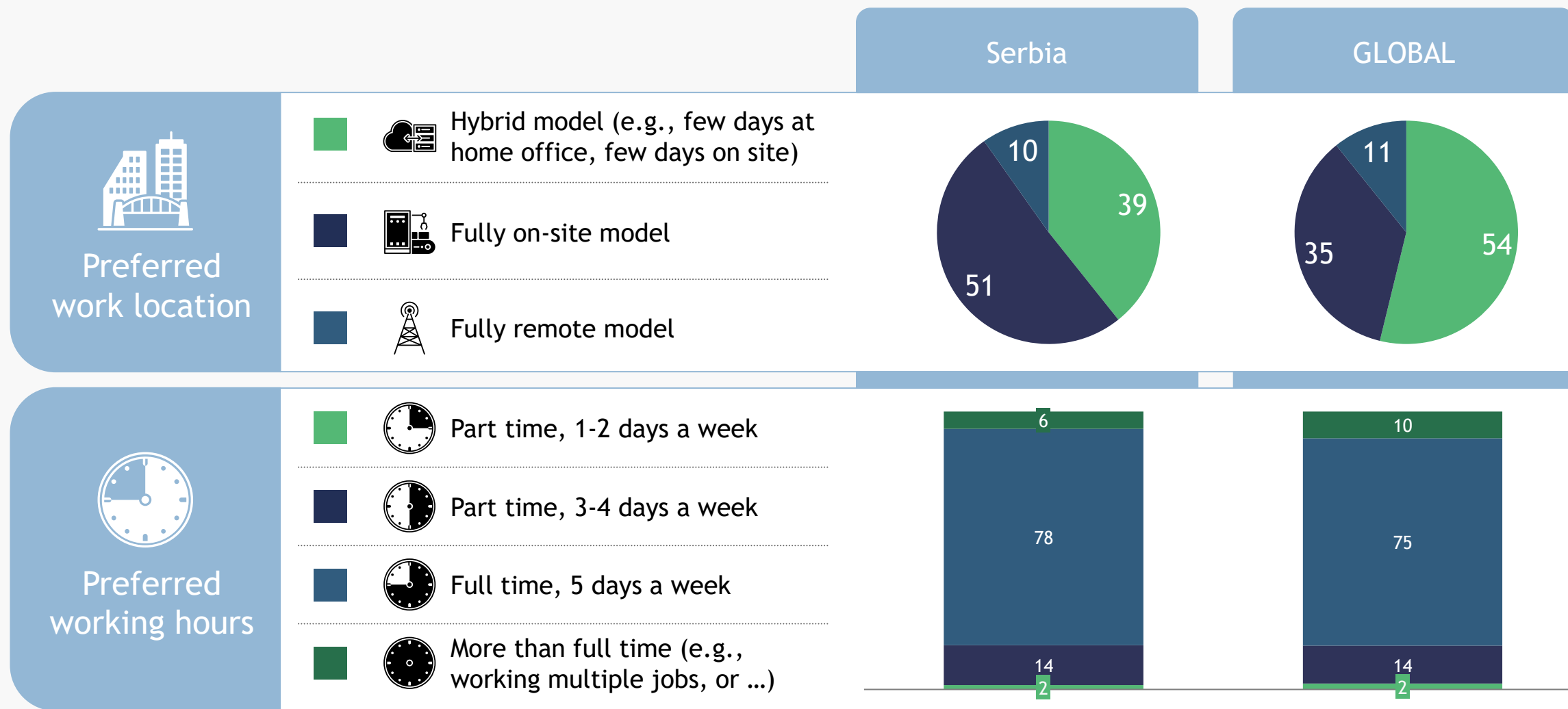
Deal breakers by age group

Do you consider the following elements a deal breaker when looking for a job?

Below 20	Age 21-30	Age 31-40	Age 41-50	Age 51-60	Above 60
Work-life balance	Financial compensation (salary, bonuses)	Financial compensation (salary, bonuses)	Financial compensation (salary, bonuses)	Job security	Financial compensation (salary, bonuses)
Financial compensation (salary, bonuses)	Work-life balance	Work-life balance	Appreciation for your work	Work-life balance	Flexible work location and/or work schedule
Appreciation for your work	Appreciation for your work	Appreciation for your work	Job security	Appreciation for your work	Appreciation for your work
Learning & career development possibilities	Learning & career development possibilities	Amount of paid time off/holiday	Amount of paid time off/holiday	Financial compensation (salary, bonuses)	Opportunities to lead and take responsibility
Relationship with colleagues	Amount of paid time off/holiday	Family support solutions (i.e. child care/support, parental leave)	Work-life balance	Amount of paid time off/holiday	Retirement & insurance benefits
Retirement & insurance benefits	Family support solutions (i.e. child care/support, parental leave)	Job security	Family support solutions (i.e. child care/support, parental leave)	Retirement & insurance benefits	Work-life balance
Flexible work location and/or work schedule	Relationship with colleagues	Relationship with superior	Relationship with superior	Company values in line with personal values	Relationship with superior
Amount of paid time off/holiday	Relationship with superior	Flexible work location and/or work schedule	Retirement & insurance benefits	Family support solutions (i.e. child care/support, parental leave)	Amount of paid time off/holiday
Interesting job content	Flexible work location and/or work schedule	Learning & career development possibilities	Employer reputation	Relationship with superior	Job security
Family support solutions (i.e. child care/support, parental leave)	Retirement & insurance benefits	Retirement & insurance benefits	Creative and innovative work environment	Employer reputation	Relationship with colleagues



Preferred working model



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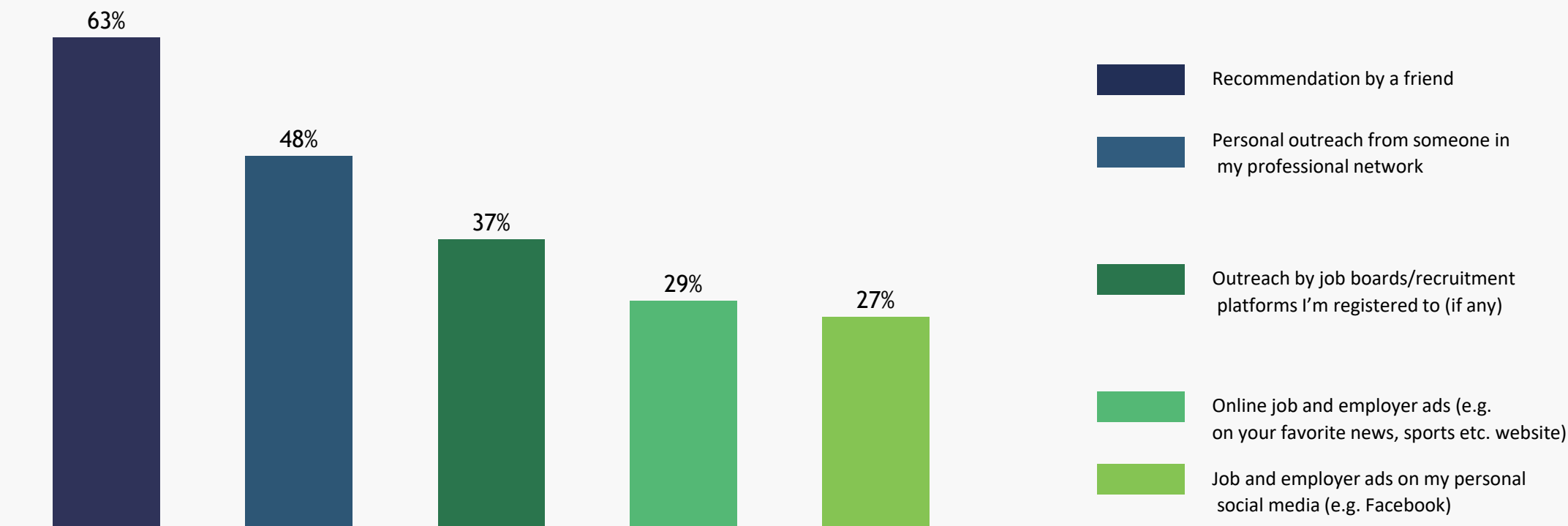
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Preferences along the recruitment journey for the average jobseeker



How could a new opportunity catch your attention when you aren't looking for a job?

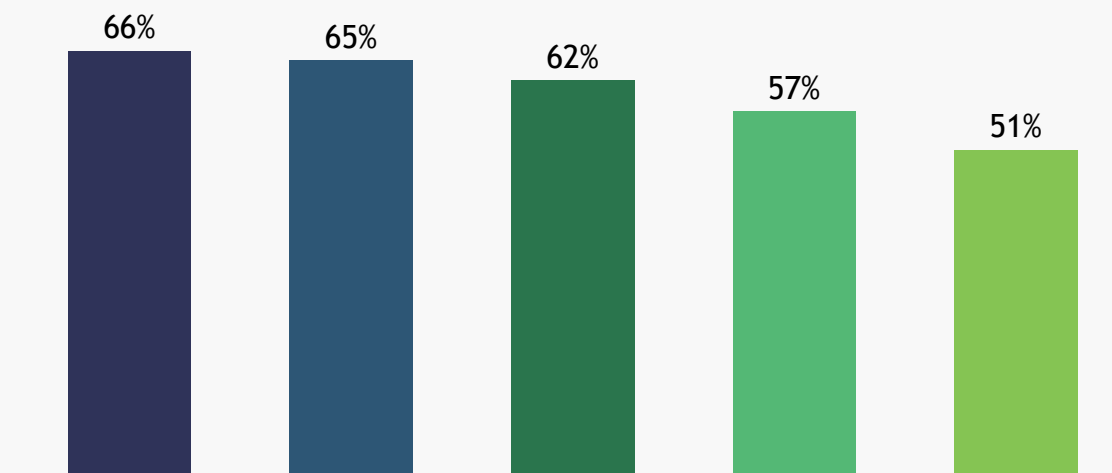




Preferences along the recruitment journey for the average jobseeker

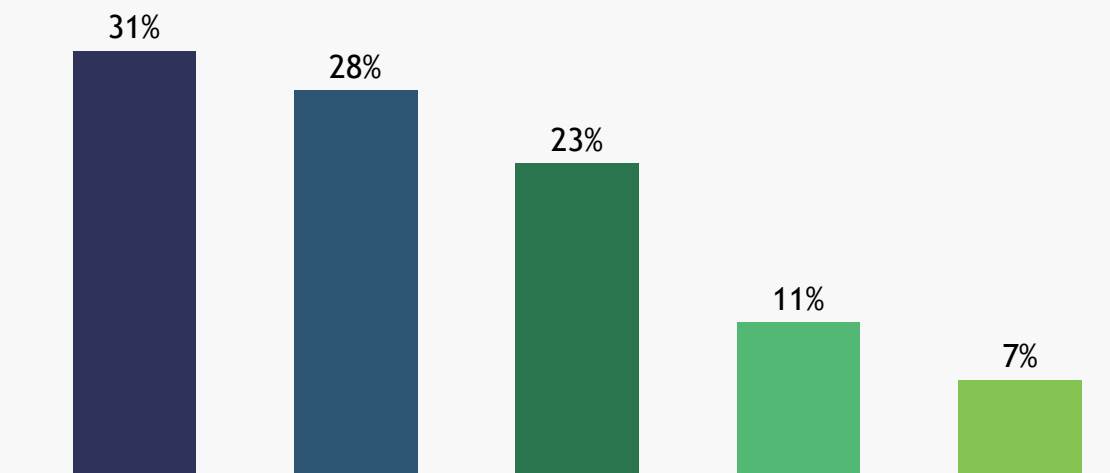


Which channels would you use when looking for a new job?



- Ask friends
- Company websites
- Search engines (Google, Yahoo, Bing...)
- My personal professional network
- Professional social media platforms (e.g., LinkedIn, Glassdoor, Kununu...)

Through what channels did you get your current job?



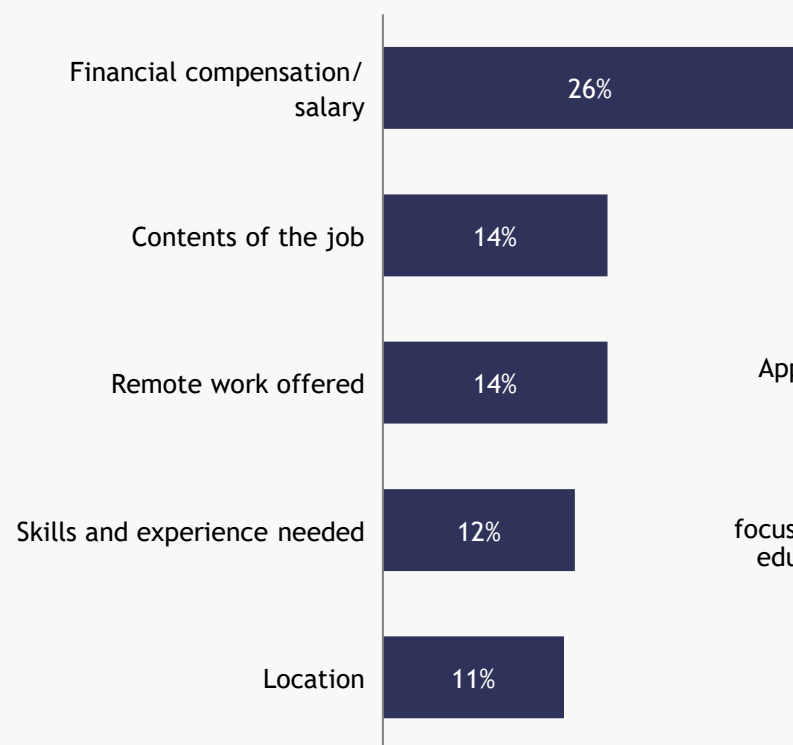
- Through my personal network (e.g., recommendation from friend, colleague)
- Applied through job boards/recruitment platforms
- Through referrals from a current employee
- Applied directly through company website
- Through internal mobility (my past role was in the same company)



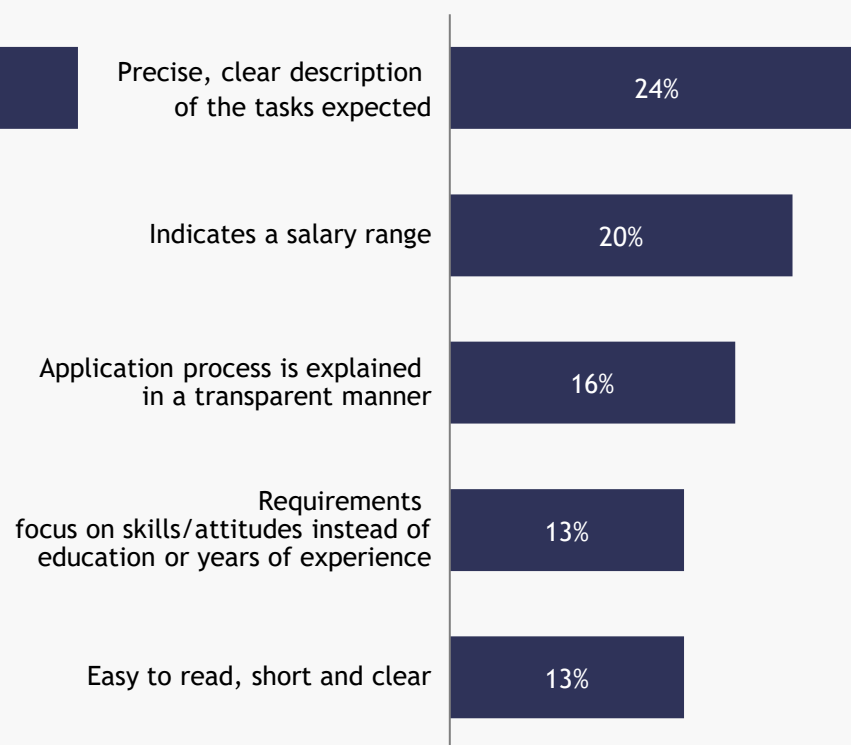
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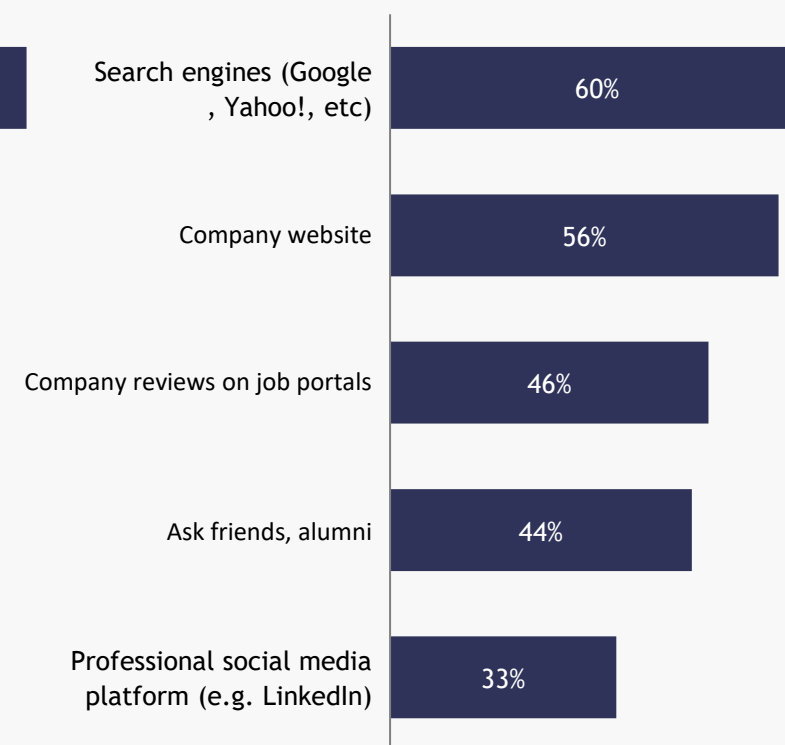
What do you look at first in a job ad?



What matters in good job ad?



How do you find out more?

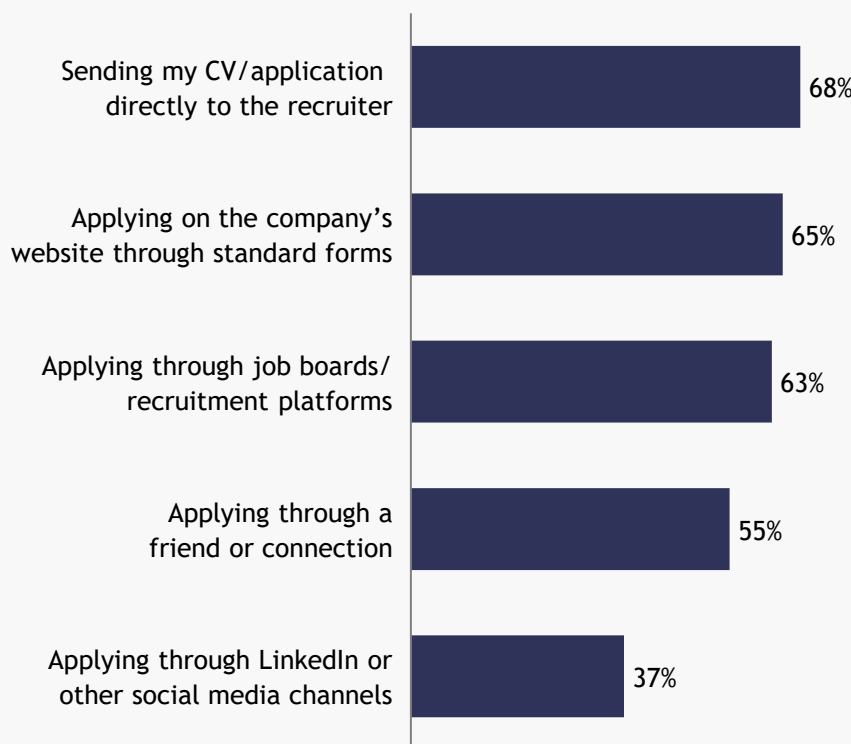




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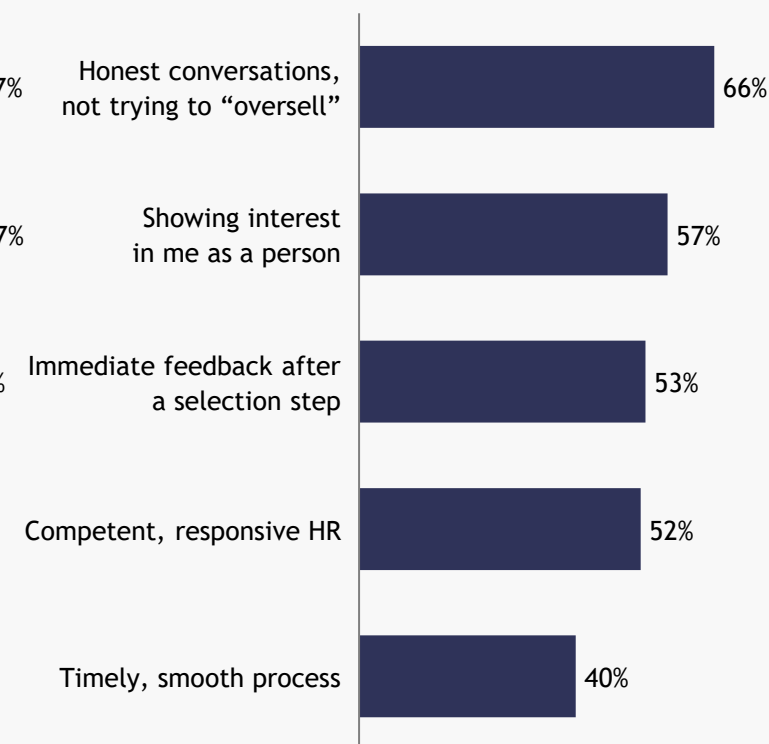
What application channels do you prefer?



What selection methods do you prefer?



What makes an employer stand out?

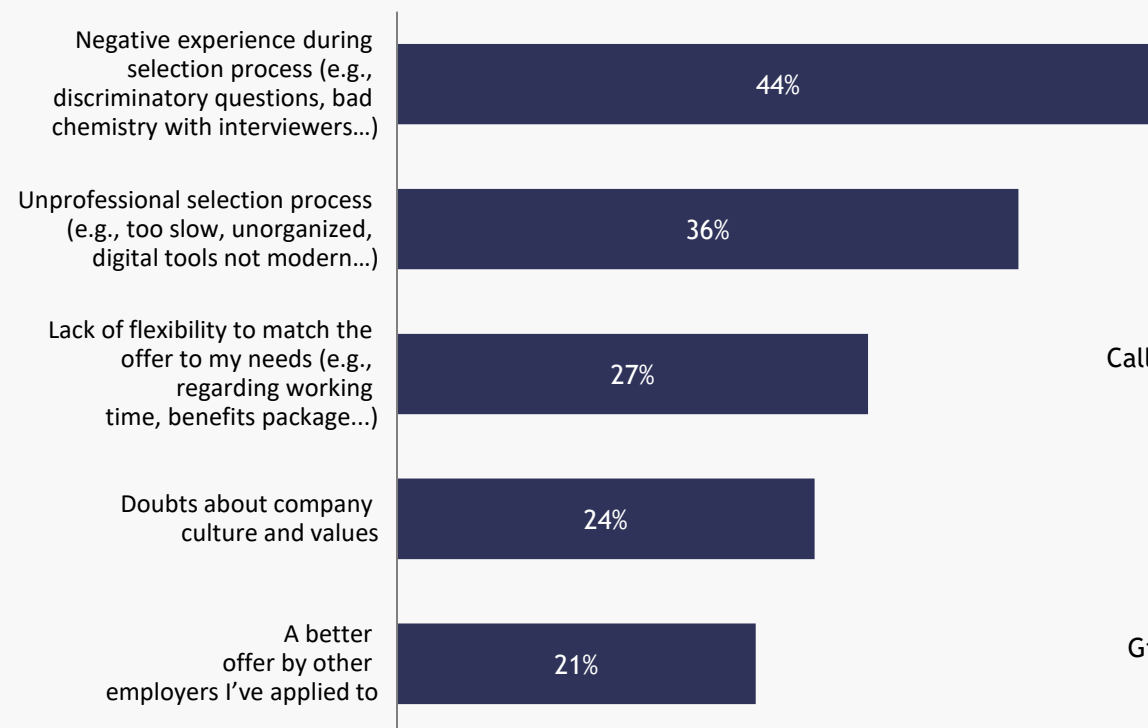




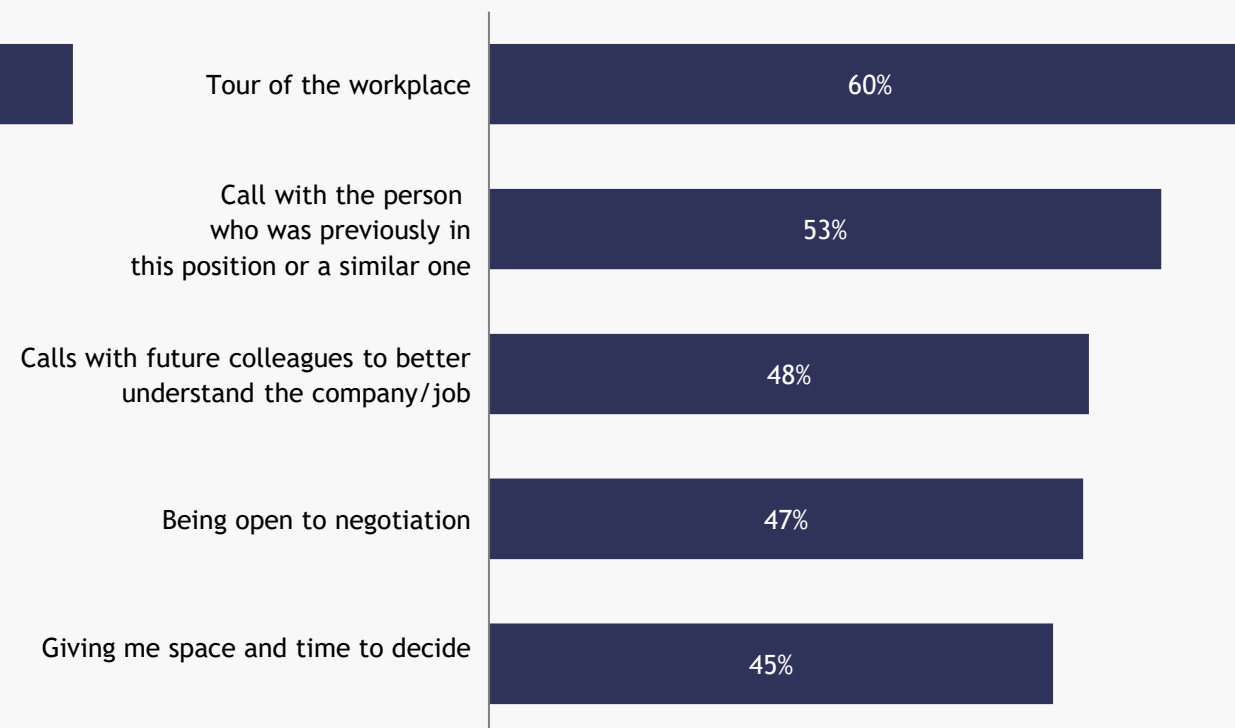
Preferences along the recruitment journey for the average jobseeker



What would make you refuse a good offer?



How can an employer motivate you to take the offer?



The BCG logo consists of the letters 'BCG' in a bold, white, sans-serif font. The letters are closely spaced and have a modern, clean appearance.

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