

employer  
brand research  
2019



country report  
romania.

# why employer branding matters.



Companies with positive brands get 2X as many applications as companies with negative brands.

50%

of candidates wouldn't work for a company with a bad reputation – even with a pay increase.

96%

agree that alignment of personal values with a company's culture is a key factor in their satisfaction working there.

62%

of candidates research companies on social media before applying.

70%

Organizations that invest in strong candidate experience improve quality of hire by 70%.



Companies with bad reputations pay 10% more per hire.

67%

Companies with an employee engagement strategy are 67% more likely to improve their revenue per full-time equivalent on a year-over-year basis.

76%

Employees who experience a strong alignment are more likely to recommend their employer as a place to work.

# what is the randstad employer brand research?

- **representative employer brand research** based on perceptions of the general audience. Optimizing 19 years of successful employer branding insights.
- **independent survey** with over 200,000 respondents in 32 countries worldwide.
- **reflection of employer attractiveness** for the country's 150 largest employers known by at least 10% of the population.
- **valuable insights** to help employers shape their employer brand.



# 32 countries surveyed covering more than 75% of the global economy.

Austria  
Australia  
Argentina  
Belgium  
Brazil  
Canada  
China  
Czech Republic  
France  
Germany  
Greece  
Hong Kong  
Hungary  
Italy  
India  
Japan  
Luxembourg  
Malaysia  
New Zealand  
Netherlands  
Norway  
Poland  
Portugal  
Romania  
Russia  
Singapore  
Spain  
Sweden  
Switzerland  
UK  
Ukraine  
USA



● countries surveyed

## worldwide

- over 200,000 respondents
- 6,162 companies surveyed

## sample

- aged 18 to 65
- representative on gender
- overrepresentation of age 25 – 44
- comprised of students, employed and unemployed workforce

## country

- 4,205 respondents

## fieldwork

- online interviews
- between 24 december 2018 and 11 january 2019

## length of interview

- 16 minutes



# employer brand research smart sampling set up.

30 companies  
per respondent

'do you know this company?':  
determines awareness.

for each company  
known

'would you like to work for this company?':  
determines attractiveness.

each company  
known

rating on a set of drivers:  
determines reason for attractiveness.

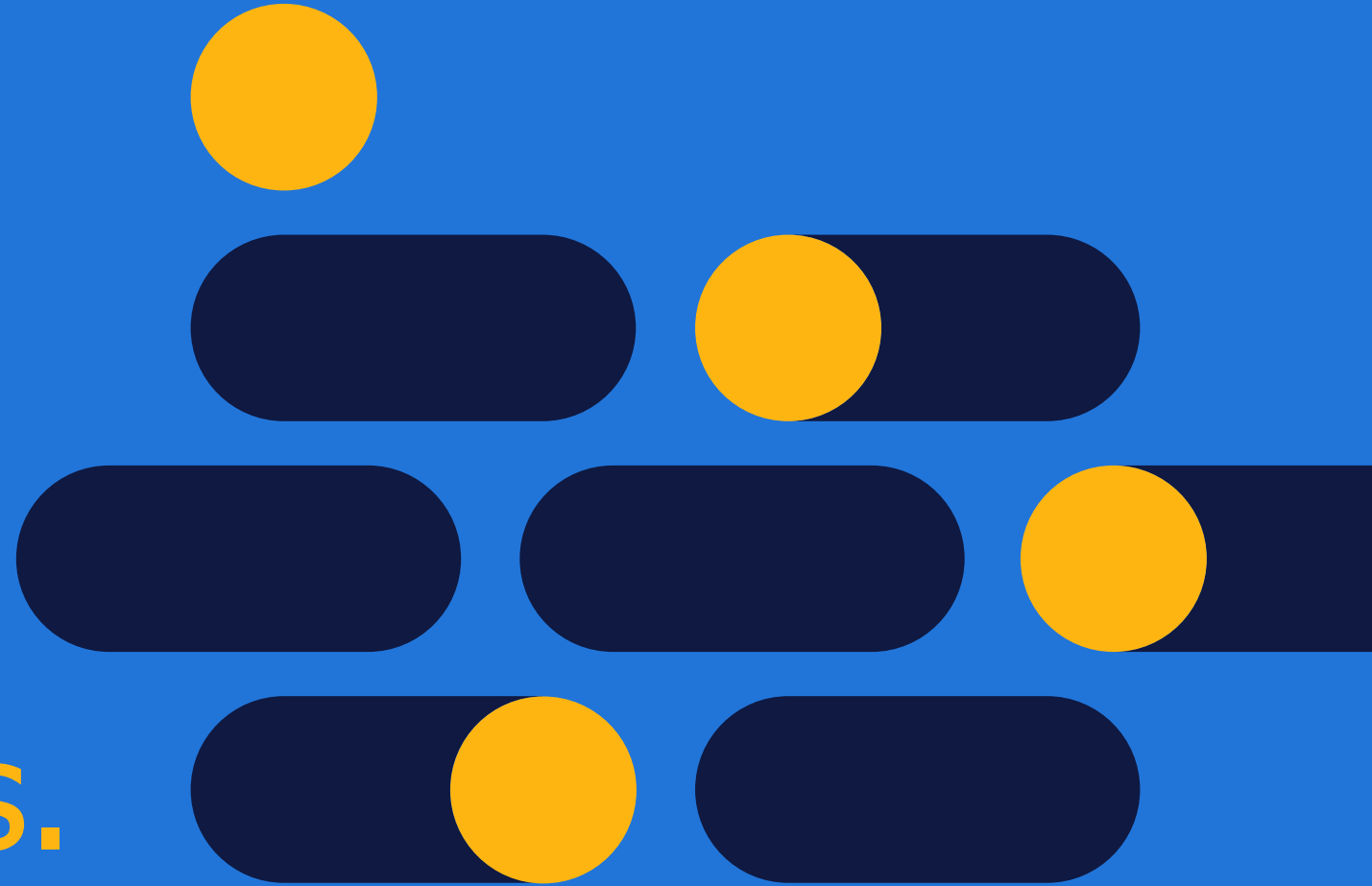
## drivers

- 01 financially healthy
- 02 uses latest technology
- 03 very good reputation
- 04 job security
- 05 career progression
- 06 gives back to society
- 07 interesting job content
- 08 pleasant work atmosphere
- 09 work-life balance
- 10 attractive salary & benefits



country

EVP drivers.

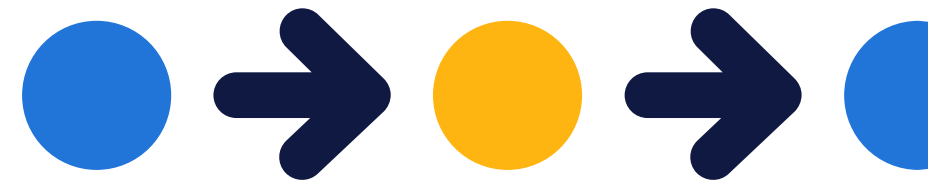
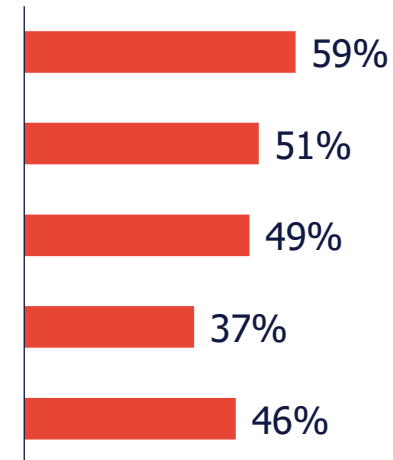


# what potential employees want when choosing an employer.

## most important criteria



## europa



# gap between what (potential) employees seek and what employees perceive employers to offer in romania.

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## gap top 3

- 1 attractive salary & benefits
  - 2 pleasant work atmosphere
  - 3 job security
- 





# what do potential employees want by generational profile.

gen z (18-24)

33%

of the gen z's are looking  
for good training.

gen x (35-54)

46%

of the gen x's find a good  
work-life balance.

millennials (25-34)

56%

of the millennials seek  
career opportunities.

boomers (55-64)

40%

of the boomers are attracted  
financial healthy employers.



# most important attributes switchers vs stayers.



21%

switchers: changed employer in the past year.



79%

stayers: stayed with their employer in the past year.



36%

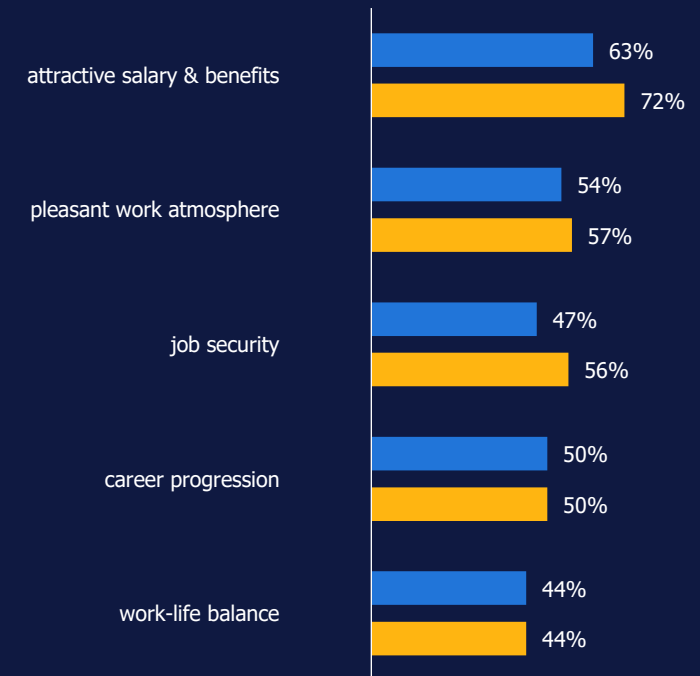
intenders: plan to change employer within the next year.



53%

of last year's switchers\*\* intend to switch again next year.

## most important attributes



● switchers

● stayers



# changing employer romania vs europe.

switchers: changed employer in the past year.



stayers: stayed with their employer in the past year.



intenders: plan to change employer within the next year.



# why do romanians stay or leave.

## main reasons to stay



## main reasons to leave



# what factors do romanians leave for reasons to leave, by profile.

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gen z (18-24)

**28%**

of the gen z's leave if they have insufficient flexible work options.

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gen x (35-54)

**25%**

of the gen x's leave if they are financially unstable.

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millennials (25-34)

**46%**

of the millenials leave if they lack career opportunities.

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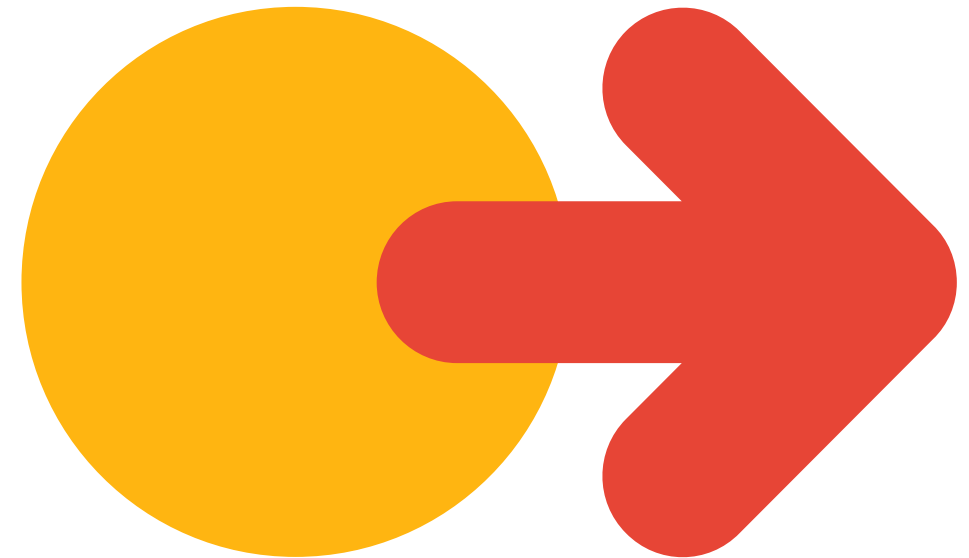
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boomers (55-64)

**68%**

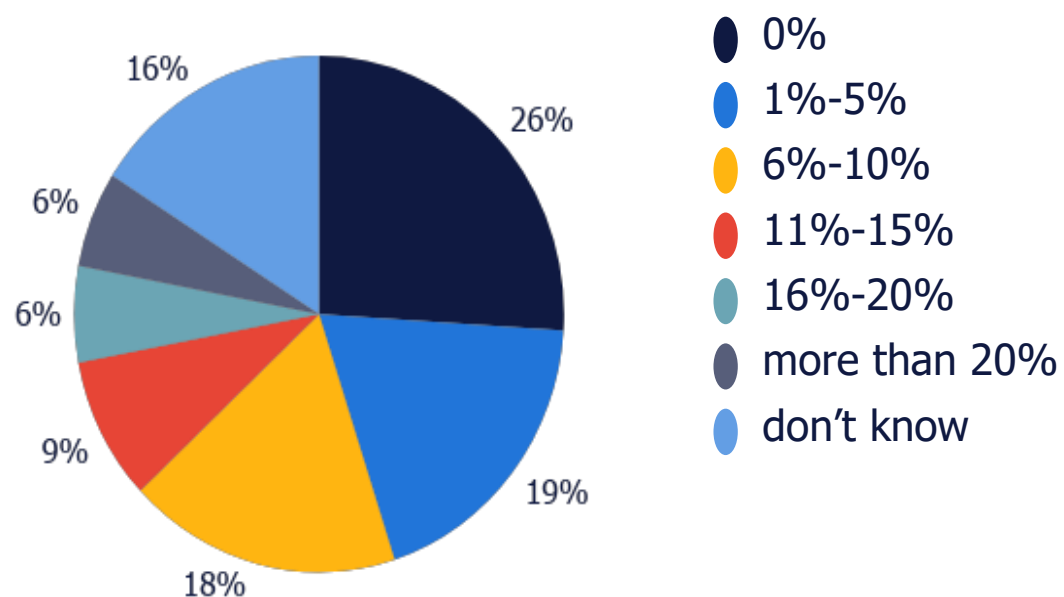
of the boomers leave if their compensation is too low.

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# willingness to forfeit salary for more work security.

amount of salary employees are willing to forfeit



romania

**21%**

is willing to forfeit more than 10% of their salary.

europa

**16%**

is willing to forfeit more than 10% of their salary.



ideal employer

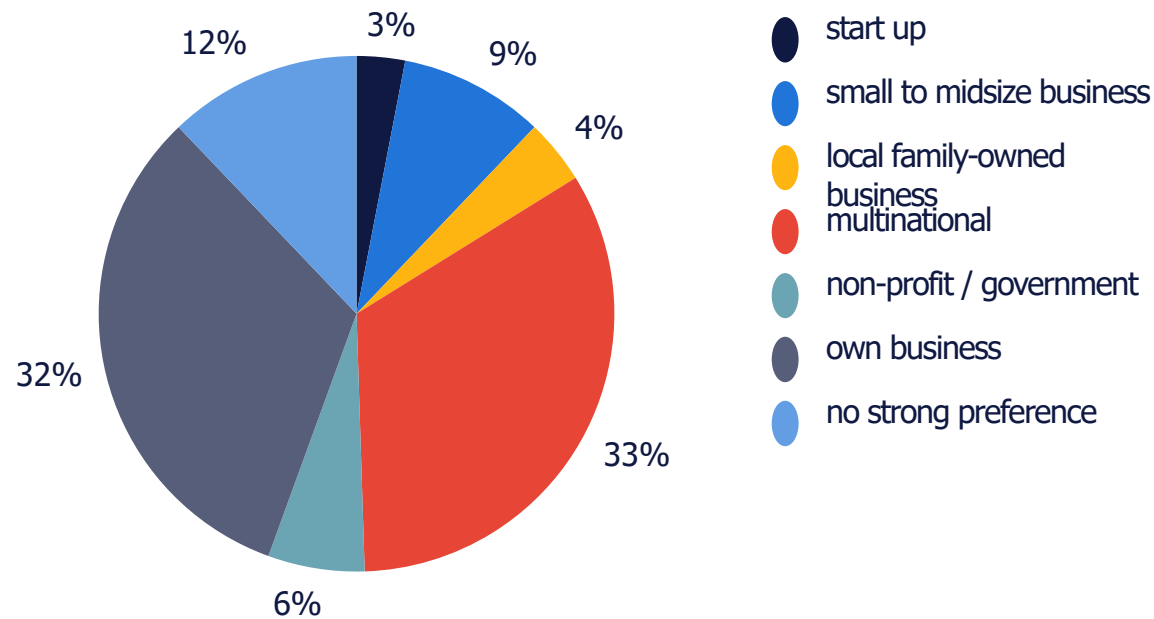


in focus.



# 33% of the romanians prefer to work for large (multinational) corporation.

preferred company type



gen z (18-24)

**34%**

would prefer to work for a large (multinational) corporation

gen x (35-54)

**33%**

would prefer to work for a large (multinational) corporation

millennials (25-34)

**34%**

would rather have their own business

boomers (55-64)

**36%**

would rather have their own business

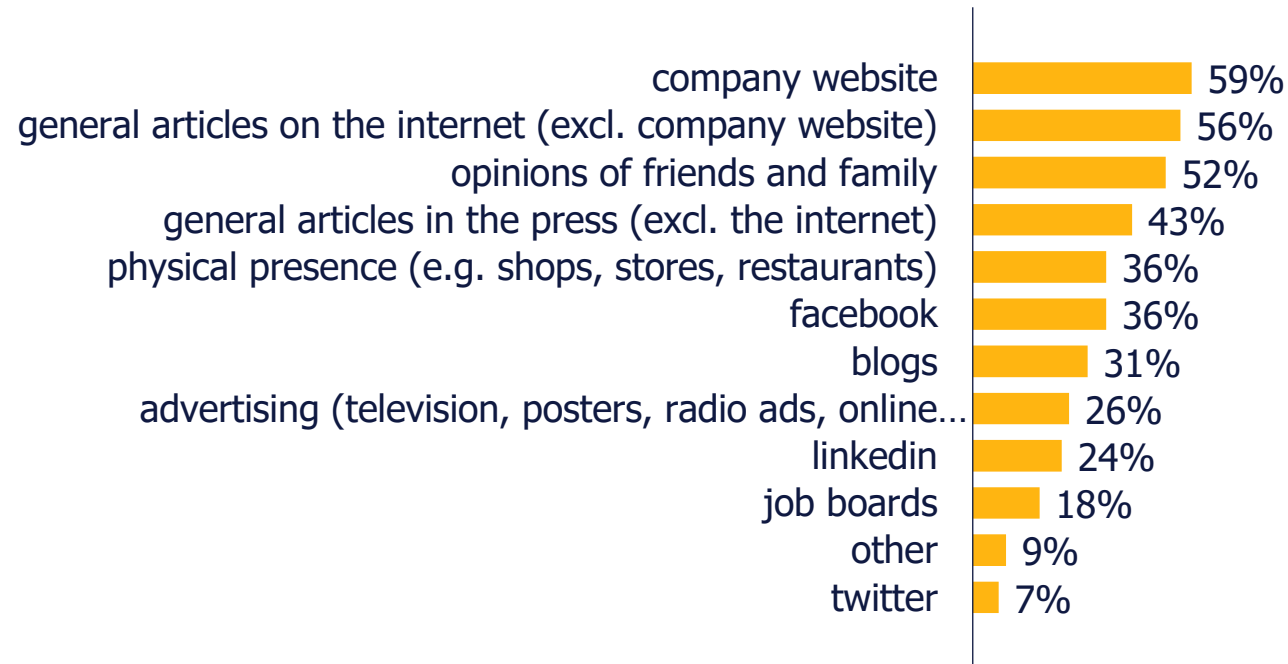




# 96% of the romanians check potential employer's reputation.

channels for reputation check

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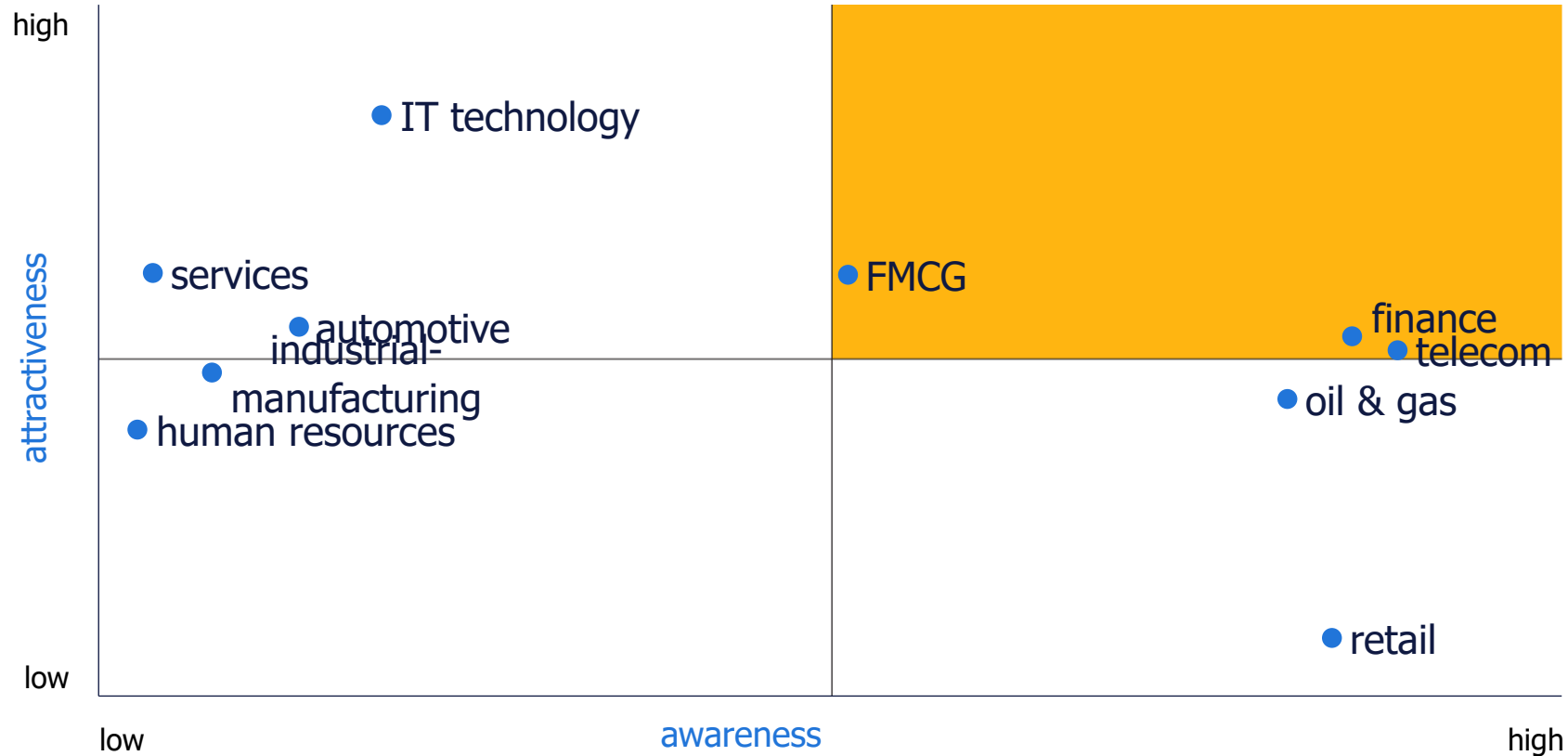
sector



insights.



# top performing sectors in romania by awareness and attractiveness.



## high awareness

Having a high awareness means that employers in the sector are widely known.

## high attractiveness

A sector with high attractiveness contains more highly attractive companies than other sectors.



# top employers in romania.

## top 10 employers 2019

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- 01 Huawei
  - 02 IBM
  - 03 Ford
  - 04 Ubisoft Srl
  - 05 Oracle
  - 06 Atos IT
  - 07 Gameloft
  - 08 Continental
  - 09 CGS
  - 10 Bosch
- 



# top employers by sector in romania.

## top 10 employers 2019

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- 01 Ford - Automotive
  - 02 ING - Finance
  - 03 Coca-Cola - FMCG
  - 04 Valeo – Industrial Manufacturing
  - 05 Huawei – IT Technology
  - 06 OMV Petrom – Oil & Gas
  - 07 Kaufland – Retail
  - 08 CGS - Services
  - 09 Orange – Telecommunication
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# let's talk.

Our research has many insightful, but complex insights so we'd love the opportunity to talk you through this document, share our thoughts and answer any questions you might have.



randstad

human forward.

