

february 2024

hr trends 2024.

romania



partner for talent.

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01

introduction.



introduction.

The 2024 Randstad HR trends is dedicated to delivering insights into:

- how companies are adapting to the current economic context
- what are the challenges they are facing and how do they plan to deal with them in the following year.
- artificial intelligence

More than 205 business leaders from a variety of industries in Romania completed the survey in December 2023 - February 2024.

For the research, analysis and design of this report, Randstad partners with Evalueserve, a global research and analytics firm (www.evalueserve.com).



our key figures.

a snapshot from 2022



€ 27,568
revenue in millions
(2021: € 24,635)



4.7%
underlying EBITA margin
(2021: 4.4%)



€ 1,041
adjust net income
in millions
(2021: € 806)



€ 739
free cash flow in millions
(2021: € 590)



€ 2.85
proposed regular
dividend ordinary share
(2021: € 2.19)



1
global leader in HR
services



662,600
number of candidates
working (on daily basis)
(2021: 653,300)



342,700
number of permanent
placements (incl. RPO)
(2021: 276,100)



374,900
number of
candidates trained
(2021: 406,400)



49,300
number of
employees trained
(2021: 45,600)



50%
women in senior
leadership positions
(2021: 50%)



8.1
employee
engagement score
(2021: 8.1)



Randstad Romania in numbers.

biggest recruitment team
in Romania

presence

📍 Bucharest, Slatina
📍 Timișoara, Brasov

100+
corporate
employees

7 years
of experience

+2500
hired candidates
yearly

+80K
registered candidates
in our database

+400
clients



our services and concepts

permanent
placement
(recruitment)



staffing



HR solutions
(RPO)
&
market surveys



executive
search

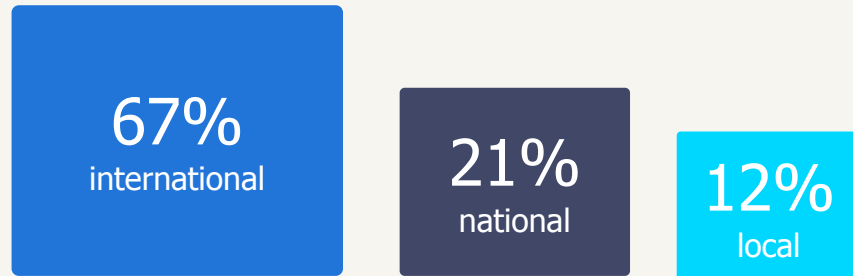


cross boarding
recruitment

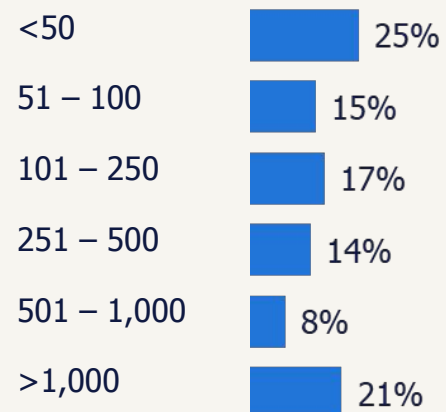


respondent profile.

by the size of the company.



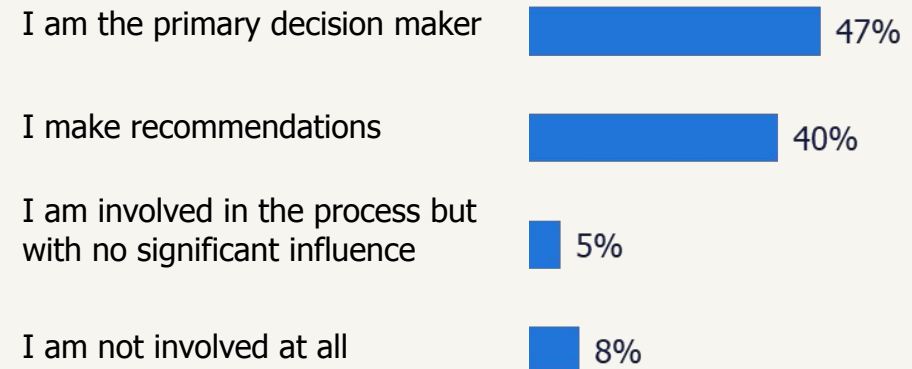
by number of employees.



by position at the company.

HR manager/leader/director	46%
company leader/director (A level position)	20%
subordinate in any of the above-mentioned areas	17%
sales leader/director	2%
marketing leader/director	1%
other	14%

by participant's role.



02

business evolution.

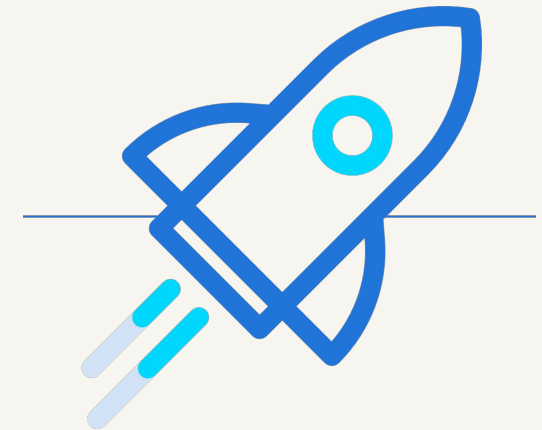


business challenges expected in 2024.

	2023	2024
dealing with the increased wage cost due to inflation	56%	55%
loss of candidates due to wage inflation	44%	44%
dealing with the higher 'cost of (doing) business'	55%	43%
managing unexpected costs	30%	27%
maintaining trade margins	19%	25%
ensuring processes and guaranteeing productivity	16%	20%
keeping the business operational	22%	19%
maintaining relationships with clients and/or suppliers	20%	17%
increasing digital security	17%	17%
avoiding significant financial losses	15%	12%
dealing with an extraordinary increase in business	15%	10%
managing high energy costs	36%	10%
managing expenses incurred as a result of layoffs	4%	4%
guaranteeing access to supplies needed to operate	4%	3%
managing the temporary closure/cessation of business	3%	2%
other	6%	9%

55%

expect dealing with the increased wage cost due to inflation to be the greatest challenge next year.



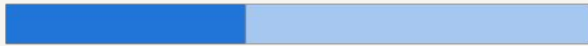
44%

of respondents think dealing with the loss of candidates due to wage inflation will be difficult in the following year.



expected business evolution.

41% vs 46% in 2023



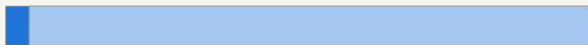
of respondents expect their sales volume to increase.

32% vs 29% in 2023



of respondents expect their sales volume to remain stable.

4% vs 9% in 2023



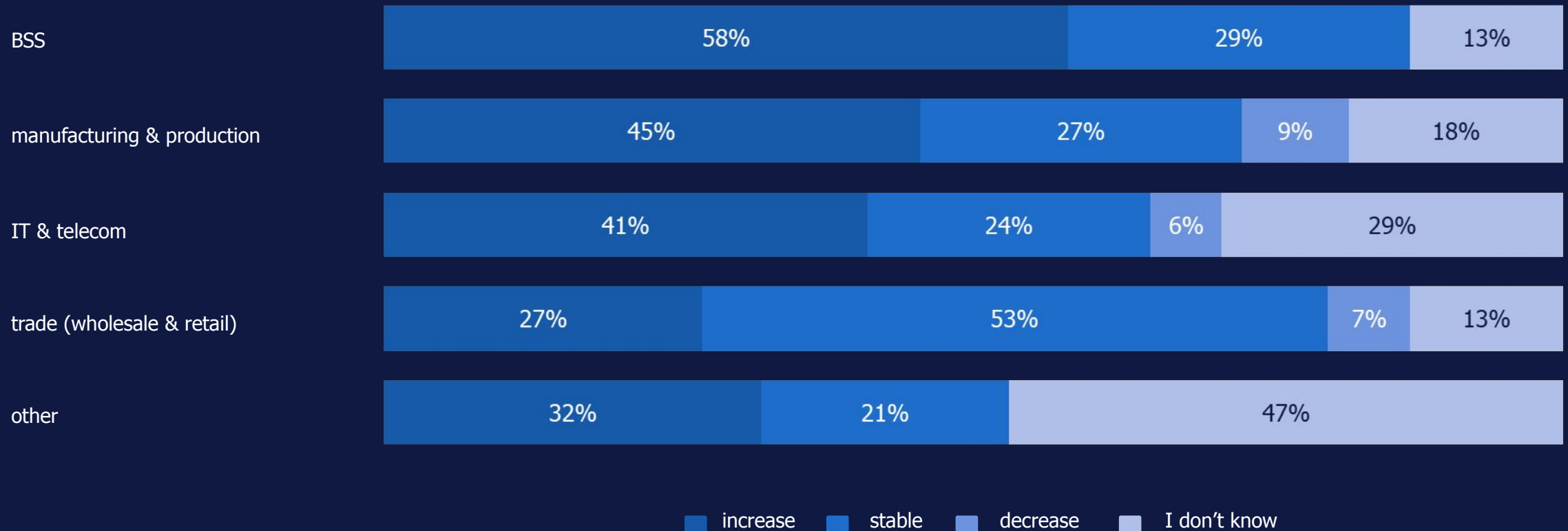
of respondents expect their sales volume to decrease.



the rest of respondents up to 100% selected "I don't know".



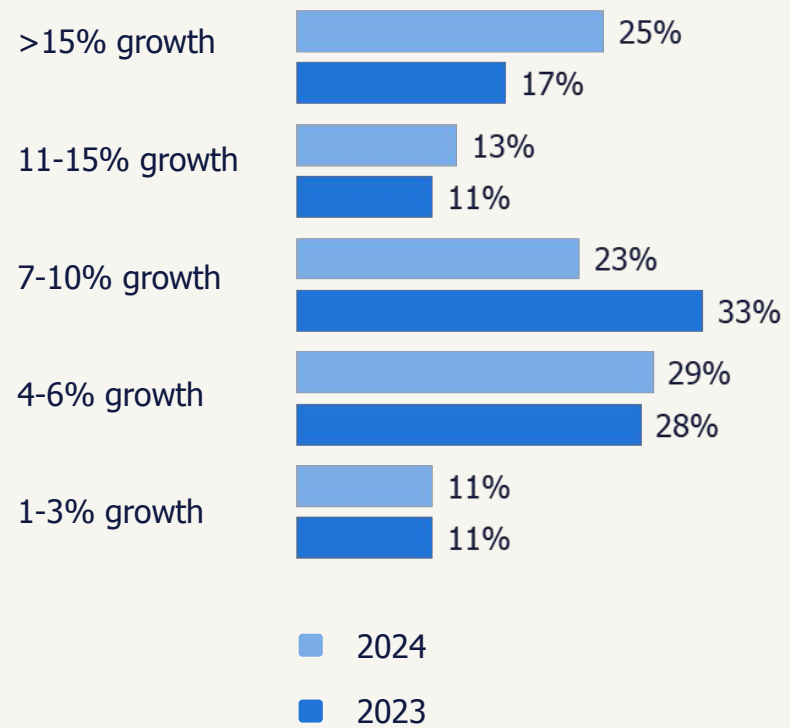
expected net sales evolution sectors deep-dive.



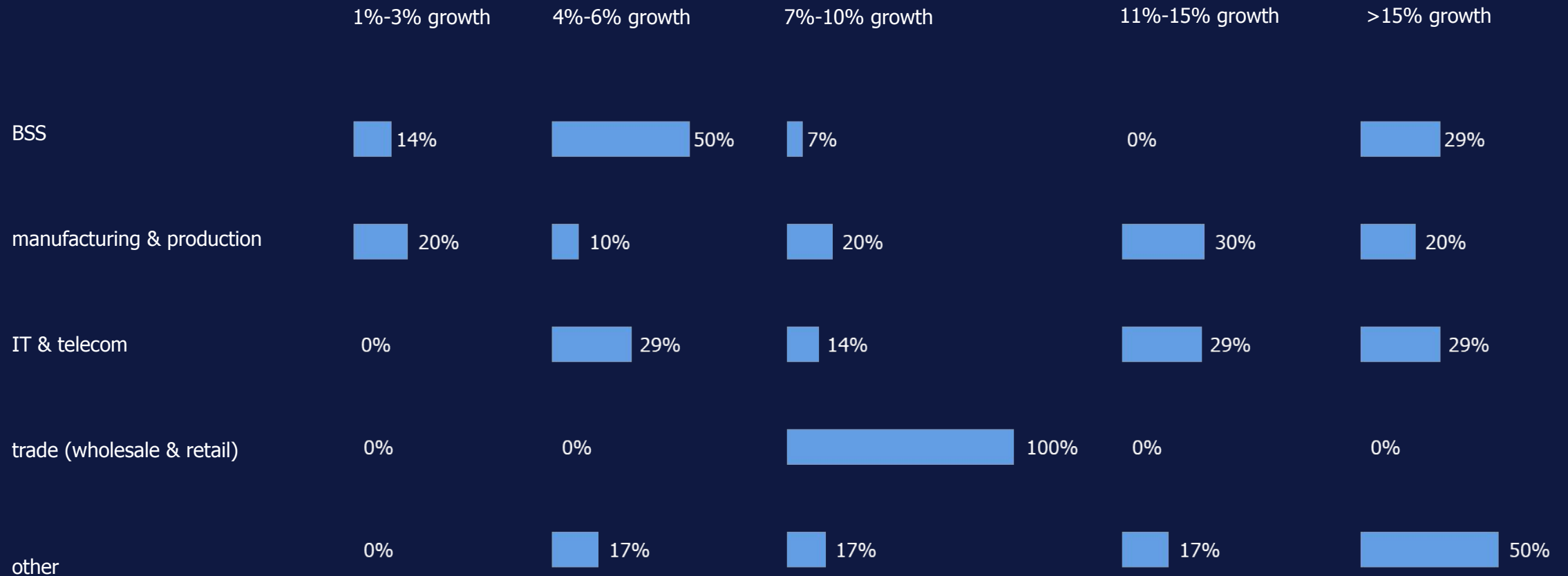
the percentages do not add up to 100% due to rounding

expected business evolution.

expected sales increase.



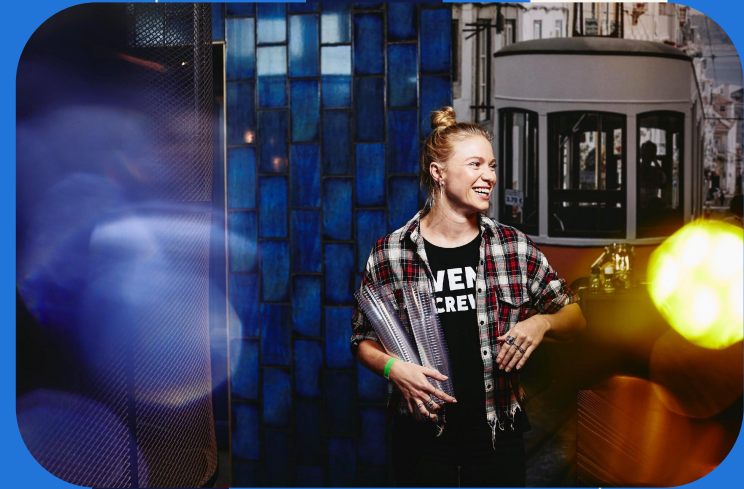
expected net sales growth sectors deep-dive.



the percentages do not add up to 100% due to rounding.

03

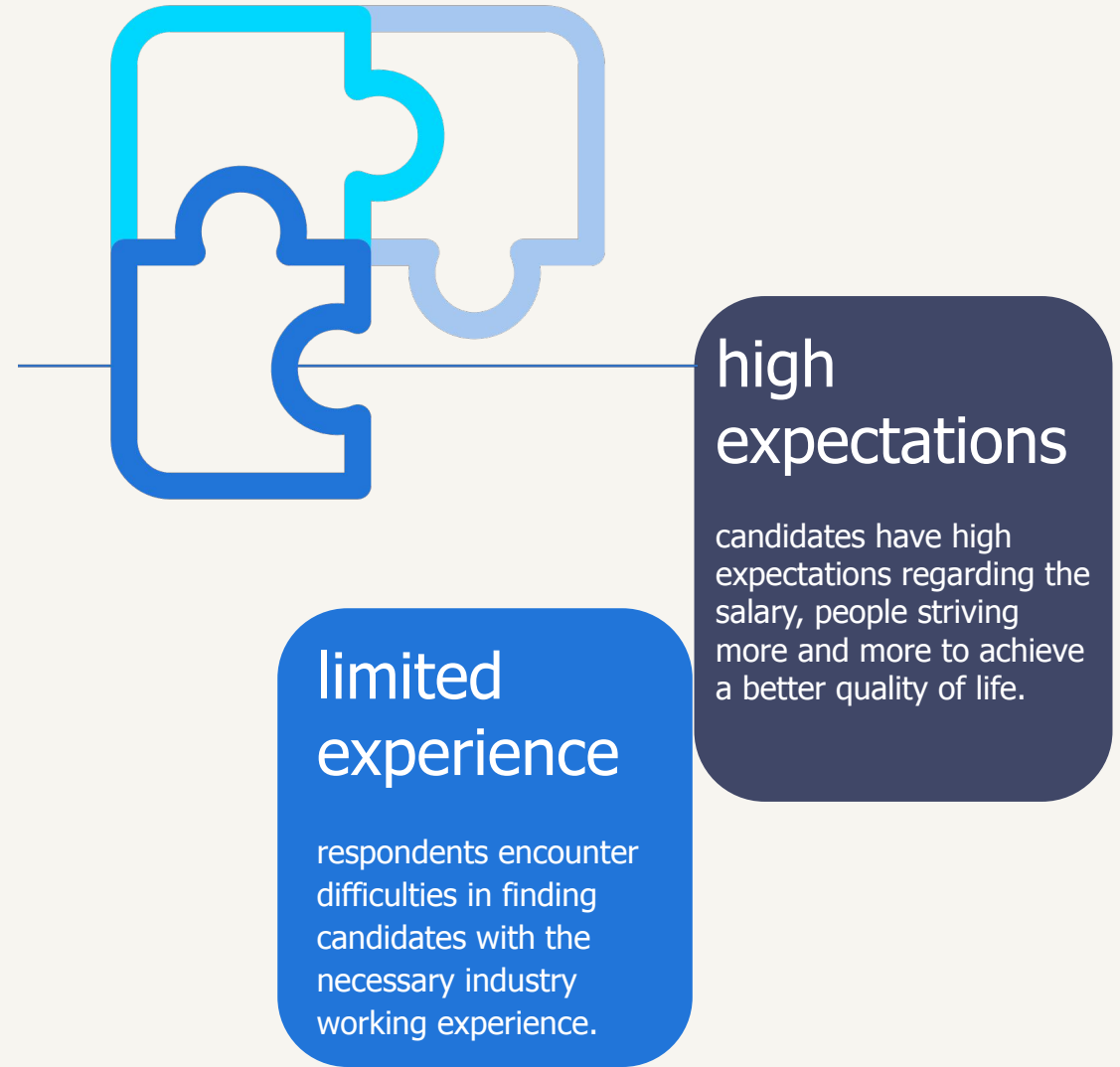
attracting talent.



impediments when recruiting.

	2023	2024
unrealistic salary expectations	86%	82%
no/limited industry working experience	43%	49%
lack of specific educational skills	42%	31%
inadequate language skills	13%	23%
lack of required years of working experience	32%	17%
work life balance expectations	16%	12%
lack of management tools experience	9%	10%
lack of international experience	-	7%
long notice period	2%	4%
other	2%	9%

the total is more than 100% because more than one answer is possible.



HR challenges.

66%

of respondents consider keeping talents engaged to be a major challenge while recruiting.



59%

find it difficult to attract talent.

	2023	2024
keeping talents engaged	63%	66%
retaining top performers and developing talented leaders	57%	61%
attracting talent	62%	59%
managing expectations on compensations and benefits	58%	52%
managing high turnover	32%	28%
managing skill shortage	31%	27%
employer branding	32%	26%
shortage of local talent	32%	25%
onboarding new employees	29%	24%
ensuring employees' mental health	21%	22%
managing internal change programs	11%	16%
aligning flexible working-hours with the business needs	13%	15%
managing possible mass layoffs	4%	6%
workplace inclusivity (e.g. diversity, transparency, etc.)	4%	3%
internal/external mobility	6%	1%
other	1%	3%

the total is more than 100% because more than one answer is possible.

addressing HR challenges.

	2023	2024
offer education and training programs	76%	68%
improve salary	57%	58%
offer personalised benefits pack	33%	46%
offer more flexible work options to employees	37%	41%
hire talent from other countries	24%	13%
increase use of externally hired contractors	15%	12%
outsource business functions	6%	10%
hire more part-time workers	4%	5%
other	4%	5%

the total is more than 100% because more than one answer is possible.

education and training programs

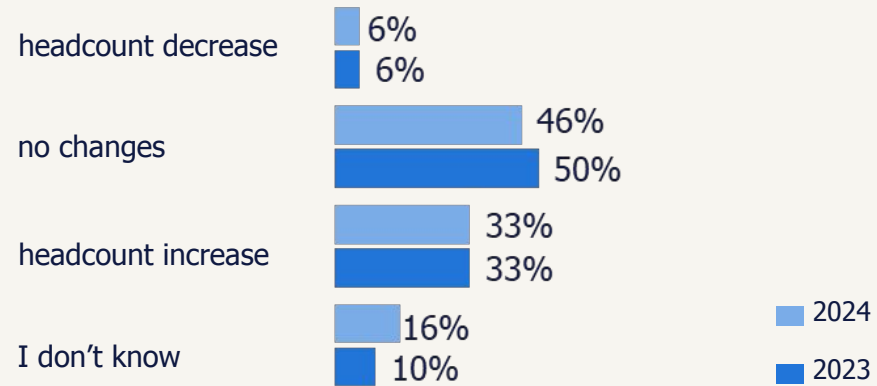
is the measure most respondent companies are willing to implement in order to manage the human resources challenges they encounter.



offering personalized benefits pack

to employees also represents an important method of addressing HR challenges.

hiring plans for 2024.



temporary open positions

1-4	5%
10-40	4%
>100	1%

permanent open positions

1-4	7%
5-10	5%
12-30	6%
≥50	12%

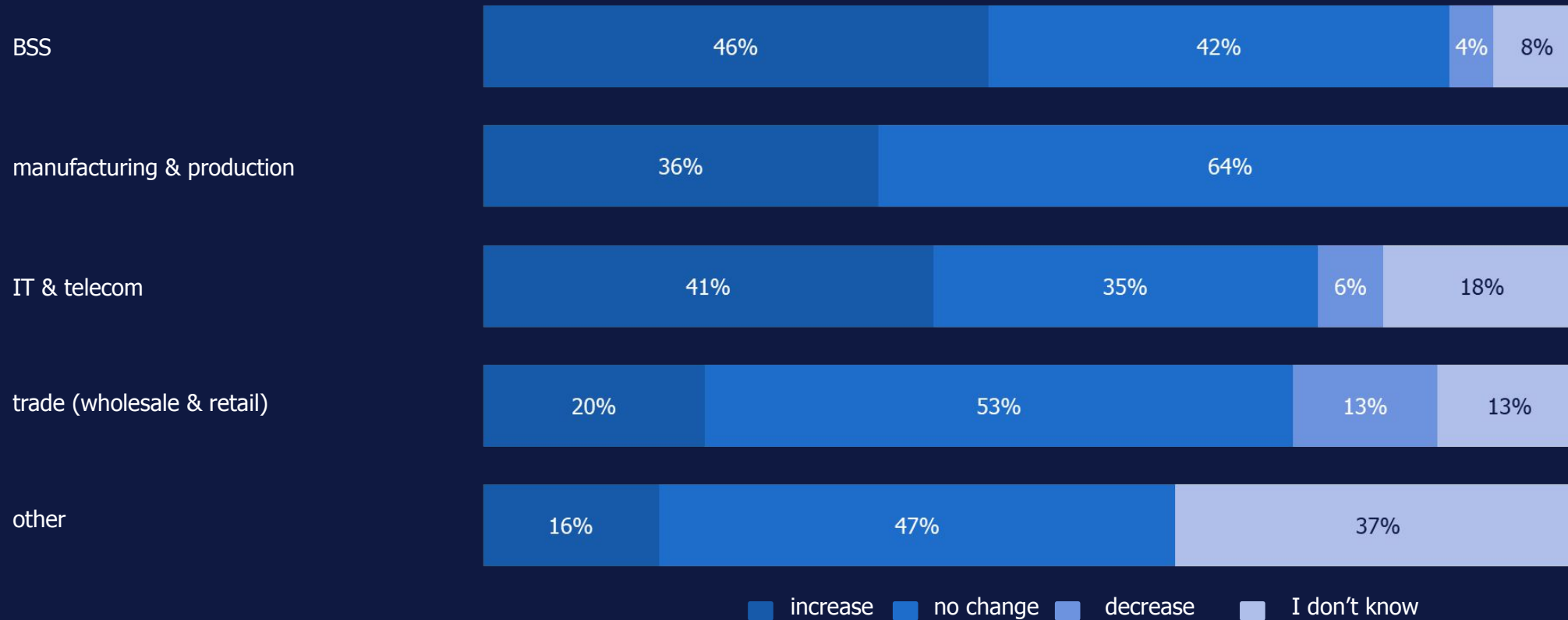


33%

said their company is planning to increase headcount in 2024.

hiring plans for 2024

sectors deep-dive.



the percentages do not add up to 100% due to rounding.

reasons for hiring.

	2023	2024
business growth	82%	89%
business diversification	33%	36%
national/international growth of your company	49%	31%
investment plans	38%	29%
need for new skills in the organisation	41%	24%
staff turnover	21%	22%
launch of new department/new product	26%	20%
employee retirement	18%	7%

the total is more than 100% because more than one answer is possible.



89%

will hire new people
due to business growth

hiring intentions.

by department.

	2023	2024
operations	44%	31%
production	33%	29%
customer service/after-sales services	23%	29%
back office/administrative support	21%	29%
IT/technology	46%	27%
engineering	38%	22%
sales	46%	22%
accounting/finance	28%	22%
logistics	31%	18%
procurement	18%	16%
digital marketing	15%	13%
HR/training/development	26%	9%
traditional marketing/communications	15%	2%
legal	5%	0%

the total is more than 100% because more than one answer is possible.

For each department the respondents are planning to hire talent in, they were asked how likely it is to find difficulties in finding candidates with those specific skills.

Here are the departments in which respondents find it hardest to hire:

01

IT/technology

84% vs. 55% in 2023

02

engineering

80% vs. 53% in 2023

03

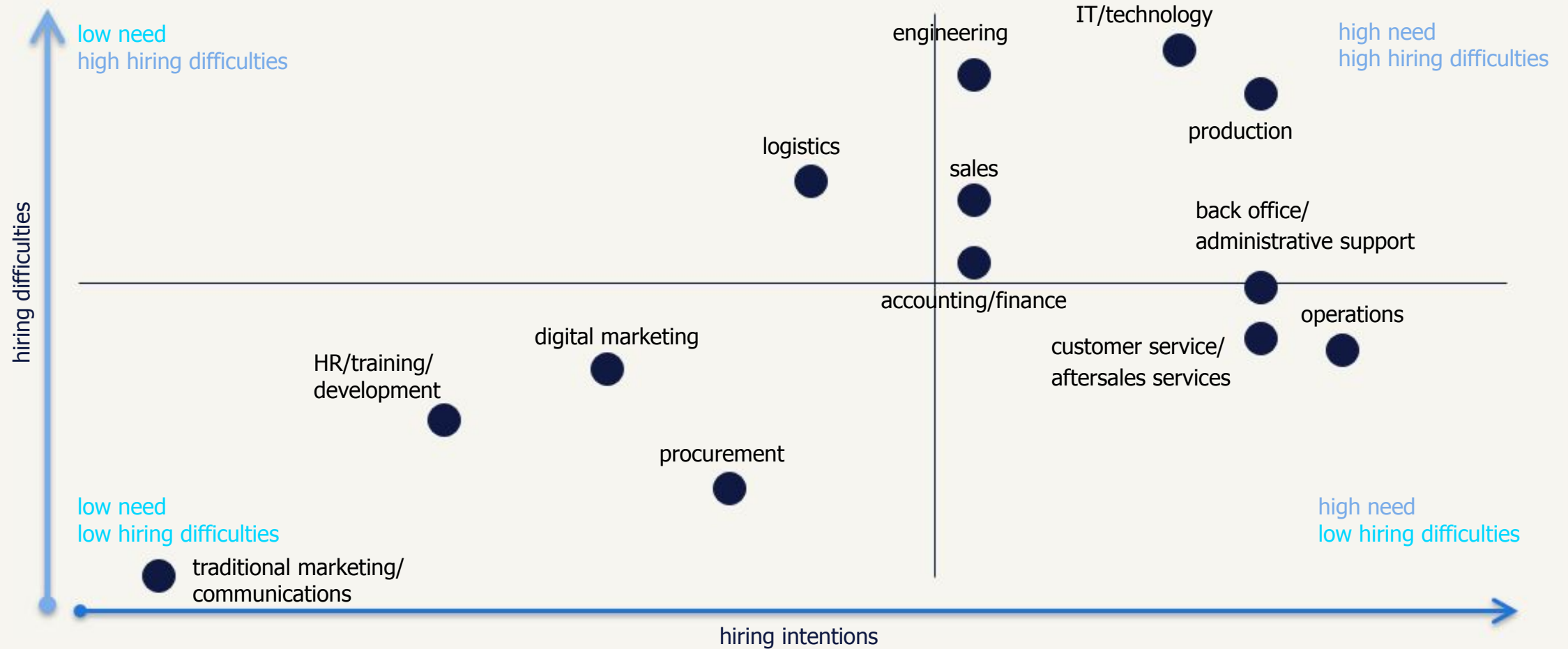
production

77% vs. 46% in 2023

Some of the departments where the respondents are having troubles in finding the most suitable candidates are also among the departments with the highest hiring intentions.

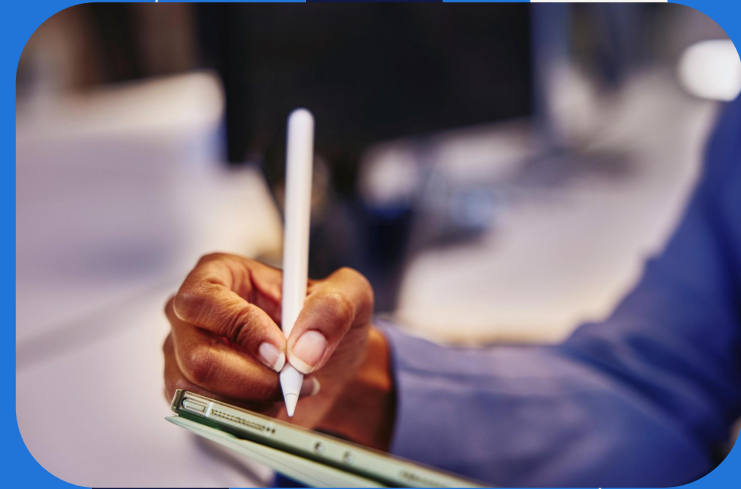
You can find more details about which are the departments that are hardest to hire in and what is the demand of employees in those departments in the next slide.

difficulty to hire matrix.



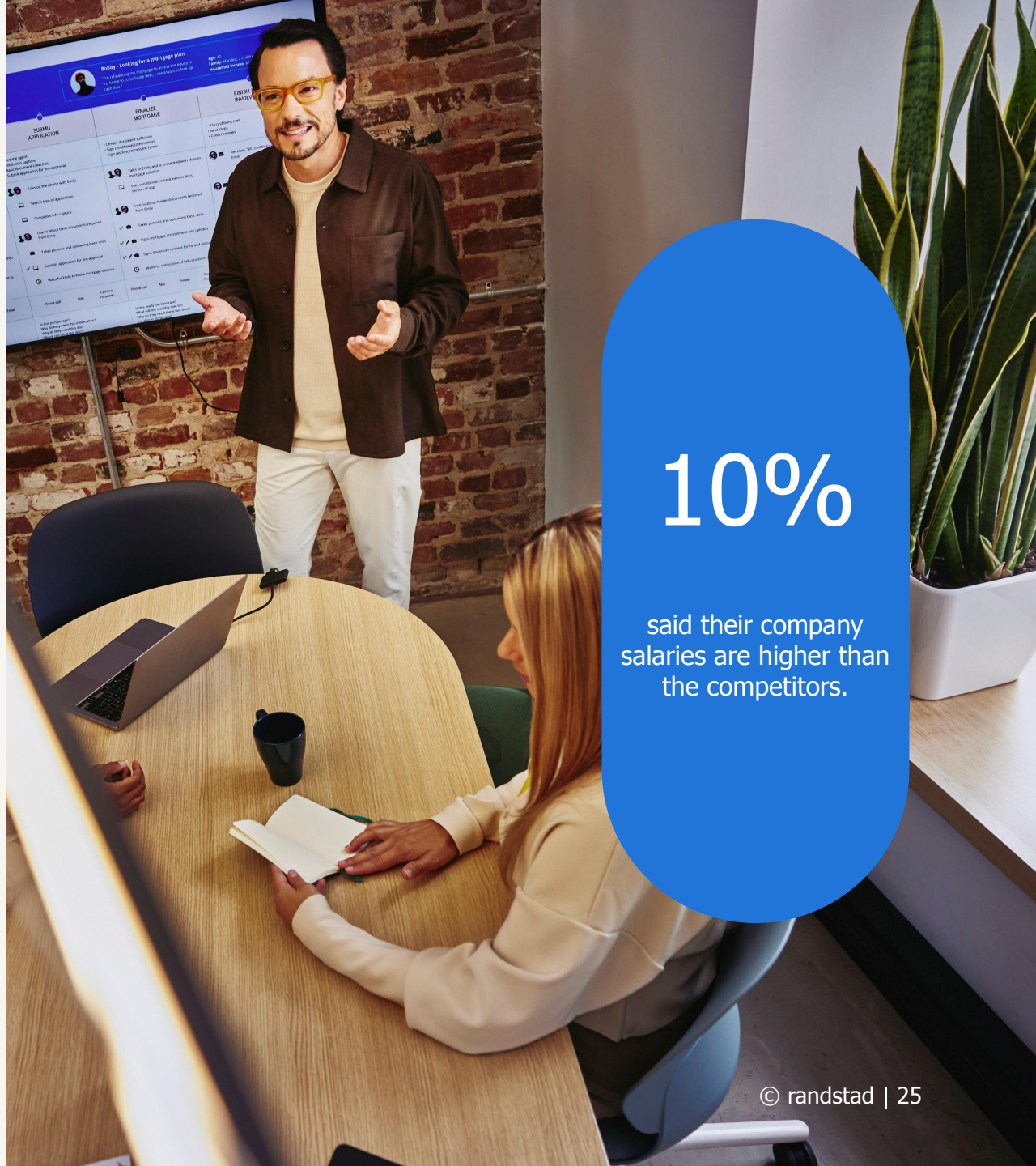
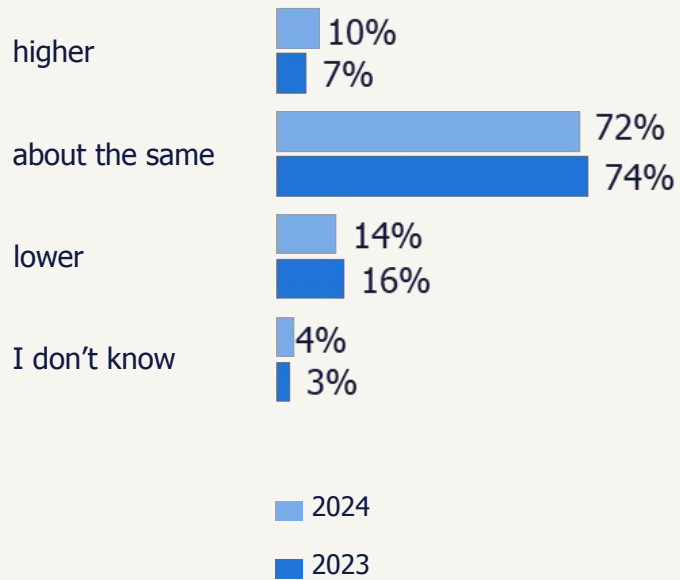
04

salary evolution.



salary competitiveness.

salaries compared to competitors.

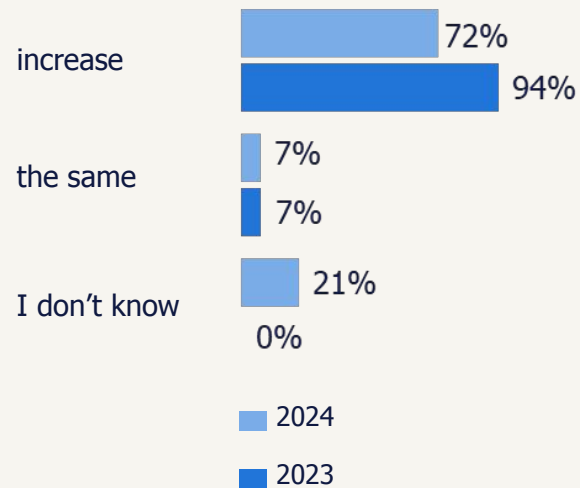


10%
said their company salaries are higher than the competitors.



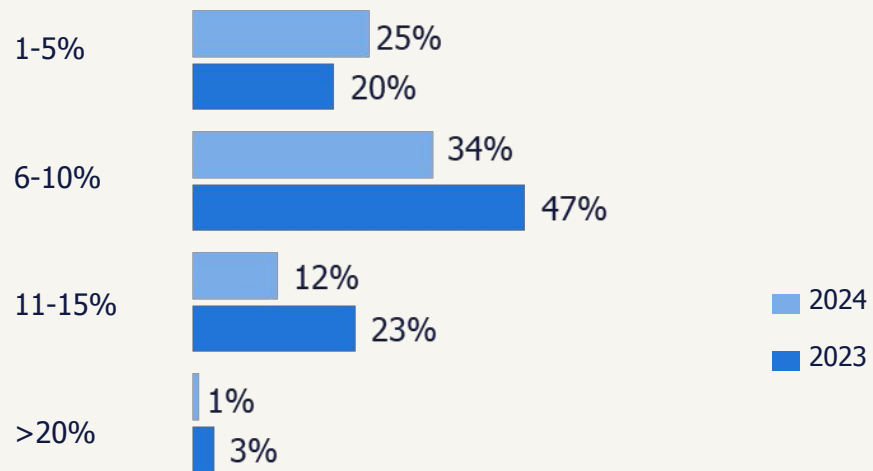
salary evolution.

salaries evolution in the next twelve months.



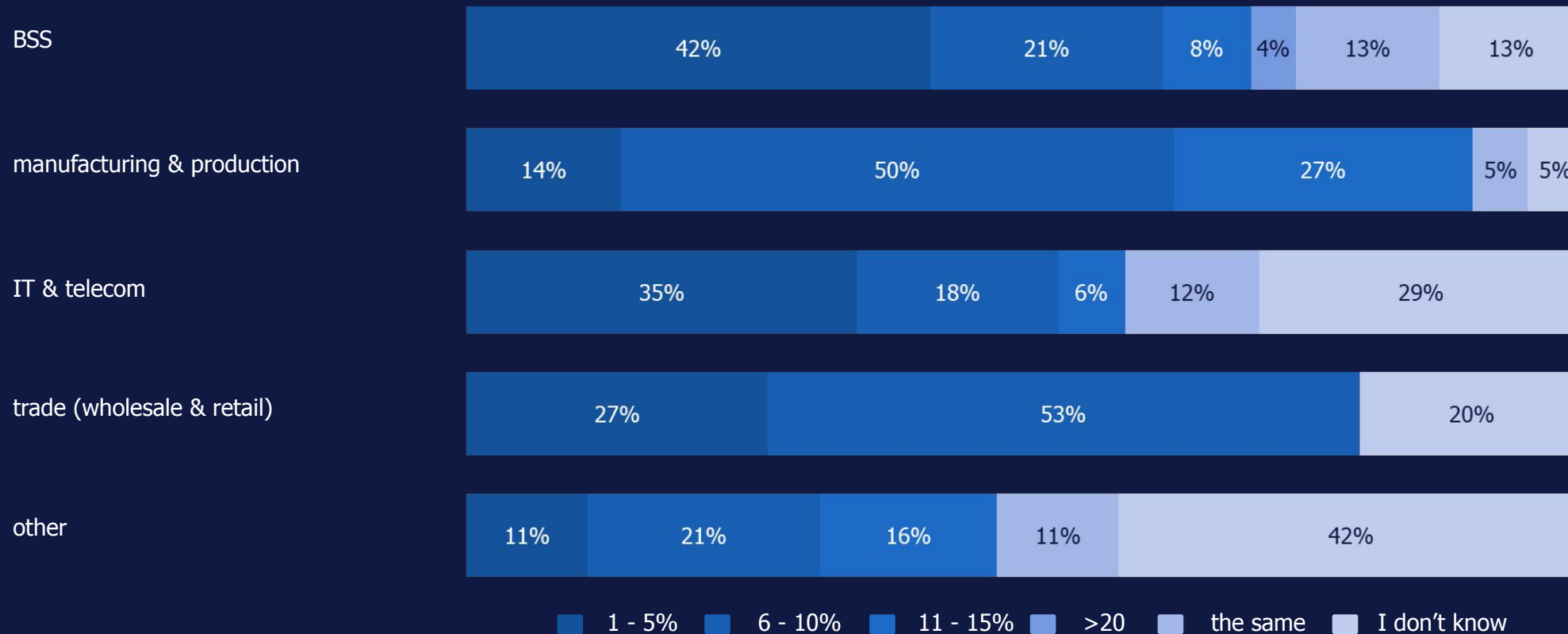
None of the respondents will decrease their salaries in 2024, same as for 2023.

the respondents who plan a higher remuneration for their employees in 2024 will apply the raise as follows:



None of the respondents will increase their salaries with 16-20% in 2024, compared to 1% in 2023.

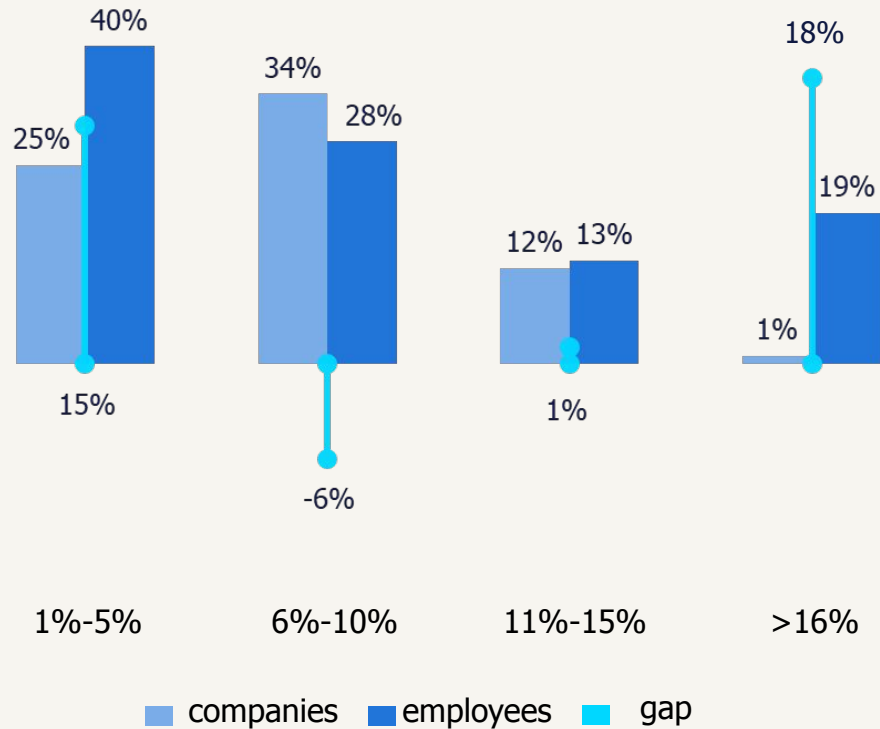
salaries evolution sectors deep-dive.



the percentages do not add up to 100% due to rounding.

plans do not meet the expectations.

salaries increase planned vs wanted.



In order to attract and retain talent, employers are willing to compensate by paying with about 6%–10% more in 2024.

According to a Randstad Romania LinkedIn poll, this does not correspond to what the employees expect and think is realistic in the current market situation.

The biggest gap between what the companies are offering and what the employees are asking for is in the >16% salary increase range, that was selected by 19% of the employees, but only 1% of the employers.

05

human capital strategy.



what makes a company attractive?

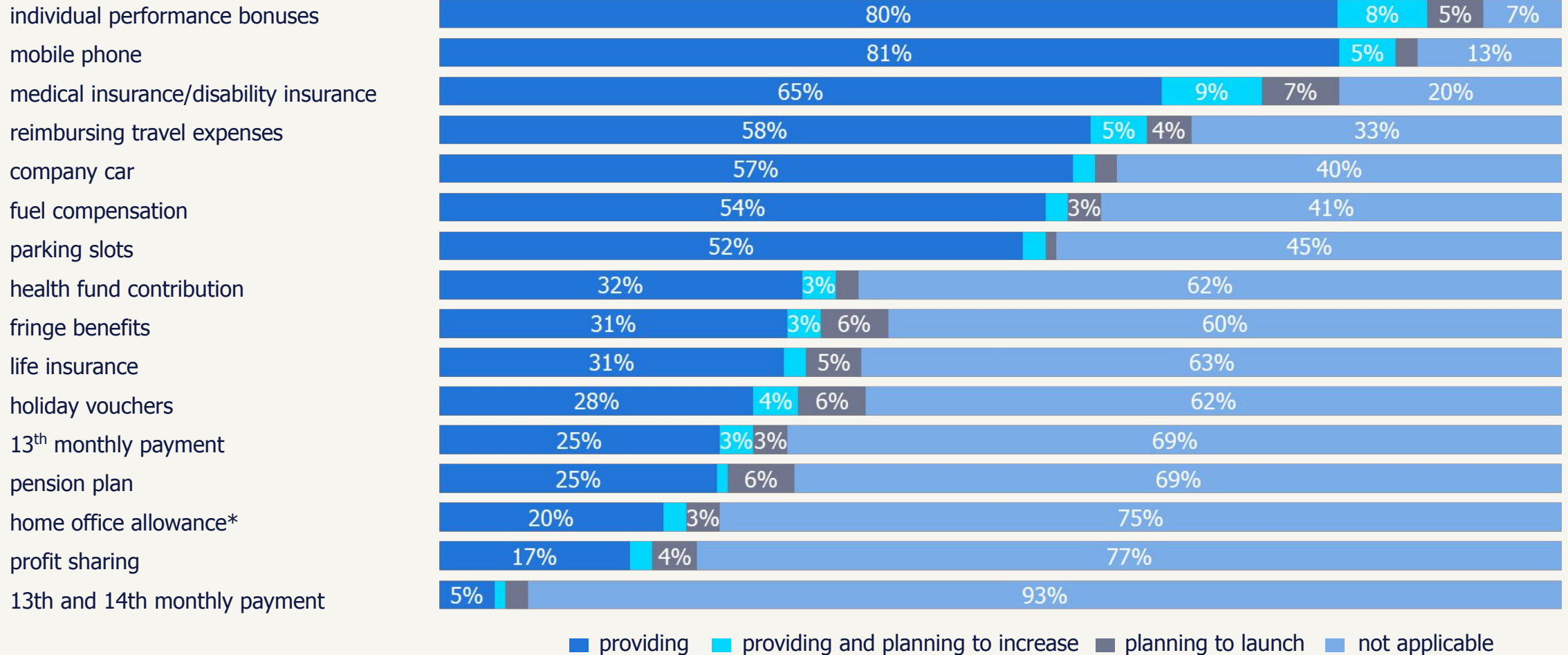
	2023	2024
to offer competitive salary & employee benefits	91%	86%
to have a pleasant working atmosphere	72%	75%
to ensure a good work-life balance	81%	72%
to offer career progression opportunities	78%	70%
to offer flexible working arrangements (flexitime, teleworking)	62%	67%
to be financially healthy	56%	66%
to offer long-term job security	48%	62%
to offer good training	46%	55%
to have a strong employer branding	55%	46%
to offer interesting job content	44%	46%
to have strong management	53%	44%
to have a strong image/strong values	60%	41%
to offer quality products/services	34%	39%
to use latest technologies (innovative)	34%	36%
to be conveniently located	19%	30%
to promote diversity management (age, gender, race)	28%	26%
to be environmentally & socially aware (CSR)	30%	25%
to offer international/global career opportunities	27%	21%



86%

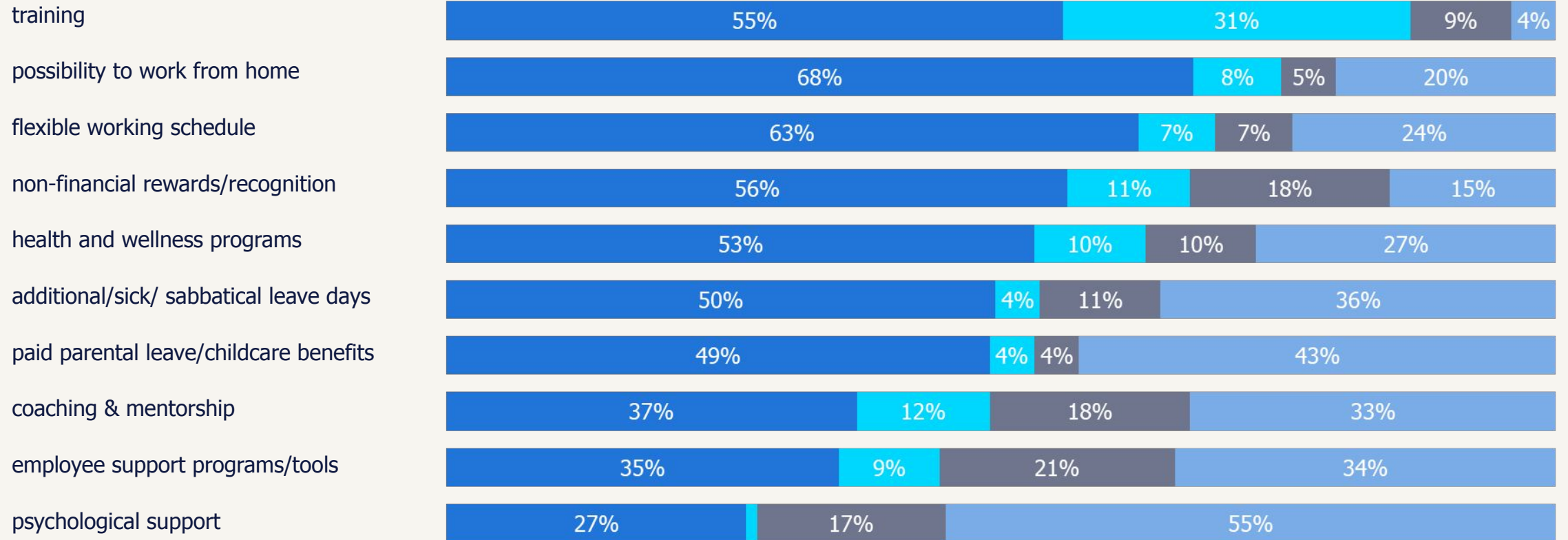
of the respondents consider that offering a competitive salary and benefits is the most attractive attribute a company can have.

financial benefits.



*deductible expenses (stationery, courier charges, home internet, etc.)

wellbeing and benefits.

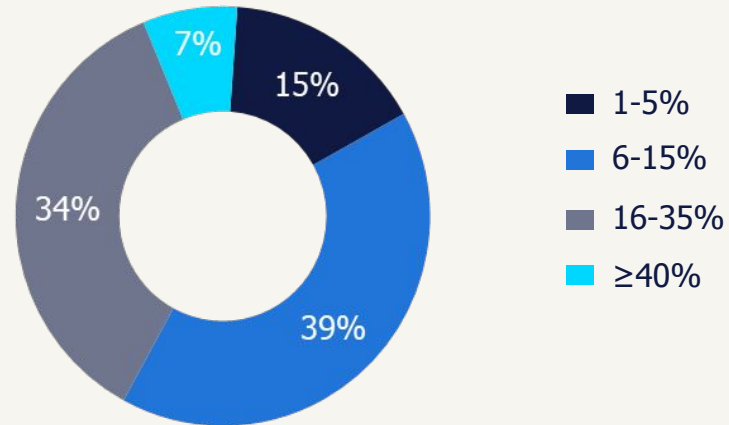


■ providing
 ■ providing and planning to increase
 ■ planning to launch
 ■ not applicable

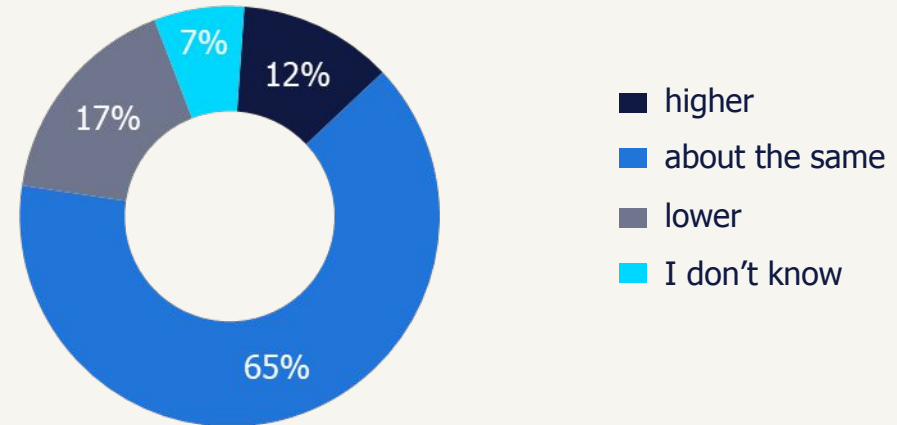


staff turnover.

turnover rate in 2023.



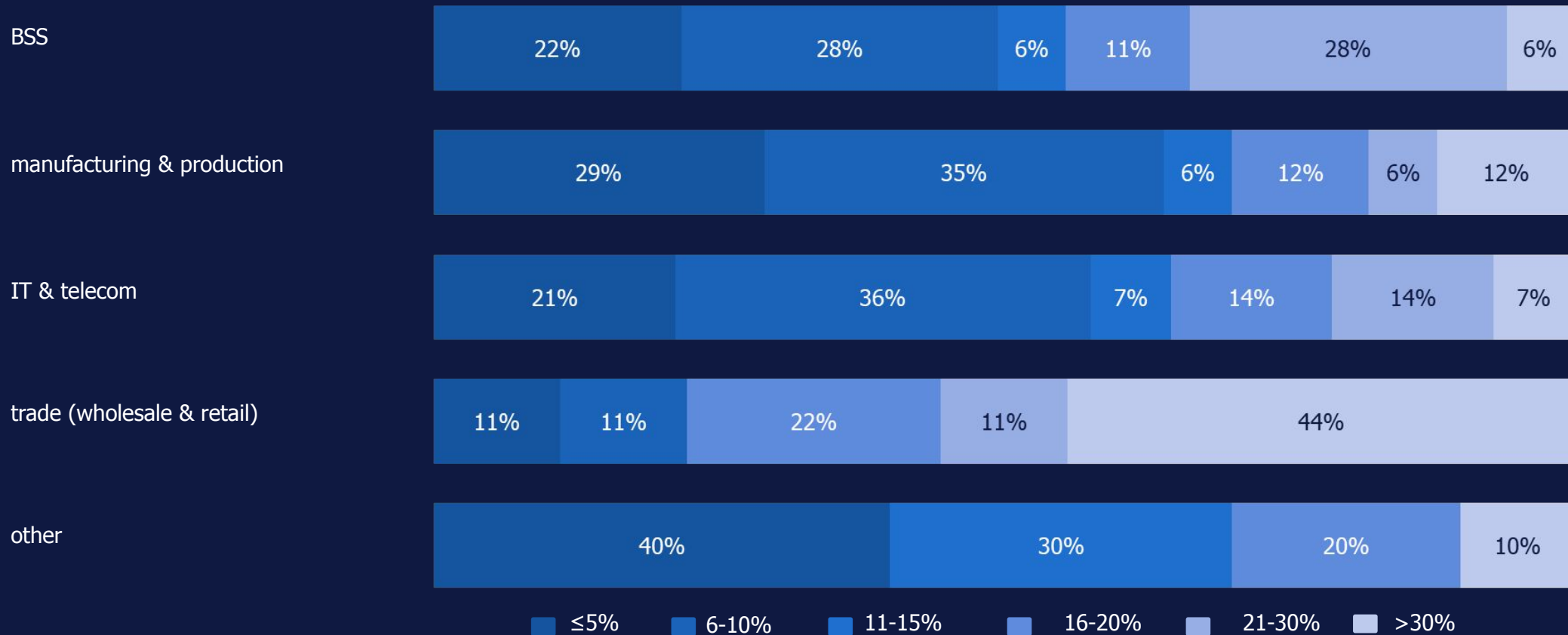
2024 expected turnover.



54% of the respondents reported a turnover rate of less than 16% in 2023.

turnover rates in 2023

sectors deep-dive.



the percentages do not add up to 100% due to rounding.

what determines employees to leave the company?

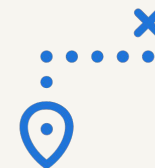
	2023	2024
received a better offer elsewhere (better pay, conditions)	80%	80%
more opportunities for career improvement elsewhere	39%	34%
to pursue a different career path	35%	34%
looking for more flexible work schedule	32%	33%
the workload is too heavy	28%	25%
relocating	26%	18%
poor relationship with line manager	14%	11%
they did not want to return to the office	5%	10%
did not feel supported by management	5%	10%
limited to no leadership or management direction or vision	8%	9%
no work-life balance	7%	9%
not having a cultural fit	5%	4%
not happy with the company's reputation	3%	2%
other	4%	13%

the total is more than 100% because more than one answer is possible.



80%

of the employees leave their job due to receiving a better pay or better conditions at another employer.



34%

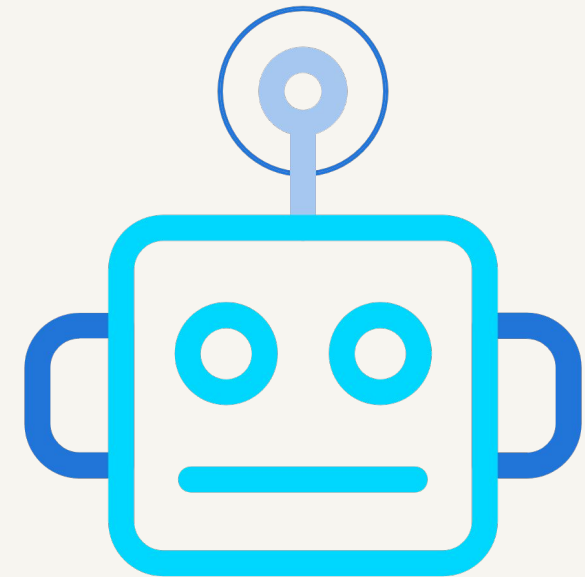
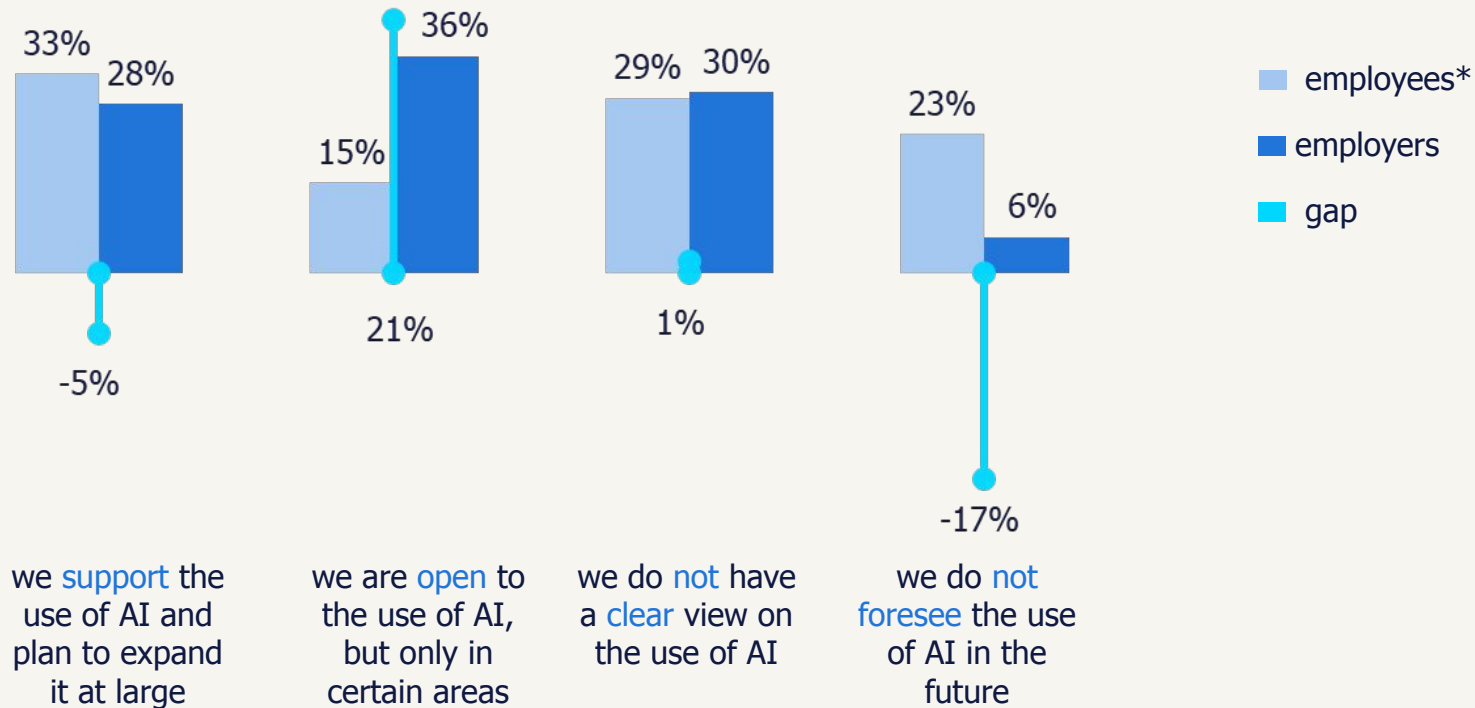
of the employees also leave their job to pursue a different career path.

06

artificial intelligence.

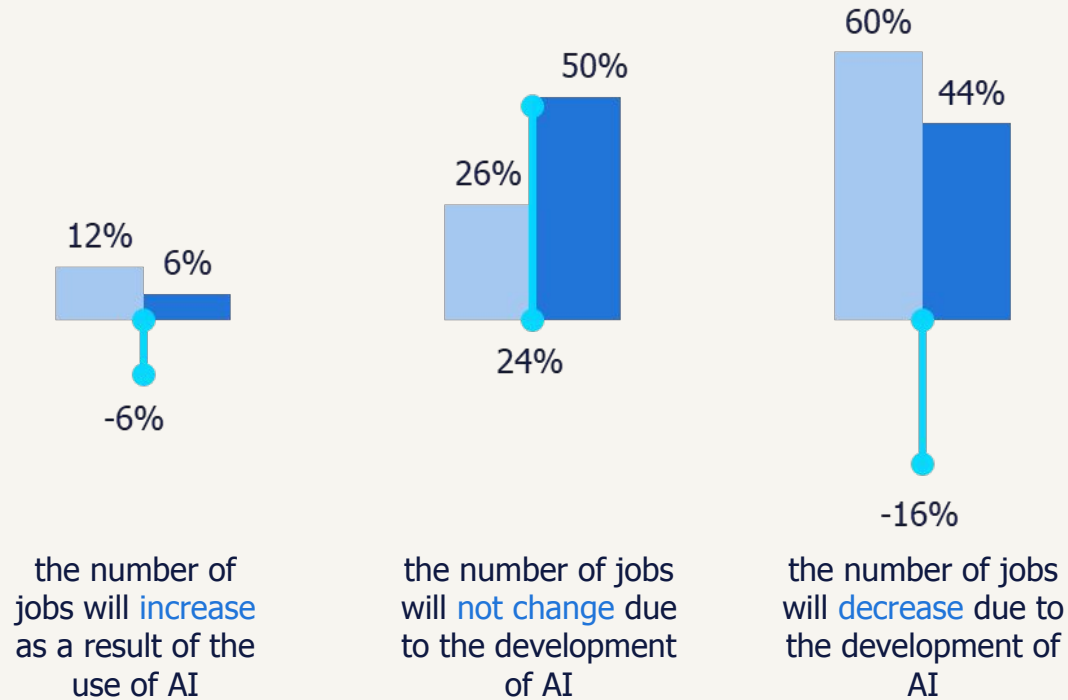


attitude towards AI.

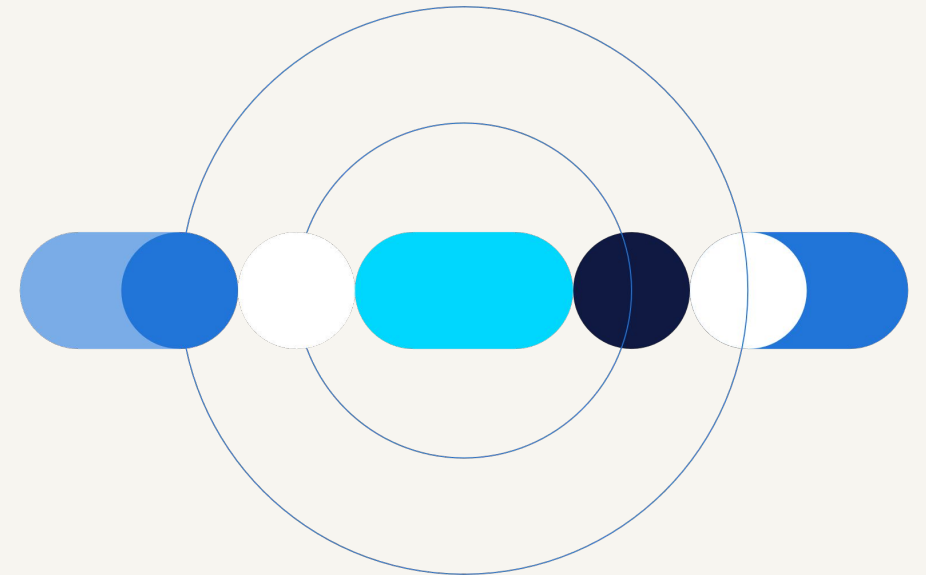


*data based on a LinkedIn survey run by Randstad Romania in November 2023.

AI impact on the labor market.



■ employees*
■ employers
■ gap

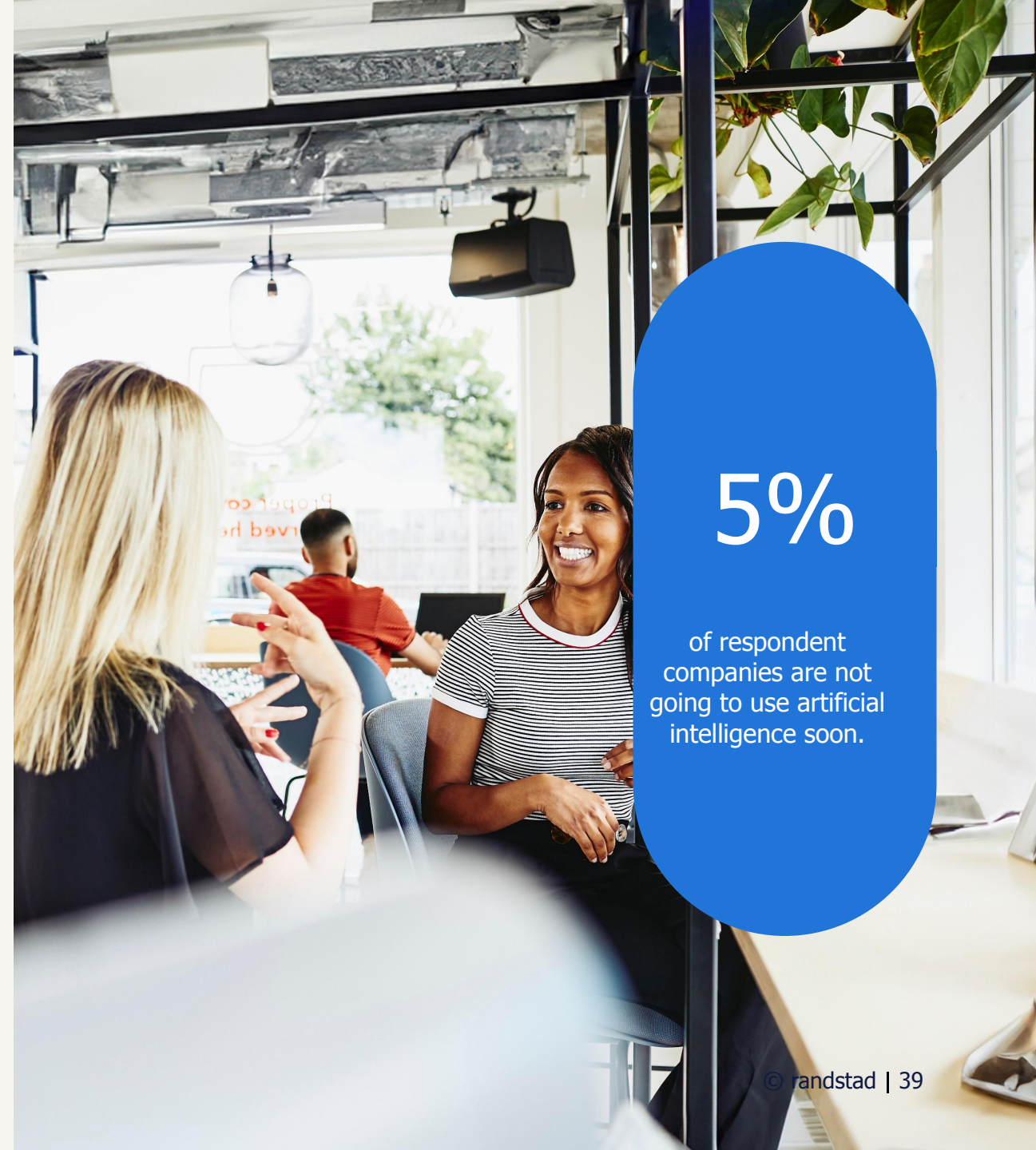


*data based on a LinkedIn survey run by Randstad Romania in November 2023.

areas in which AI will be used.

IT/technology	52%
customer service and support	42%
finance and accounting	39%
administration	38%
marketing and advertising	35%
personnel and human resources management	32%
management	31%
business development	28%
market analysis, development plans and strategies	27%
manufacturing	17%
logistics and transport	16%
supplier relations	11%
other	3%

the total is more than 100% because more than one answer is possible.



5%

of respondent companies are not going to use artificial intelligence soon.

benefits and challenges.

AI's biggest benefits



faster processing of data, more accurate predictions	74%
automation of repetitive tasks	67%
higher labour productivity	44%
better quality of work and outputs	39%
improved customer service and customer satisfaction	28%
reduction of staff and cost savings	28%
support HR functions such as onboarding and recruiting	28%
enhanced human capabilities	26%
other	3%
none of the above	1%

AI's main challenges



high cost of implementing and operating AI	55%
lack of qualified staff to work with AI	50%
ensuring data security	49%
ensuring confidentiality	36%
employee distrust of the benefits of AI	33%
management distrust of the benefits of AI	14%
other	7%



07

respondent profile.



summary.

The Randstad 2024 HR Trends report presents data gathered from Romanian companies operating in a variety of industries.

The most represented sectors are business services sector, manufacturing & production and IT & Telecom, together covering almost 50% of the sample.

Organizations employing more than 500 people represent 29% of the sample.

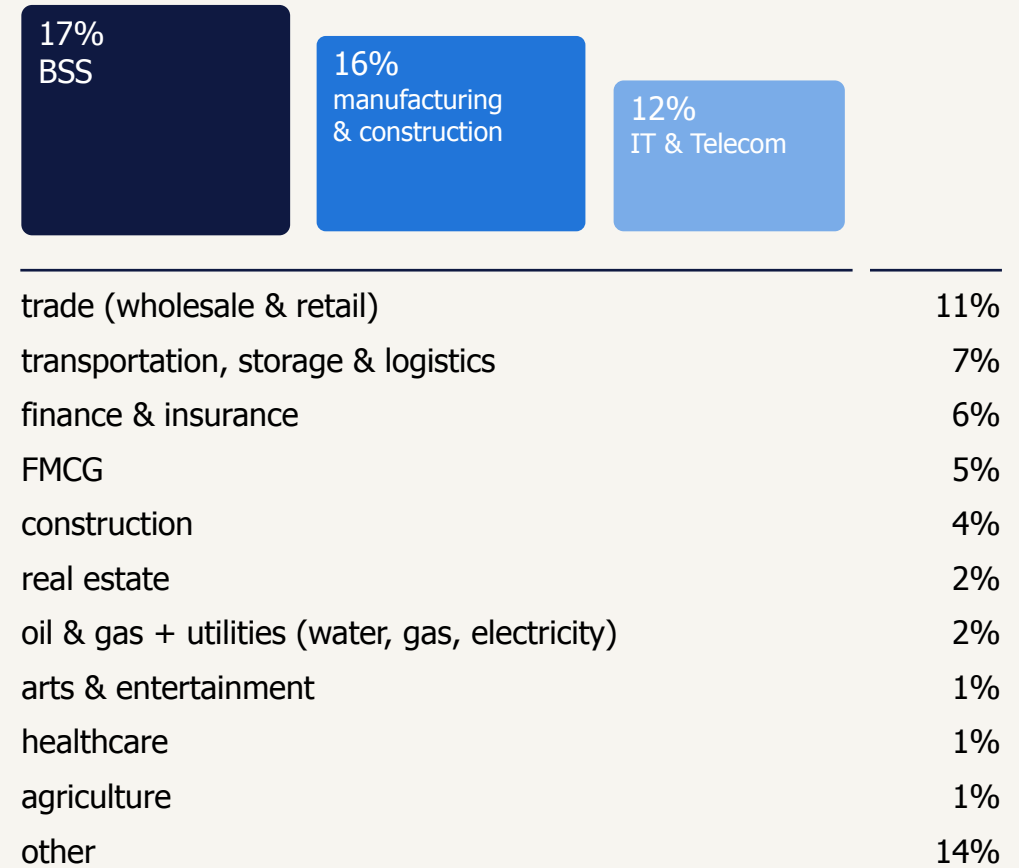
Almost 46% of the respondents work in the HR department and 20 % in general management.

Also, 87% of the respondents are involved in the recruitment process, having either a decisional or recommending role.

For the research, analysis and design of this report, Randstad partners with Evalueserve, a global market research and analytics firm (www.evalueserve.com).

respondent profile.

by sector.



thank you.



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