AGNIESZKA STANIMIR

Wroclaw University of Economics, Poland

MOST IMPORTANT AND USEFUL SKILLS IN THE LABOUR MARKET - GENERATION Y POINT OF VIEW

Abstract:

Generation Y is a group of people born in the 80s and 90s of the twentieth century. In each country, determination of the age of persons belonging to this population may differ by several years. The perception of work, loyalty, sense of duty and working conditions among people of Gen Y is completely different than older people participating in the labour market. However, carefully consideration of any expectations of working conditions, which notify people of this generation, may provide to better management of young generation. It is very important due to the fact that people of Gen Y are living in a constant quest to find the balance between life and work style. In 2010, Gen Y population accounted for 13% of the world's population, 9% of the UE28 countries population and 12% of the population in Poland.
The aim of the study is to determine the most important skills in labour market for young Poles and citizens of EU28.

Keywords:

Generation Y, skills, labour market

JEL Classification: A13, C00, J24

Introduction

Skills which should have people applying for a job can be determined after analysis of job offers reported by employers. More and more begin to differ from each other expectations of employers and employees, especially if they belong to different generational groups. The aim of the study was to identify what are the most important and useful skills on the labour market, which indicate young people from generation Y.

Young people starting their careers are quite different from older generations who longer participate in the labour market. Generation Y are people who treasure life-work balance. Their job had to be the way to realisation of own interests. They have respect for authority, but at the same time the level of their loyalty to the employer is much lower than people from generation X or Baby Boomers. The great advantage of this Generation is the natural ability to use the newest technological solutions (Stanimir, 2015, p. 67; Combes, 2009, p. 31). These skills contribute to rapid problem solving (but the problem becomes inference based on the results). Because in the work they are focused on multitasking and continuous feedback, the use of new technologies means that they cope with the tasks much faster than older people, and thus saving up free time they spent on the realization of their personal interests. Because people from Y Generation increasingly communicate with each other using technological solutions, or social networks and the Internet, so at work have a problem with verbal contact. When analyzing attitude of Y Generation to life, it is interesting what expectations these people have towards employers and what makes them the greatest difficulty in the process of applying for work and its implementation.

Description of the data

The aim of the study is to determine the most important skills in labour market for young Poles and citizens of EU28. Defined in this way the aim of the study indicated the need to find subjective opinions of Europeans. For this reason, the ideal source of information was the Eurobarometr 201 (European Commission, 2007). In the study were analysed answers on following questions: *Which of the following qualities do you think is the most useful for you in finding a good job*? (Q0) and *If you would be looking for a job, which is the most important reason why you would not be able to find one*? (Q1).

In question Q0 following answers were possible: Foreign languages skills (Q0.1), IT, Computer, communication technology skills (Q0.2), Entrepreneurial skills, knowledge of the business world (Q0.3), Communication and teamwork skills (Q0.4), Good appearance (Q0.5), Having completed an apprenticeship or training course (Q0.6), Other (Q0.7).

In the next question, respondents were allowed to select one of the following answers: Because I have not received proper job orientation at school (Q1.1), Because there are not enough training opportunities (Q1.2), Because I don't have enough practical

experience (Q1.3), Because of the lack of job opportunities in my country (Q1.4), I would find a job, no difficulties (Q1.5), Other (Q1.6).

The data were taken for 25-30 years old citizens of European Union. Member countries were divided into three groups: countries that formed the EU15 (EU15), countries which participating in EU since 2004 (EU2004), and countries which participating in EU since 2007 (EU2007).

Analytical methods

Both questions were measured on nominal scale, so for analysing associations between answers in both questions correspondence analysis and mosaic plots were conducted.

Correspondence analysis provides to visualization in low dimensional space interactions between categories of different variables. Blasius (2001, p. 15) writes that main aim of correspondence analysis is to show the results in graphical form. This method is one of many techniques for date and dimensionality reduction. Correspondence analysis of categories of two nominal (or ordinal) variables is conducted on the basis of contingency table. The coordinates for each categories of variables are calculated based on the singular value decomposition of standardized residuals matrix. Multiple correspondence analysis is dedicated for more than two variables. In this situation, it is possible to choose one of many matrices which described occurrences at the same time of categories of analyzed variables. The most popular matrix used in the MCA is a Burt matrix. The analysis also can be carried out using a multivariate indicator matrix, multiway contingency table, concatenated matrix.
Regardless of the approach "the objective of CA is to represent the maximum possible variance in a map of few dimensions" (Blasius & Greenacre, 2006, p. 8).
Friendly (1992) introduced mosaic display for multidimensional analysis of nominal or ordinal variables. The description of this method and comparison to other techniques of analysis of variables measured on nominal or ordinal scales can also be found in the article of Stanimir (2011). "Mosaic (sieve) plot is composed of rectangles (Stanimir, 2011, p. 233). The basis for mosaic plot are bar charts of one of the variables, but the frequencies of the other variable are taken into account. The area of each plate is proportional to the cell expected frequency. However, the observed frequencies are shown by number of squares in each rectangle. In the mosaic plot are used line shading or colours to indicate the difference between the observed and expected cell frequencies. Positive deviations are presented in one colour or solid lines, negative – a different colour or a dotted line.

Results of the study

In figure 1 are shown most useful qualities in finding a good job highlighted by young citizens in three groups of countries. Next figure refers to the assessments of Poles (Figure 2).

Figure 1: Most useful qualities in finding a good job in three groups of countries
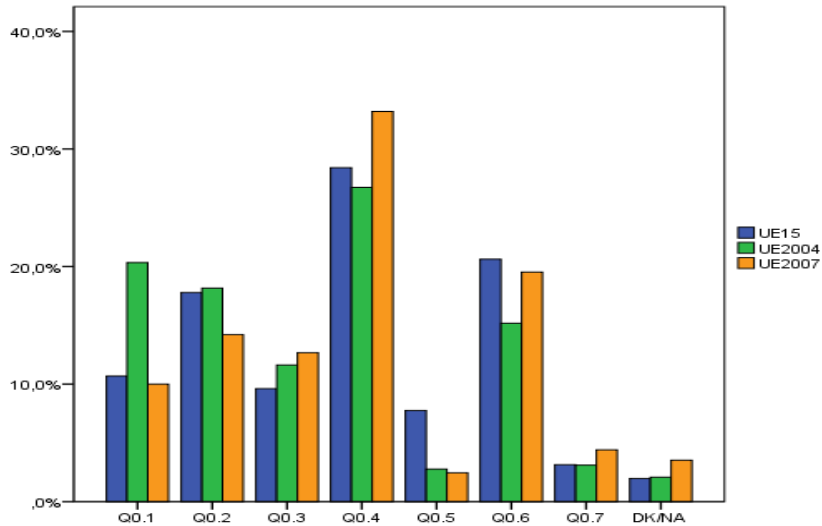
Source: Own elaboration on Eurobarometrr 201 data (European Commission, 2007).

Figure 2: Most useful qualities in finding a good job for young Poles
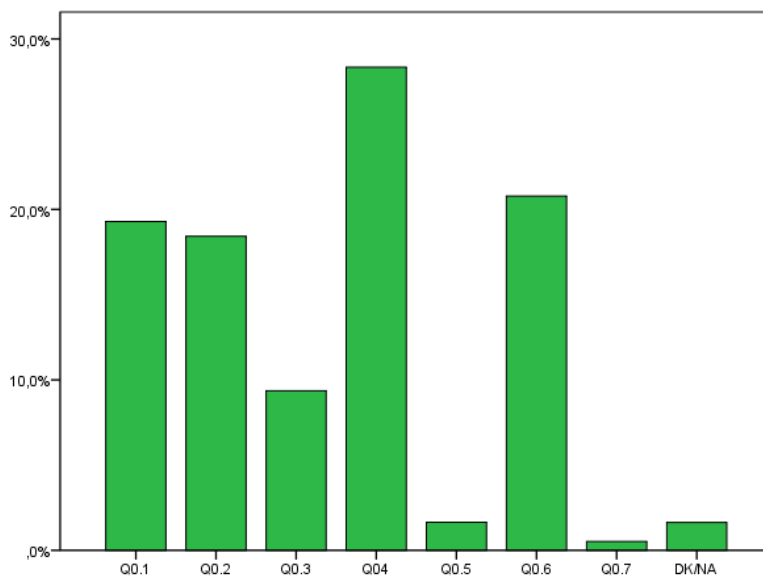
Source: Own elaboration on Eurobarometrr 201 data (European Commission, 2007).

In all the analyzed groups of countries, during job searching the most important qualities are communication and teamwork skills (Q0.4). In the countries which participating in UE since 2004, next important qualities are: foreign languages skills (Q0.1), IT,

computer, communication technology skills (Q0.2), having completed an apprenticeship or training course (Q0.6).

In the EU15 countries, these qualifications are arranged as follows in order of importance: having completed an apprenticeship or training course (Q0.6); IT, computer, communication technology skills (Q0.2). The next qualities are already a lot less important during job searching.

In Bulgaria and Romania the quality Q0.4 is much more important than others. The next in order of importance are: having completed an apprenticeship or training course (Q0.6); IT, computer, communication technology skills (Q0.2); entrepreneurial skills, knowledge of the business world (Q0.3), foreign languages skills (Q0.1). Two other factors (Q05, Q0.7) have a very low validity for the people of these two countries during job searching.

In Poland, situation is similarly to countries which also joined the EU in 2004. For young Poles important during job searching are communication and teamwork skills (Q0.4) and then having completed an apprenticeship or training course (Q0.6); foreign languages skills (Q0.1); IT, computer, communication technology skills (Q0.2); entrepreneurial skills, knowledge of the business world (Q0.3). Not enough important are Q05, Q0.7.

In Figure 3 are presented most useful qualities in finding a good job (Q1) vs. the most important reason why not be able to find one (Q1) in all countries groups. These are results of correspondence analysis for concatenated matrix.

In countries that joined the EU in 2004, foreign languages skills (Q0.1) are most useful qualities in finding a job were characteristic for young people, who indicated that the most important reasons that can not find jobs are: not enough training opportunities (Q1.2), don't have enough practical experience (Q1.3), lack of job opportunities in my country (Q1.4), found a job, no difficulties (Q1.5).

IT, Computer, communication technology skills (Q0.2) are most useful qualities in finding job describing young people from EU2007 countries who indicated that the most important reasons that can not find jobs are: not enough training opportunities (Q1.2), don't have enough practical experience (Q1.3),and young people from EU15 who indicated that the most important reasons that can not find jobs is that they have not received proper job orientation at school (Q1.1).

Most important qualities in finding job for all Europeans were communication and teamwork skills (Q0.4). In results of correspondence analysis it is shown that this category of main question is strongly associated with young people from EU2007 countries who indicated that the most important reasons that can not find jobs is that they have not received proper job orientation at school (Q1.1).
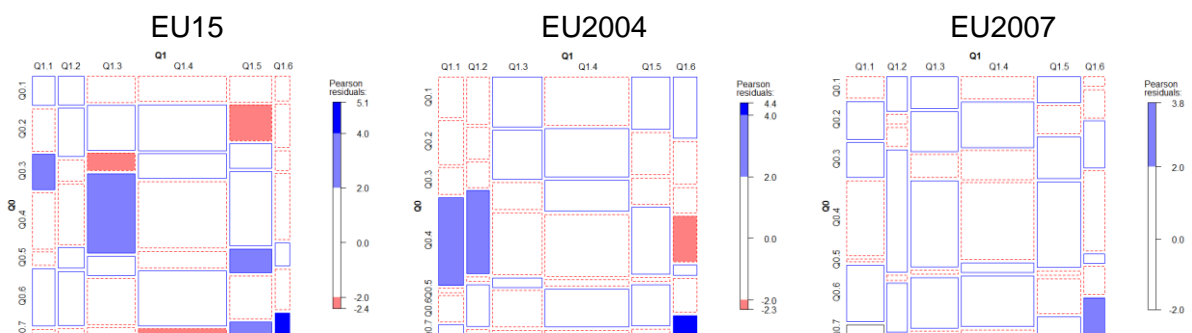
Figure 3: Most useful qualities in finding a good job vs. Q1 in three countries groups
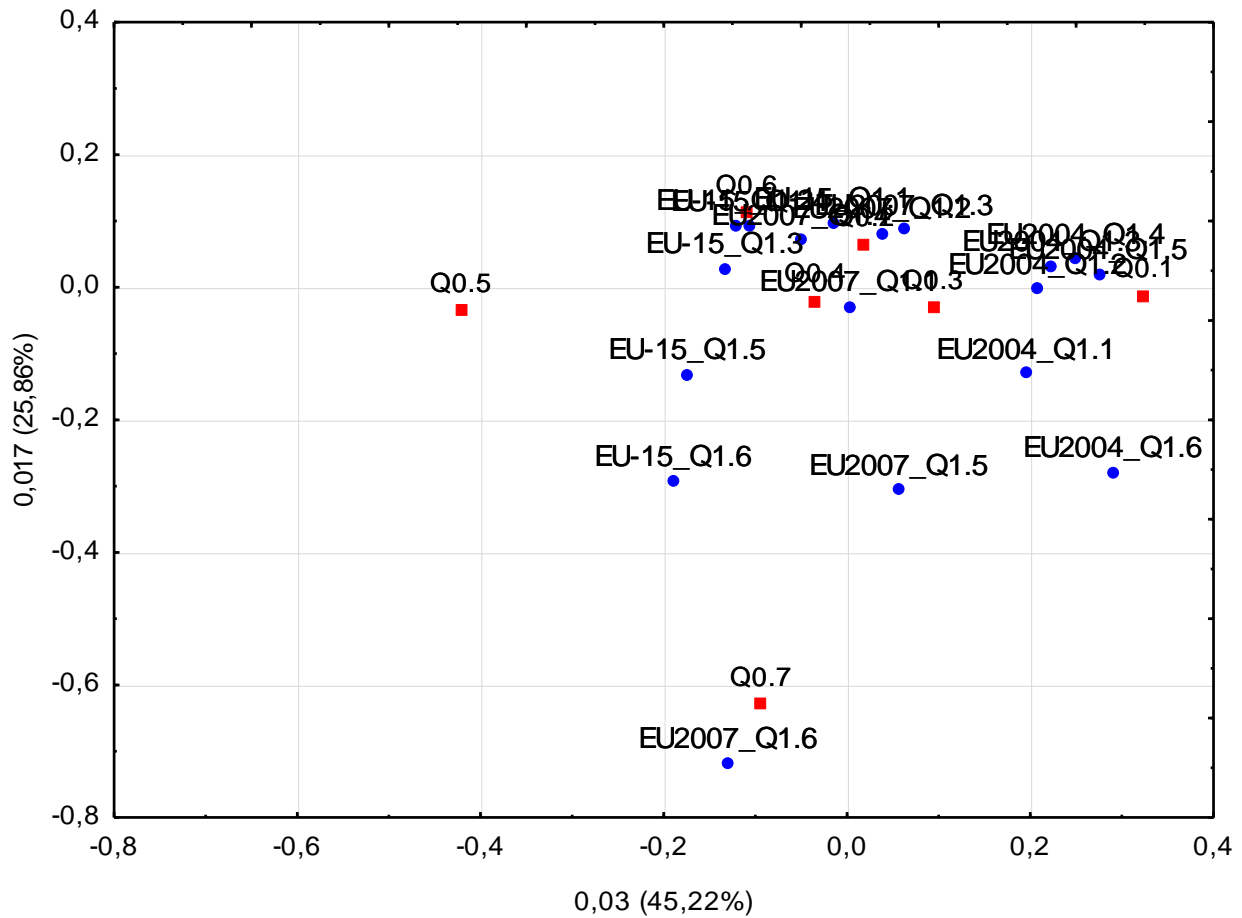
Source: Own elaboration on Eurobarometrr 201 data (European Commission, 2007).

In Figure 4 are shown mosaic plots between Q0 and Q1 separately for three countries groups.

Figure 4: Associations of categories of Q0 and Q1 in EU15, EU2004 and EU2007

Source: Own elaboration on Eurobarometrr 201 data (European Commission, 2007).

For young people in EU 15 the highest positive association may be noticed between Q0.4 and Q1.3, it means that communication and teamwork skills (Q0.4) are most important qualities in finding job correspond to opinion that don't have enough practical

experience (Q1.3) is the main reason that can not find jobs. The negative correlation is between Q0.2 and Q1.5.

In EU 2004 Q0.4 is strongly positive associated with two categories of Q1: Q1.1. and Q1.2.

In EU2007 the strongest positive association is between Q0.7 and Q1.6.

Conclusions

Analyzing the most useful qualities in finding a good job for young people in Europe in every country are the most important communication and teamwork skills (Q04)**.** Correspondence analysis clearly shows the differences between the countries belonging to analysed three groups. The use of mosaic display supplements conducted study.

Acknowledgements

References

BLASIUS, J. (2001). *Korrespondenzanalyse*. München, Wien: Oldenbourg Wissenschaftsverlag GmbH.

BLASIUS, J. & GREENACRE, M. (2006) Correspondence Analysis and Related Methods. In GREENACRE, M. & BLASIUS, J. (eds.). *Multiple Correspondence Analysis and Related Methods*. Boca Raton, Fl.: Chapman & Hall

COMBES, B. (2009). Generation Y: Are they really digital natives or more like digital refugees? *Synergy*. vol. 7. nr. 1. p. 31-40.

EUROPEAN COMMISSION. (2007) *Flash Eurobarometer 202 (Young Europeans)*. The GALLUP Organisation, Brussels. GESIS Data Archive, Cologne. ZA4542 Data file Version 1.0.0. doi:10.4232/1.4542.

STANIMIR, A. (2015). Digital generation - analysis of the use of ICT by young Poles. *Proceedings of International Conference on Social Sciences V*. [Online]. Volume II. p. 64-73. Available from: http://icss.euser.org/index.php/publishing-opportunities. [Accessed: 28yh May 2015].

STANIMIR A. (2011). Analysis of Nominal Data – Multi-way contingency table. *Mathematical Economics*. No. 7(14). p. 229-240.