

SERVICES FOR  
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EDUCATION  
MARKETING

CONFERENCE 2015

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Labour market trends in Europe and implications  
for student recruitment to the UK

Natalya Ravdina, British Council

Arzu Jamilova, Smart Resources Group

Kuat Dombai, Kazkommertsbank

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# Who I Am?



- HR & Staffing expert with 15 years of progressive experience in Volume Recruitment Executive Search/International search/Headhunting
- Senior leader & HR Business Executive in major international telecommunication companies
- Founder and Executive Director of Smart Resources Group/ Implementer of high volume talent sourcing projects for a cross section of industries including multi – sport events and sport broadcasting
- Author and the organizer of HR Networking Breakfast - monthly networking meetings for HR specialists with the aim to support experience and knowledge sharing practice in Azerbaijan

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# Economic Situation in Azerbaijan Jan – Nov 2015



**GDP Growth**  
3,7%



**Unemployment**  
4,6%

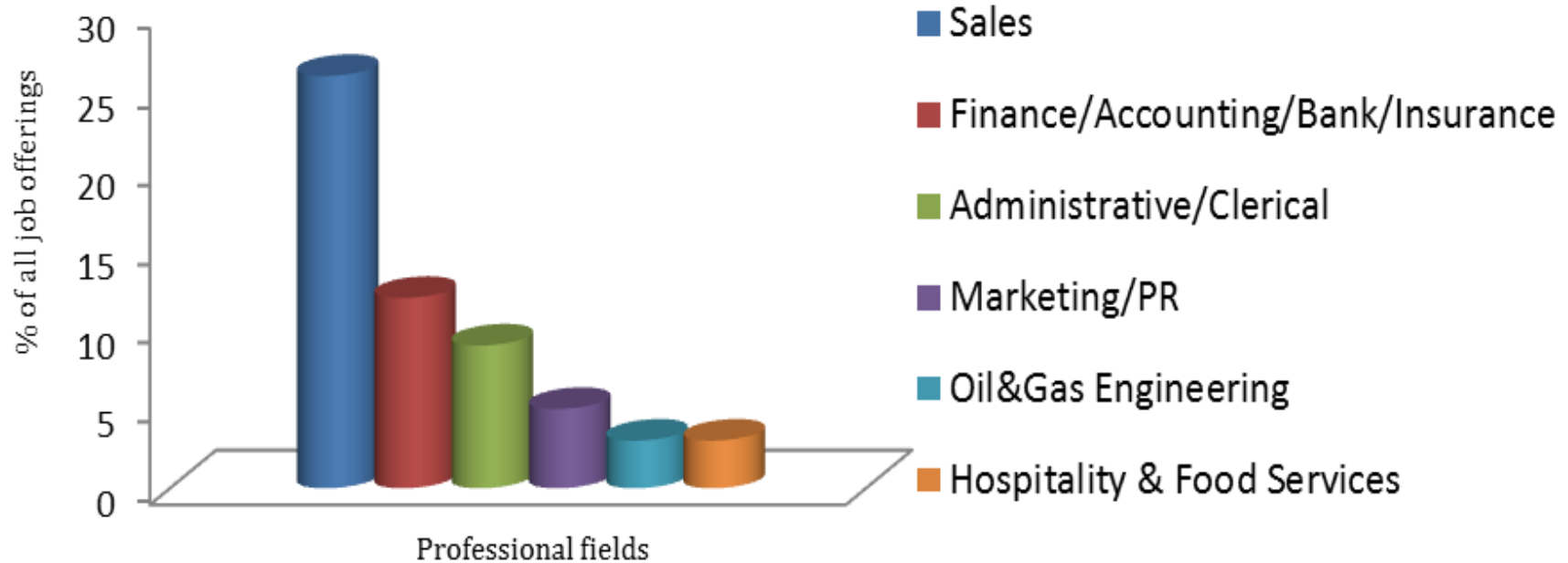


**Inflation**  
3,8 %

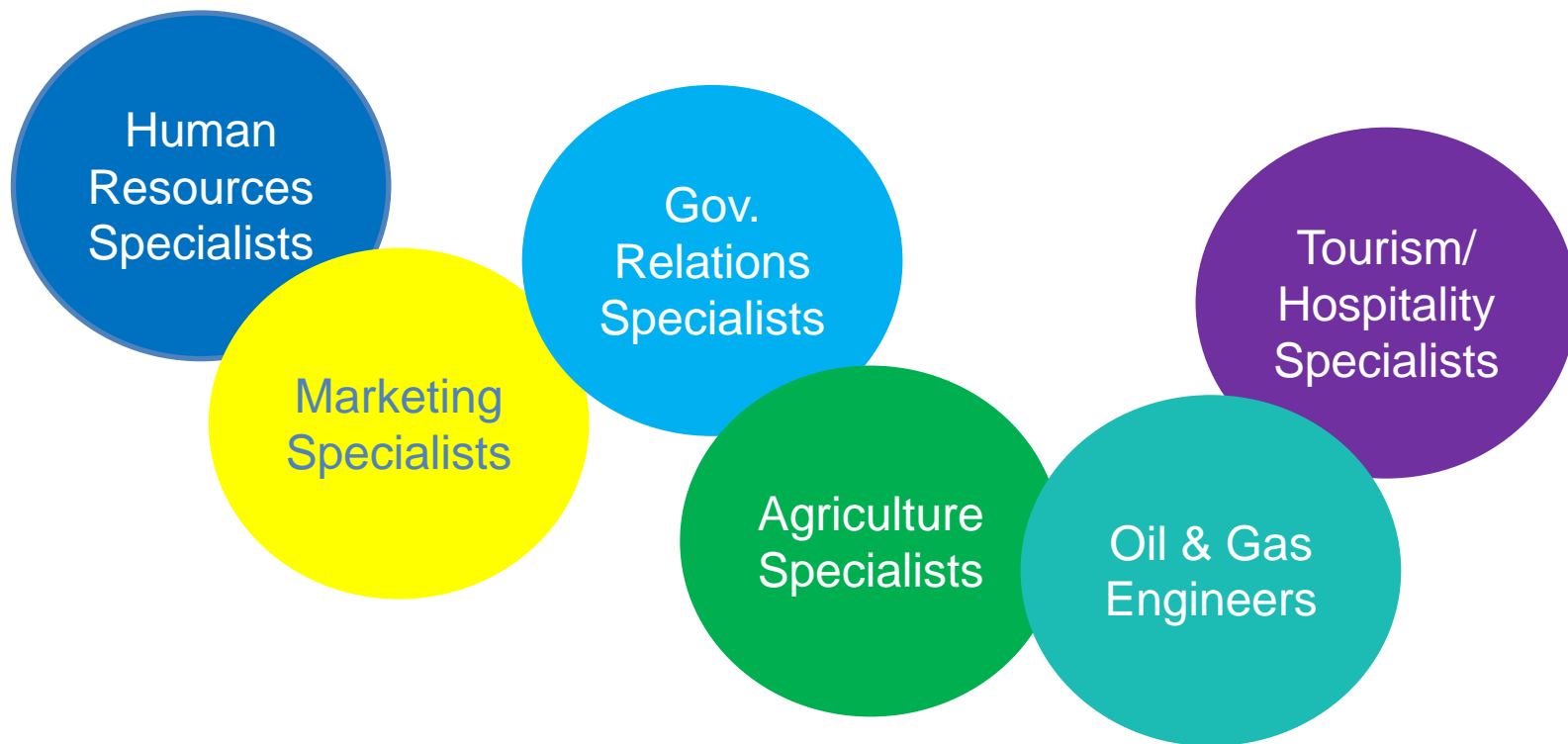


**Average Wages**  
458 AZN (290 GBP)

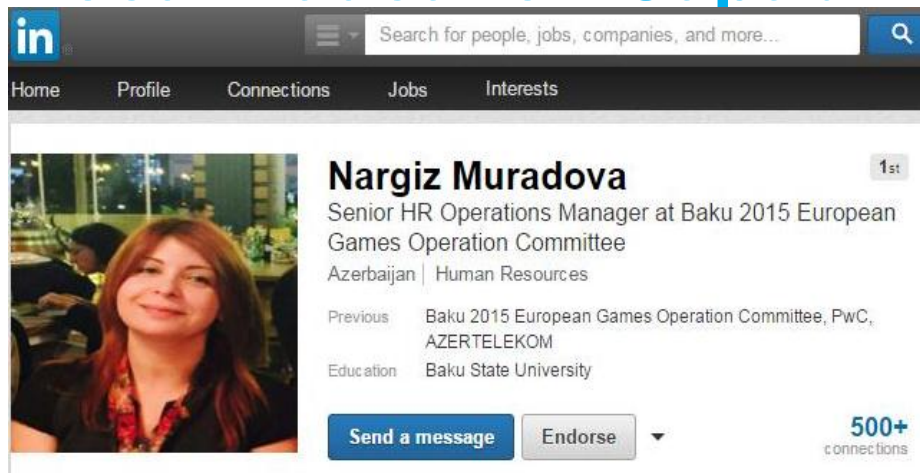
# Labor Market in Azerbaijan: 2015 Skills Demand



# Labor Market: 2016 – 2020 Skills Demand Forecast



# Local Education Capabilities



LinkedIn profile of Nargiz Muradova. The profile includes a search bar at the top, navigation tabs for Home, Profile, Connections, Jobs, and Interests, and a search icon. Below the navigation is a banner for "Hyper-lapse Stock Footage - High definition rights-managed & royalty-free stock". The profile picture shows a woman with long brown hair. The name "Nargiz Muradova" is displayed with a "1st" badge. The current position is "Senior HR Operations Manager at Baku 2015 European Games Operation Committee" in Azerbaijan, Human Resources. Previous roles include "Baku 2015 European Games Operation Committee, PwC, AZERTELEKOM" and education from "Baku State University". There are buttons for "Send a message" and "Endorse", and a "500+ connections" indicator.

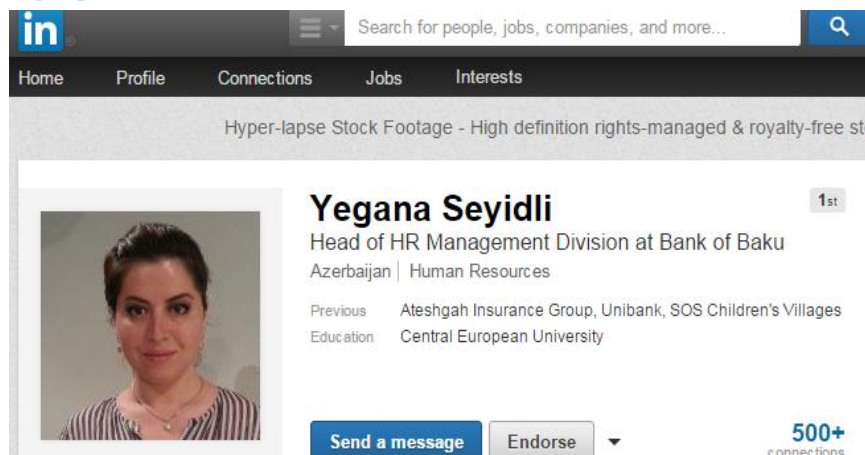
**Nargiz Muradova** <sup>1st</sup>  
Senior HR Operations Manager at Baku 2015 European Games Operation Committee  
Azerbaijan | Human Resources

Previous Baku 2015 European Games Operation Committee, PwC, AZERTELEKOM  
Education Baku State University

[Send a message](#) [Endorse](#) **500+** connections



**Baku State University**  
Diploma, Chemistry  
1990 – 1996

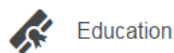


LinkedIn profile of Yegana Seyidli. The profile includes a search bar at the top, navigation tabs for Home, Profile, Connections, Jobs, and Interests, and a search icon. Below the navigation is a banner for "Hyper-lapse Stock Footage - High definition rights-managed & royalty-free stock". The profile picture shows a woman with dark hair. The name "Yegana Seyidli" is displayed with a "1st" badge. The current position is "Head of HR Management Division at Bank of Baku" in Azerbaijan, Human Resources. Previous roles include "Ateşgah Insurance Group, Unibank, SOS Children's Villages" and education from "Central European University". There are buttons for "Send a message" and "Endorse", and a "500+ connections" indicator.

**Yegana Seyidli** <sup>1st</sup>  
Head of HR Management Division at Bank of Baku  
Azerbaijan | Human Resources

Previous Ateşgah Insurance Group, Unibank, SOS Children's Villages  
Education Central European University

[Send a message](#) [Endorse](#) **500+** connections

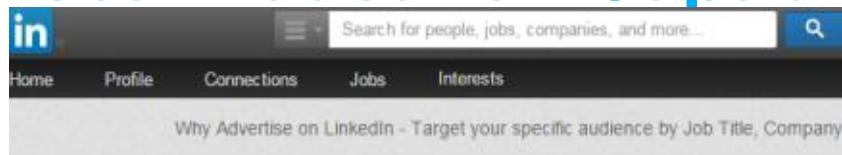


**Central European University**  
MBA, Business Administration  
2011 – 2012

**Baku State University**  
BS, Philology  
1996 – 2000



# Local Education Capabilities



## Tural Nabizade

Corporate Product Portfolio Manager, Product management and Product Development Expert, Product Management Evangelist

Azerbaijan | Marketing and Advertising

Current PASHA Bank OJSC  
Previous PASHA Bank OJSC, MSM LLC, Azercell  
Education University of Liverpool

Send a message

Endorse

500+  
connections



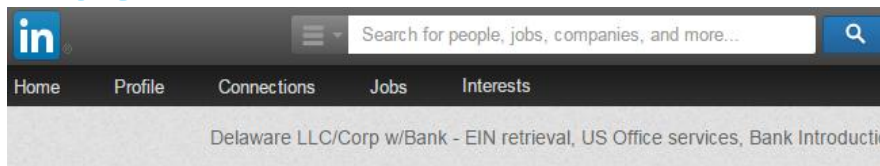
Education

### University of Liverpool

Master of Science (MSc), Global Marketing Management, Postgraduate Diploma  
2011 – 2013

### Baku State University

Masters, Ecology, Distinction  
1999 – 2006



## Sanan Mahmudov

Director of Marketing and Communications Department  
Azerbaijan | Banking

Current AtaBank OJSC  
Previous AtaBank OJSC, Bank Technique OJSC, Hidro Group, CBMC  
Education Baku State University

Send a message

Endorse

500+  
connections



Education

### Baku State University

M. Sc., Chemistry  
2007 – 2009

### Baku State University

B. Sc., Chemistry  
2005 – 2007



# International Graduate vs. Local Graduate



VS





## Kazakhstan Salaries Market / Review

		<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>**2015</b>	<b>2016</b>
1.	Planned review	19,0%	8,6%	9,8%	8,3%	8,2%	9,0%	5,3%
2.	Nominal growth of salaries	19,0%	8,6%	9,8%	8,3%	8,2%	6,5%	
3.	Real growth of salaries (including inflation)	11,2%	1,2%	3,8%	3,5%	0,8%	-2,9%	
4.	% share of companies doing annual review of salaries	100%	59%	45%	68%	70%	35%	35%

# Tendencies on labour market

- Crisis leads to redundancies in key economic sectors (finance, production, trade) fostering stronger competition for new jobs
- Current jobs in demand – engineers, IT, technical
- Volatility in markets caused by innovation requires constantly learning specialists / companies going deeper in universities and universities going deeper into corporate sector

## Technical Specialisation / Issues

Technical Universities prepare (in 2015) over 183 specialties and 463 qualifications approved in the classifier of the Ministry of Education & Science, which is revised every five years. Qualifier, containing all the specialties, which is being prepared, is not flexible tool to change the direction of training in accordance with the requirements of the market.



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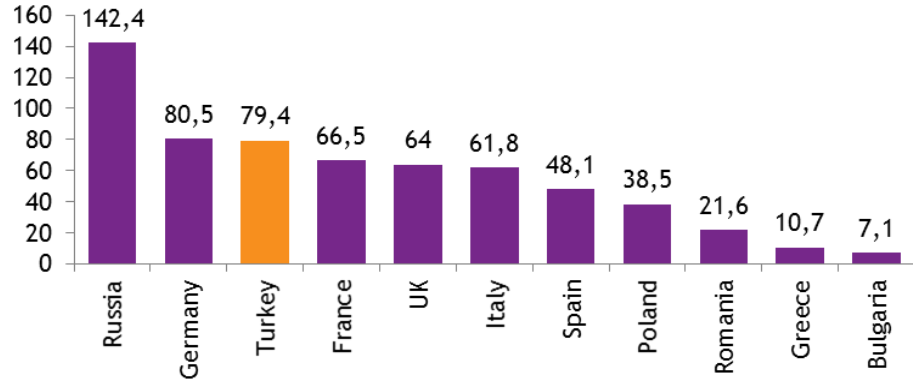
D.J.G. EXHIBITION FREIGHT SERVICES LIMITED

GeoXoLabs

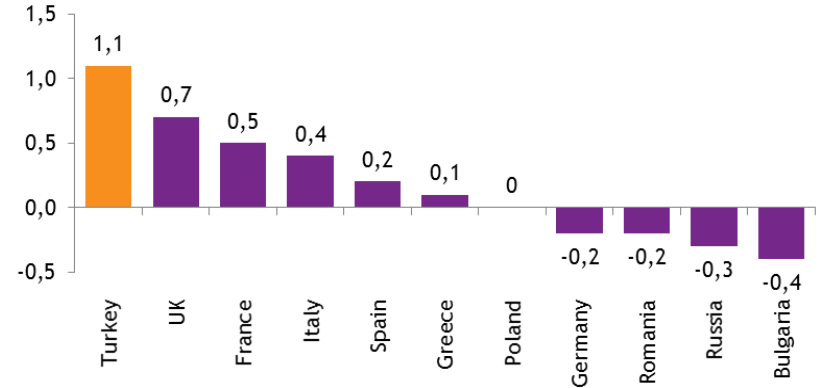


# Turkey Has a Sizeable, Young and Growing Workforce

Population Size (2011, m)



Population Growth (2010-15 CAGR, %)

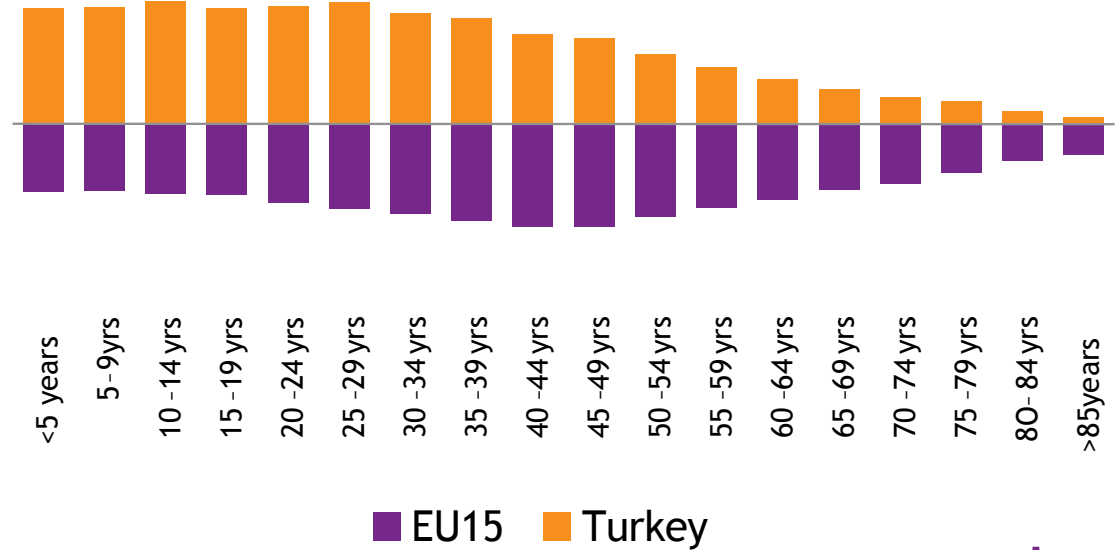


Source: (1)CIA Factbook, (2)Worldbank

Average age  
**30.7**

(TÜİK 2014)

### Split of Population by Age Group (2014)



Source: United Nations

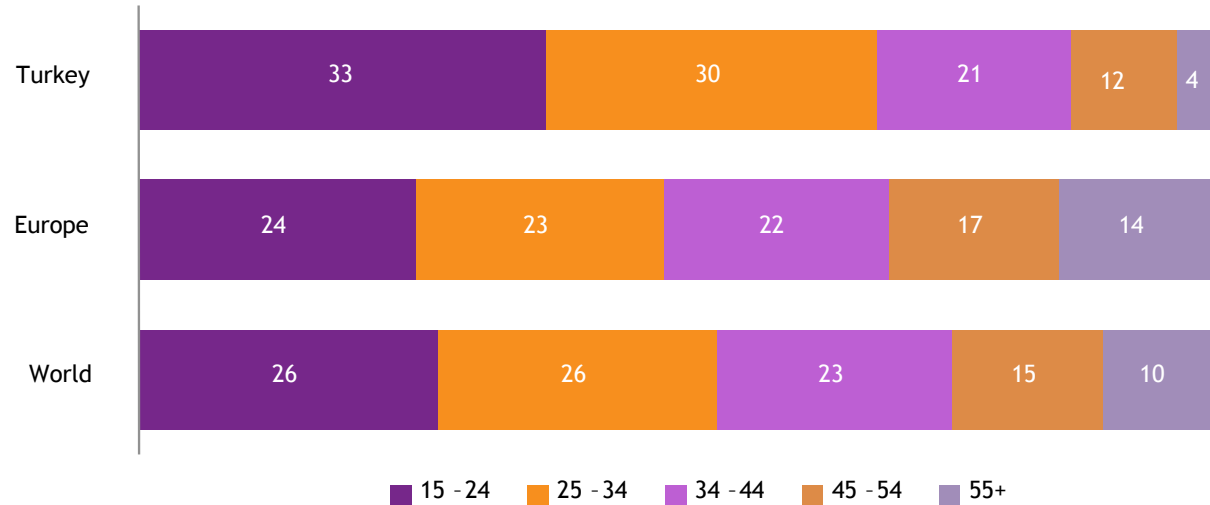


# Internet penetration

# 54.8%

(TurkStats 2015)

### Internet User Demographics (2014, %)



Source: Kleiner Perkins, United Nations

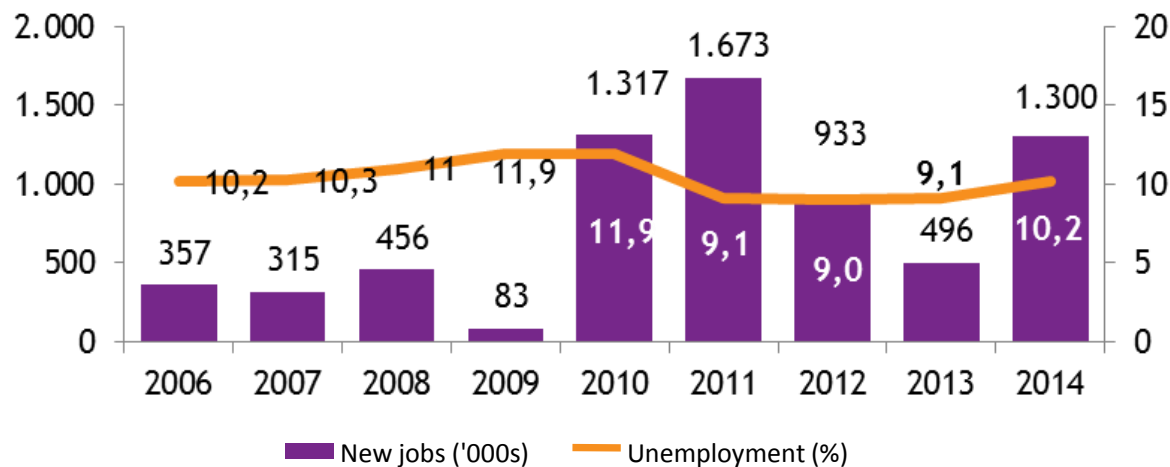


# Unemployment rate

# 10.1 %

(November, TÜİK 2015)

### Unemployment Evolution (2006-2014)



Source: Turkstat

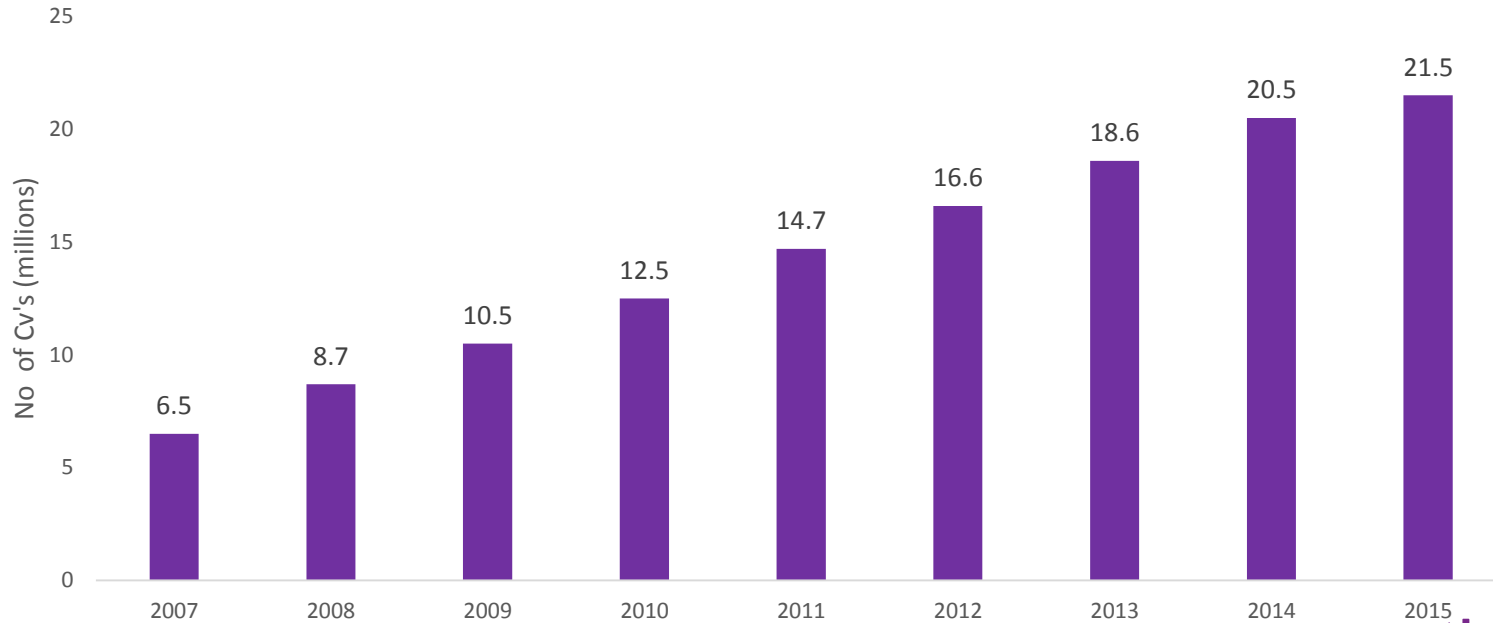


## About Kariyer.net

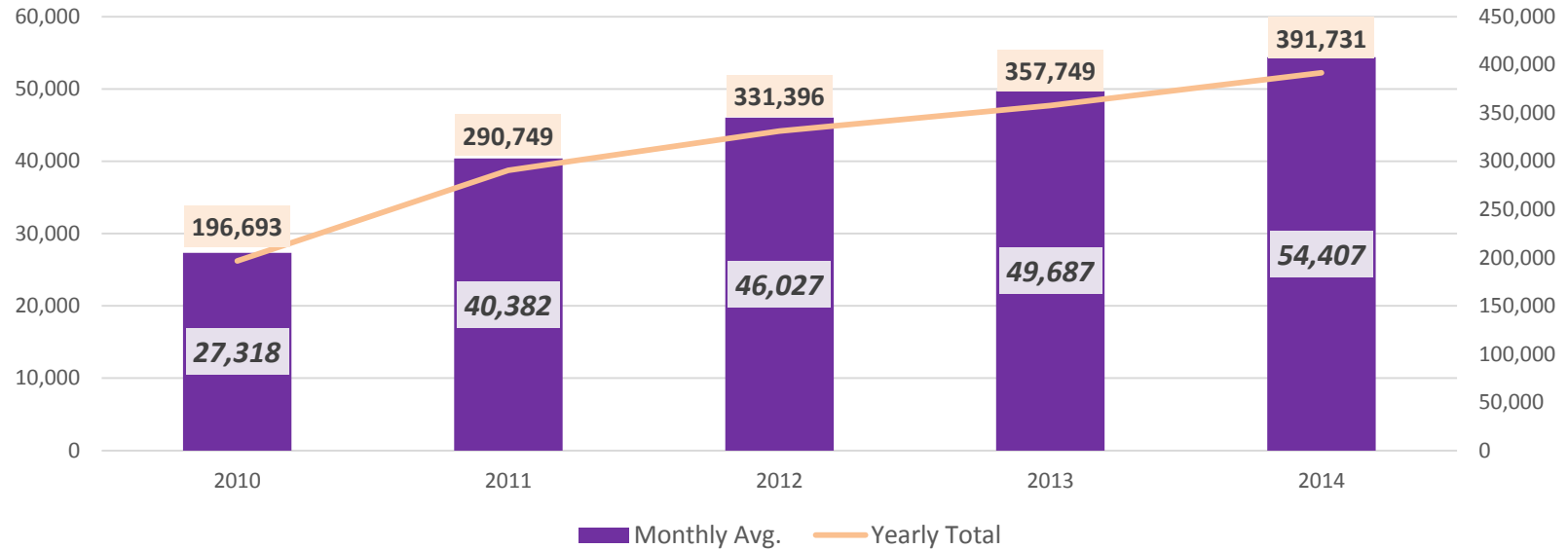
- Founded in 1999 and acquired by iLab Ventures in 2006
- Hosting ~21.6 million CV's
- Servicing ~65.000 customers
- 13 offices in 12 cities with 350+ employees
- Hosting more than 50,000 open positions every month



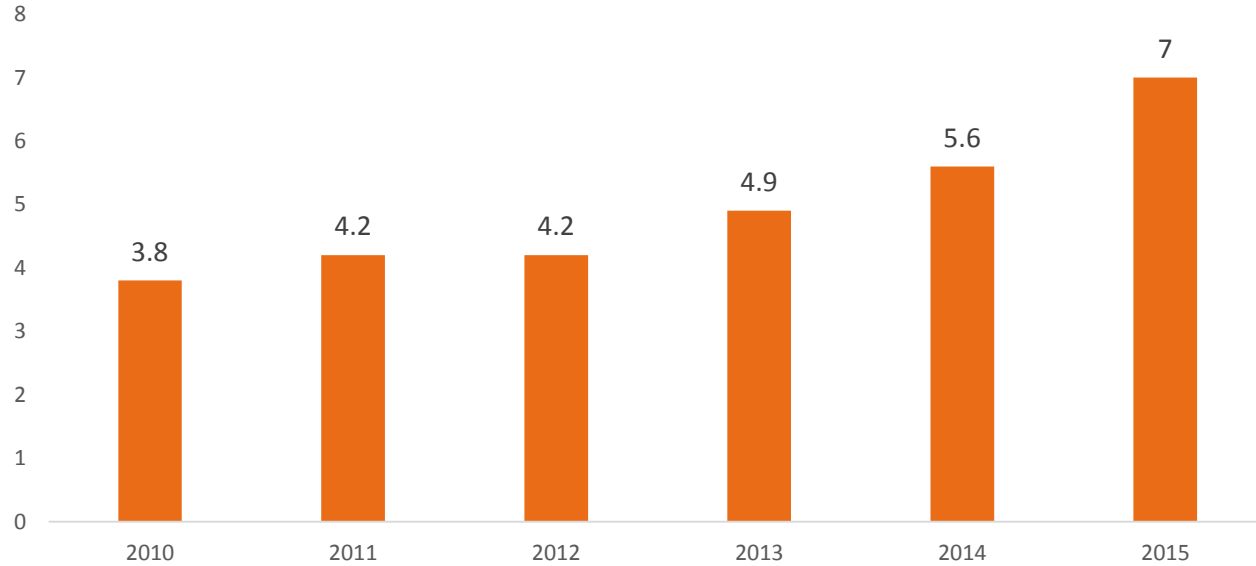
## Development in TR – Kariyer.net CV growth



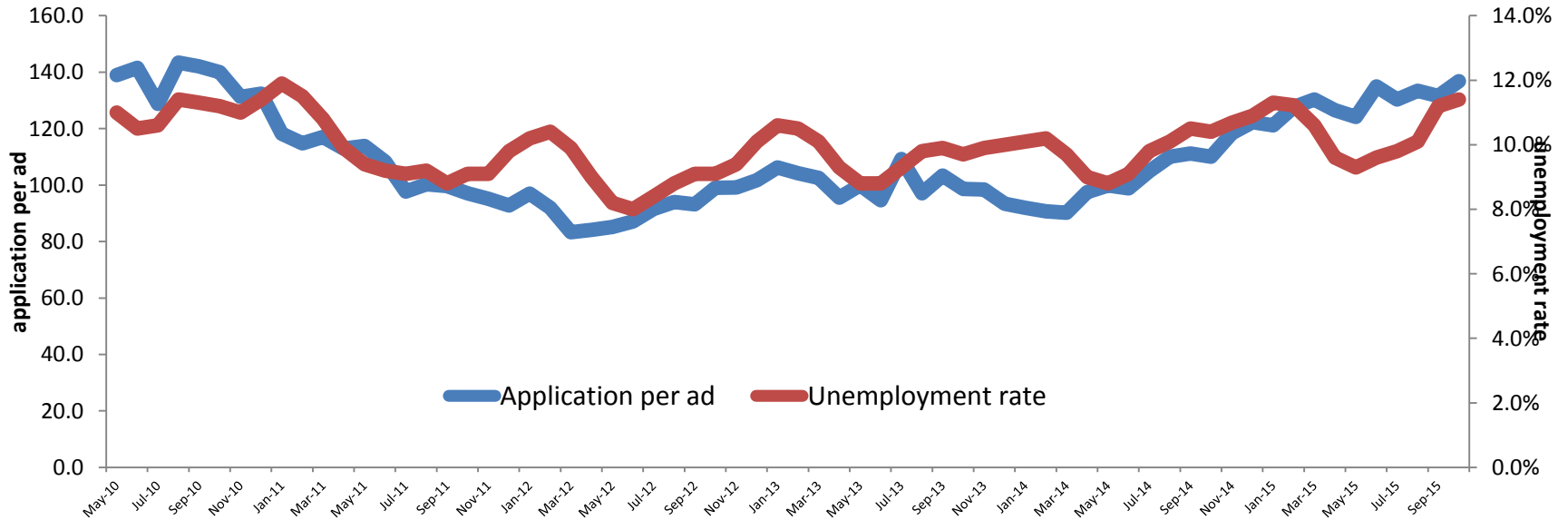
## Average Monthly Active Job Postings at Kariyer.net ('000s)



## Average Monthly Job Application (millions)



# Kariyer.net Job application figures show high correlation with turkish unemployment indeks





## The position with maximum applicants in 2015

- Intern
- Sales Specialists
- Call Center Agents
- Accounting Personnel
- Medical representative
- Cashier
- Security Staff





## The position with minimum applicants in 2015

- Brake Foreman
- Nuclear Engineering
- Squash Trainer
- Petrophysics Engineering
- Cyclotron Engineering
- Dry Process Personnel
- Expert Certification Engineering
- Total Productivity Management Technician
- Investment Engineering
- Manlift Operator



## Biggest Growing Occupations That Require A Collage Educations

(Positions that have the largest gap between job openings and hires)

- Registered nurses
- Software developers
- Medical and health services managers
- Network and computer systems administrators
- Computer system analysts
- Web developers

## Most preferred positions in leading sectors

### Textile

Customer Representative  
Modelist  
Designer

### Construction

Construction Manager  
Project Manager  
Real-estate Counsel

### Manufacture

Technic Artist  
Production Personnel  
CNC Operator

### Service

Customer Representative  
Real-estate Valuation Expert  
Health and Safety Expert

### Information Technologies

Software Developer  
Business Analyst  
Project Manager

### Health

Nurse  
Medical Representative  
Patient Consulting

### Automotive

Service Consultant  
Damage Consulting  
Production Operator

### Tourism

Receptionist  
Floor Services  
Cook/chef  
Guest Relations Officer

# Kariyer Akademi – Online Training Platform

Kariyer.net visitors prefer trainings to increase expertise & CV value



Human Resources Expertise

Social Media Expertise

General Accounting

Foreign Trading

Online Trading



Thank You

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