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Social partnership on the labour market, virtual job fair

Abstract. Virtual job fair is an online process where employers and job seekers meet each other in a virtual environment, using chat rooms, teleconferencing, webcasts, webinars and email to share information about work. Relatively new trends are so-called online job fairs or virtual job fairs. The use of modern technologies makes it possible to hire staff more efficiently than traditional recruitment methods. The article deals with modern methods of personnel attraction in the organization, such as online recruiting and social recruitment. According to the results of content analysis the scale and factors of internet usage by employers for personnel recruitment and by job seekers for job search were estimated. The analysis showed that the requirements and requests of employees and employers published on the Internet are generally the same.

Keywords: job fair, employment, labour market, youth, university, labor socialization and adaptation.

Introduction. Virtual job fairs have emerged as a dynamic solution to help employers and social partners break free from all restrictions associated with traditional recruitment activities. It is now possible to connect in a virtual environment that imitates the feeling of a physical event, but without the restrictive attributes that are known to be a source of frustration for job seekers. Virtual job fairs are changing the rules of social interaction. This raises questions about the effectiveness of such events. To what extent do they increase the level of employment of job seekers and how will they influence the labour market? Will the virtual job fair complement or become a new standard in recruitment and outline future research directions? In order to answer these questions, a content analysis of the virtual job fair was conducted in March 2020 using the Petrozavodsk State University as an example. The following indicators of virtual job fair were analyzed: advantages and disadvantages of virtual job fair, features of social online interaction, security and infrastructure; possibilities of virtual job fairs.

Virtual job fairs are a global strategy that reduces recruitment tensions in a socially uncertain environment. Virtual job fairs avoid the drawbacks of traditional job fairs and establish an interaction between a company and an applicant. It is worth noting that the virtual space promotes informal communication between social partners. Platforms of virtual events broaden the possibilities of work by differentiating and providing extended recruiting services. The concept

of the virtual job fair is that the applicant gets the opportunity to talk to experts and conduct online interviews.

The development of information technologies in the context of globalization has resulted in the transformation of the Internet into an information interactive environment. At the beginning of the XXI century, interaction in a social network became a common phenomenon not only for social groups, but also for professional communities. Information technologies have an impact on various spheres of society. Financial institutions and labour markets are among the most subject to transformations. Accordingly, the process of information exchange in labour relations is changing rapidly. With the advent of on-line portals for job search, thematic forums and social networks, a great deal of information about the situation on the labour market, open vacancies, specifics of employment and career development has become available.

The purpose of the study is to determine the possibilities of applying the virtual job fair.

Method - content analysis of university job fairs.

The subject of the study is a reference, which examines the identified units of analysis posted on the sites. Three virtual job fairs were organized in Petrozavodsk State University: online job fair for technical and engineering specialties "TECHNO.PRO", medical job fair "Med.PRO" and pedagogical job fairs "Education.Pro".

Categories of analysis:

- 1) Proposed areas of vacancies
- 2) Proposed professions
- 3) Main sections

In this study, the "**virtual job fair**" is a periodic event aimed at promoting employment through contact with the employer on the internet. Job fairs bring job seekers as close as possible to their employer and, if necessary, conclude a business contract, get a job referral or training.

Thus, the conducted content analysis of Internet publications allows to draw conclusions that in both documents it is possible to trace the general regularities:

- A wide range of vacancies is described.
- The sites represent a large number of types of professions, as these sites are all-Russian and collect information about all cities.

There are 1226 students registered for the online fair. Over 400 vacancies from 63 employers were posted at the Fair. During the week, participants could watch videos of participating companies, learn about vacancies and internships, get acquainted with presentations of employers.

Based on the results of the analysis of vacancies presented at the virtual job fair, we can conclude that the largest number of vacancies is in the field of retail - 72, information technology

- 54, advertising and marketing 51. It should also be noted that the most common professions are managers - 81, specialists - 74. The total number of all firms is presented.

Results. Great demand for people willing to work in sales. A wide variety of products and services are offered for sale - from mobile phones to business training, consulting services and corporate IT solutions. Working in this field is an opportunity to use not only your communication skills, but also your knowledge in the areas that are related to what you are offered to sell. The majority of such vacancies do not imply mandatory work experience - the ability to communicate with people, energy and desire to earn a lot of hard work is enough. This is due to the high turnover of staff in this area, as well as to the rapid impact of staff activities. However, it should be noted that the percentage of such vacancies to the total number of all vacancies is decreasing. This is due to the fact that there is a growing demand for specialists in specific areas who have received or are receiving training.

The second place is occupied by various job offers in the field of information technology. The greatest demand is for web-programmers, system administrators and specialists in IC systems. Growing economy and the desire of companies to use the latest technology to ensure the effective functioning of their business leads to the fact that more and more people are involved in this area. Young professionals who have just received or are being educated in this area, may well compete with more experienced employees.

The third place is occupied by vacancies for young specialists with economic education, and it should be noted that the demand for such specialists is growing rapidly. Marketing specialists as well as people with financial education are most in demand in this field. In the conditions of economic stabilization and economic growth, companies begin to pay more attention to their long-term plans, strive to organize business based on a well thought out strategy, and young specialists with good training in economics are increasingly in demand.

Other most frequently occurring types of vacancies offered to young specialists are all that is connected with accounting, positions of secretaries, administrators, positions for people with technical education (here specialists who are able to work with systems like AutoCAD and specialists in the field of preparation of technical documentation are most in demand). Many different vacancies were included in the category "Others" - from couriers, merchandisers and interviewers to designers, HR managers, lawyers and heads of technical departments.

Analysis of companies and job offers for young people¹:

¹ Doctors, B.Z. Sociology in Russian Internet: At the beginning of a long way (in Russian) / B.Z. Doctors, A.E. Shadrin. - Moscow: Russian Network of Information Society, [Electronic access]: <http://www.isn.ru/sociology/public/sociology.htm>.

1. Production - state companies developing and producing various kinds of equipment. They take students for internships, and these companies mainly need specialists of specific specialities and often graduates of specific universities.

2. Trading companies - companies engaged in various kinds of trade. Trading companies mainly need sales agents, and the specialty that applicants received at the university does not play a significant role for them in this case. Under these conditions, companies either take graduates and train them themselves, or prefer to take employees with experience in the field.

3. Commercial - companies engaged in commercial activities not connected with trade. They also take students for internships, and organize various trainings for their employees, which increases the attractiveness of these companies.

Information technology, and the Internet in particular, plays a significant role in the work of HR managers.

The Internet attracts managers because it provides free access to a huge amount of various information. At the same time, it is important to know the technology of searching for the necessary information, be it news of the HR market, changes in the Russian labour legislation, databases on job seekers, proposals of HR agencies, announcements of conferences, seminars and trainings, etc.

Information on the Internet is usually public, access to it is free. Exceptions are commercial sites, which can be accessed only after payment and registration. Many sites require free registration to work with information, which consists of completing a questionnaire and assigning the visitor a name and password for further access.

For job seekers, placing a resume on specialized recruiting sites, as well as on the web pages of potentially interested companies is one of the most common methods of job search. But here it is extremely important to correctly define your career development goals and choose a search strategy.

It is also worth noting that most of the resources are targeted to employers and intermediaries as the main payers of services. Services for job seekers, which are provided by resources, are focused on the situational task of selection of vacancies, rather than on the career development of specialists, the purpose of business development of the resources themselves - to fill the bank CV, increase the number of visits and their own rating.

The electronic recruitment market in Russia is very young, has high growth rates, and many processes of development of this market are spontaneous. In this regard, there are no clear criteria and standards yet.

Typically, most job seekers are on the path of least resistance and use to assess the feasibility of a particular site to find a job the simplest evaluation systems: rating and attendance

of the site or advice from friends. Often the search strategy is reduced to a non-systemic "throwing" resumes and expectations.

Today, the problem of employment and job search is one of the most urgent in modern Russian society.

Internet advertising, at least in a certain way, has significantly changed the entire HR process. There are four differences between Internet-routing and the traditional method:

1. First, the emphasis in Internet advertising is on attracting candidates. As a result, the marketing orientation characterized this area.
2. The second assumption is that the use of the Internet makes it much easier and faster for candidates to apply for a job. In previous years, job search took more time.
3. Third, it is usually assumed that important information about an organization can be obtained through the Internet. The use of the Internet allows organizations to pass far more information in a much more dynamic and consistent way for candidates than was the case in the past. Applicants can therefore have much more information at their disposal before they even decide to apply for a job than in the past. Thus, unlike in the past, when a candidate may have applied for a job based almost on information, today's candidate may have considered a significant amount of information about the organization before choosing to apply.
4. The fourth assumption is that applicants can be forced back to the website. The basic concept of using the Internet is that websites can be designed to attract and maintain user interest. Different procedures have been developed to maintain customer interest in the website, such as cookies, which allow the website to immediately recall customer preferences. Efficient internet recruitment programmes. Applicants apply and return to the website every time they look for a new job.

The role of social networks as a link in a "job seeker-employer" relationship is determined by the nature of Internet connections. Although they are generally weak, this does not diminish their importance. M. Granovetter described the effect, called the 'force of weak links', according to which weak interpersonal links, usually ignored by most researchers as insignificant, are a powerful mechanism of social mobility as opposed to strong links, as they provide information that is most different from that available to the subject himself⁶. In the opinion of respondents, it was social networks that helped them to establish contact with the 'right' people.

At the same time, Internet communication does not replace traditional practices of social interaction, but transforms them and replicates them in a new way in the online space⁷. This type of interaction is real both in terms of its content and consequences. Just as practices and forms of

interaction in everyday life change under the influence of the Internet, they also affect the area of labor relations. As the Internet penetrates the social life of different generations, its role as an employment tool is expected to increase everywhere.

The communication role of the Internet is to make it much easier and cheaper for employees to communicate with employers and resellers. Modern communication channels during the recruitment process include:

- electronic mail;
- audio and video conferencing (Skype, etc.) for interviews;
- instant messaging services (messengers) for prompt communication between the applicant and the employer or the recruiter;
- sites with specialized CV submission forms;
- electronic portfolios.

The obvious advantages of the Internet do not detract from some of the costs generated by its use.

1. Reliability of information. The information published in the network about a workplace or a candidate for it can be incomplete or even incorrect, and possibilities of their check - are limited. In this regard, recruitment is almost never done without the personal contact of the applicant with the employer. As shown in the study, quantifiable information is the most in demand on recruiting sites, while screening is performed by companies themselves, which deepens information asymmetry between employers and employees and increases companies' search costs.

2. Increased search and selection time. Expanding the number of potential job applicants may slow down the search and screening for suitable candidates. In turn, the number of jobs available to a job seeker may also increase the period of employment.

3. The speed at which technology is updated. The experience of some workers in using the Internet may not be sufficient to participate in a video conference interview.

Conclusions. Thus, from a potential advantage, the Internet becomes an obstacle to employment. Employers are less likely to experience such difficulties, but the lack of technological competence may also be a negative factor for them. Internet search as one of the possible ways of employment helps to change the situation for the better, and today is one of the popular ways to find a job and display active work position.

Thus, within the framework of measures stimulating youth employment, the organization-employer gets an opportunity to plan and forecast the situation for further development of strategy and tactics of realization of personnel policy of the organization.

Conducting activities to promote youth employment stimulates the improvement of the mechanism for the organization of temporary employment of students, attracting the attention of

employers to its labor potential, the opportunities of the youth labor market, the creation of infrastructure for the organization of work of students and a single information space for temporary employment of high school students, as well as students of primary, secondary and higher vocational education, attracting young people to the real sector of the economy of the city.

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