

Global Skills and Abilities for Economic Fresh Graduates in Romania. Analysis of Employers' Demand for Global Competences Through Online Ads

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Abstract

Literature recognizes that labour market presents particularities that lead to imperfection in the formation of the demand and supply of competences. Also, in late years, many companies have more and more cross - border operations and are looking for employees that have skills and abilities that give them the ability to perform in a globalized environment. Furthermore, studies conducted along the years showed that it is difficult for universities to have a clear projection regarding the demand for skills and abilities and for that reason, curricula are harder to keep up with the real trends registered on labour market. For that motive, a periodical analysis of labour market requirements is necessary for each profession and for different employment levels. Starting from these considerations, in this study, it is proposed to identify the skills and abilities demanded by employers through online ads for entry level higher education Economist vacancies in Romania. The methodology is based on a qualitative method: the content analysis of LinkedIn ads for entry level higher education Economist and the used instrument is the contingency matrix. For the present analysis, there were used 200 nonrepetitive ads recorded on LinkedIn Romania for junior higher education Economics, between February and July 2024. The results show that, in general, regardless of job main duties, employers want to recruit graduates that have specific skills and abilities which help them to perform and adapt to a diverse and internationalized work environment.

Keywords: Labour market; HE graduates; global skills and abilities (GSA); online job ads data; LinkedIn.

JEL Classification: J23; F66; I23.

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1. Introduction

In today's business environment the competition and the collaboration between national (local), international or multinational companies is much tighter than decades ago. The competition implies, on one hand, the trade market competition of products and services and on the other hand, the selection of the best employees that will lead to companies' value maximization. The collaboration wears various forms from the development of new businesses locally, internationally or even worldwide to casual business relationships related to trade, production or services. These new market conditions lead for each individual company, regardless of its size and openness to international markets, to the reconfiguration of the entire

organizational process. That implies on one hand the use of new technologies in companies (from product development and services to distribution and customers relations) and on the other hand recruiting employees with the necessary skills and abilities for using the new technologies and to solve various problems including cross-border operations. More specific, for Economics' graduates, the labour market comes with a series of challenges related to the increased importance of the digital market era that implies demonstrating advanced IT&C skills and the ability to communicate efficiently with colleagues and clients. In these circumstances, the article proposes a labour market analysis at employee level regarding the global competences necessary for the new business conditions. In this regard, in the literature review section, are mentioned:

- a) the types of investigations that have been carried out in order to identify the demand and supply for competences on labour market;
- b) the types of skills and abilities identified by other studies that are the most required by employees when recruiting employees that are prepared for a globalized economy.

For the present research, the online job ads were used as resource for the analysis of demand for competences. The study is starting from the research question: What are the global skills and abilities demanded by employers from young higher education (HE) graduates of economic studies in Romania? Also, it follows a qualitative method research: the content analysis of job ads for fresh graduates of economic higher education studies based on a contingency matrix with each employer from a total of 200 selected job ads. The jobs announcements selection was performed for a period of six months, from February to July 2024.

The obtained results show that there are at least 10 global skills and abilities demanded from young graduates of HE Economics in Romania. Also, the present analysis shows the employers' preference for graduates that are career oriented, well organized in their work and show both flexibility and commitment for learning new procedure/ updating their knowledge specially to improve the IT&C skills and abilities that include the use of database and specific professional (Financial or Accountancy) IT programs. The present research is important specially for universities because, in general, they want to know to what extent recent graduates have the skills and abilities demanded by employers. Thus, an analysis targeting the entry level jobs for fresh graduates of economic studies is important, in particular, for Economics' universities from Romania and from countries with similar conditions on labour market and in general, for those interested in labour market evolution within the global competences demand.

2. Literature Review

Labour market is considered more imperfect than other markets since employers usually impose the demand and they can choose the best employee dictating also the employment conditions (Krajewska & Krajewski, 2020). Also, in late years, the new work conditions (hybrid, distance) allowed employers and employees to cooperate in flexible work conditions. Even if these conditions are considered beneficial for both (employers and employees), they came with a series of challenges related to the use of new technologies and IT&C programs, time management, work organization and distance collaboration with different teams and clients (from the country of origin or abroad) in order to fulfil the tasks and to deliver the results according to the schedule.

The studies undertaken in labour market research targeted, in general, the supply and the demand for competences and also the regulations imposed by state institutions to adjust certain market imperfections.

For the present article it is of interest to highlight the types of investigation that are usually utilised to determine the labour market supply and demand for competences. These types of researches are usually undertaken by researchers from HE institutions or state institutions/ political and economic organizations and also by human resources (HR) companies. In late years, researchers from universities developed many studies/ research projects in order to identify whether or not their graduate students find suitable jobs. Starting from this main objective, the studies targeted also various aspects regarding the competence formation (or the supply of competences) such as: a) the type of activities that lead to competence formation (Brandenburg et al., 2020; Carciu & Mureşan, 2020; Chouc & Calvo, 2010; Ji, 2020; Leask, 2015; Laguna-Sanchez et al., 2020; Nicolescu & Nicolescu, 2019; Mohanu et al., 2020; Stallivieri & Vianna, 2020), b) curricula and teaching methods that are most suitable for providing students with competence in accordance with employers' demands (Habets et al., 2020; Monteiro et al., 2020; Wiers-Jenssen & Støren, 2020; Gora et al., 2019), c) partnerships with employers for providing the students' access to practical experience (Marinaş et al., 2018; Matthews et al., 2009; Caballero et al., 2020) and d) other activities that could include students' professional tracking after graduation or projects developed in cooperation with research/ governments' institutions etc (Habets et al., 2020; Hojda et al., 2022; Cojocariu & Dămian, 2017; Păcurariu, 2019).

For competences demand, researchers developed also various studies. Some examples of subjects targeted by studies are: a) the analysis of job adverts (Bernhard & Russmann, 2024; Kahlawi et al., 2023; Pirog & Hibszer, 2023; Suarta et al. 2018) or direct investigation through interviews or focus groups with employers (Deaconu et al., 2014; Gawrycka et al., 2020), b) the analysis of state implication in elaborating some specific legislation to reduce unemployment and to determine employers to hire recent graduates (Alexe et al., 2014; Krajewska & Krajewski, 2020), c) the analysis of international organizations implications in providing some key regulations in order to encourage employability of various professions, young graduates or to encourage professional conversion and the long life learning in order to achieve key competences for employment (EC, 2019; ILO, 2015; OECD, 2016) and d) other studies that combine various types of analysis at government, employers or employee level (Alexe et al., 2014; Wronowska, 2018).

Even if these studies have different approaches, their results show that, in general, the competences needed for employment are those related to profession (professional competences) combined with a series of interpersonal skills and abilities that can be transferred from one job to another.

Another important aspect highlighted by literature is that, in late years, many companies want to hire graduates that already have practical experience and are open to learn new procedures and to integrate into the organizational culture that is becoming more and more open to internationalization and digitization (Pinzaru et al., 2017). In that new conditions, the competences sought for employment are those related to cooperation and communication in various teams: a) multidisciplinary teams (Cleveland & Cleveland, 2020; Fryczynska & Ciecierski, 2020) and/or b) multicultural teams (Ala-Louko, 2017; Lourenco et al., 2020; Pinto, 2018; Yari et al., 2020), ability to adapt and learn quickly (Deaconu et al., 2014; Tims & Akkermans, 2020) and to use various IT&C operational programs including digital and virtual platforms (Radermacher et al., 2014). Considering the need to prepare graduates for the

challenges of the global labour market (Pinto, 2018), the needed skills and abilities for the labour market integrate also the international, intercultural and global dimensions of competences at both national and international level (Knight, 2004; Pinto, 2018).

Starting from these considerations, in the present research will be used the skills and abilities belonging to four groups of competences that are recognized globally: a) International, b) Personal, c) Workplace related and d) Practical (Butum et al., 2020). These global skills and abilities are detailed and categorised in **Table 1**. The professional competences were not detailed and analysed in the present research as all the selected announcement required the graduation of HE Economics and professional knowledge in accounting/ finance/ marketing/ business and international economics, so is understood that young graduates must have that type of competence.

Table 1. Global skills and abilities required by labour market through online ads

Global skills and abilities (GSA)
International skills and abilities:
Communication and ability to work in teams (GSA1)
English language proficiency (GSA2)
A second foreign language proficiency (GSA3)
Understanding the international political, economic and business context (GSA4)
Ability to work in multidisciplinary teams (GSA5)
Ability to work in multicultural teams (GSA6)
Personal skills and abilities:
Integrity and professional ethics (GSA7)
Adaptability and stress resilience (GSA8)
Initiative and proactive can-do attitude (GSA9)
Workplace related skills and abilities:
Planning and time management skills (GSA10)
Organization and attention to details (GSA11)
Problem solving (GSA12)
Orientation towards customers and results (GSA13)
Critical thinking (GSA14)
Practical skills and abilities:
Correct use of principles and theoretical knowledge in practice (GSA15)
ICT skills including the use of data base (GSA16)
Numerical skills including the ability to use data/ statistics (GSA17)
Ability to understand the business reality (GSA18)

Source: Butum et al. (2020)

3. Methodology

The objective of this research is to identify the skills and abilities demanded by employers through online announcements for entry level job vacancies (HE Economics' graduates) in Romania. Recent literature (Bernhard & Russmann, 2024; Kahlawi et al., 2023; Pirog & Hibszer, 2023) demonstrated that online ads represent the best source of information regarding employers' demand for competencies. Thus, in present study, it is used for analysis the information of online ads from a popular recruitment platform.

The research question used is: *What are the global skills and abilities demanded by employers from young HE graduates of economic studies in Romania?*

The research method applied is the content analysis of job ads for fresh graduates of economic higher education studies.

To achieve the research goal, the LinkedIn online employment platform was used in data collection and analysis of employers' demand for global skills and abilities. Studies that analysed the use of online social networks (Ollington et al., 2013; Zide et al., 2014) showed that, of all the labour recruitment networks, LinkedIn is the most used online platform in employee recruitment field with an impressive presence of both SMEs and the 500 richest companies worldwide. The online recruitment social network LinkedIn has experienced a spectacular development at the global level, reaching over 900 million users from all over the world (Bondar, 2023). Also, an analysis of user profiles, respectively of employers' requirements showed, on the one hand, that students update their professional profile, offering a much more serious image once they reach the last year of study, and, on the other hand, that employers prefer complete profiles that include the skills possessed by candidates, skills that are necessary for employment (Zide et al, 2014). In addition to the above, it can also be added that in most Google searches related to a specific person, the LinkedIn profile is the one that appears among the first search results, that represents an advantage for students in promoting their own professional image (Cooper & Naatus, 2014). In conclusion, the approach to analyse the content of LinkedIn job ads for young graduates presents the following advantages:

- 1) the platform is used by the current generation of graduates from all over the world;
- 2) the platform has search engines that will facilitate the selection of only certain announcements – in this particular case, announcements for junior Economist positions/graduate of economic studies with application in Romania;
- 3) the most important 500 companies at international level are present on LinkedIn, but also national companies, especially those active on international markets.

The present analysis focused on the identification of announcements for Economics graduates that include at least 3 global skills and abilities. The ads monitoring and selection was made between February and July 2024, resulting a number of 200 active and non-repetitive job ads for young Economists, from the LinkedIn network, from Romania that were analysed in the present study. The analysis is based on synthesizing the data from the employment advertisements using a contingency matrix (Chelcea, 2001: 230) with each employer as presented in Appendix. Also, the Appendix presents, in detail, the collected data related to the analysed job ads: the name of the company that promoted the announcement, the targeted position, the type of company (operating at a) national, b) international or multinational level and c) human resources companies – HR), the language of the announcement and the global skills and abilities (GSA) required for employment.

In a more synthetic form, this information is presented in Table 2: 1) the position specified in job ads, 2) ads language, and 3) the company profile.

Table 2. Synthetic information regarding the data collected through online job announcements for HE graduates in Romania

1) The position specified in the selected job announcement for HE Economics graduates in Romania (February- July 2024)	Number of ads
Economist (without specifying the department)	52
Economist for marketing department (marketing specialist, graduate of Economic HE)	28
Economist for financial department (financial analyst)	44
Economist for financial and accountancy department (accountant, graduate of HE)	76
2) Ads language	
English	119
Romanian	81
3) Company profile	
International/ multinational	127
Local	43
Human resources companies - HR	30

Source: Authors. Synthesis of job announcements from LinkedIn

The announcements published in both English and Romanian language contained various titles for the 4 main categories as presented in *Table 2*. For example: for the position of Economist for the marketing department, the announcements were selected for junior Economist for marketing research, junior market data analysis, Social Media Marketing Specialist - entry level, Online Marketing Specialist – entry level, junior Economist marketing, marketing assistant, graduate of Economic HE; for the position of Economist for the financial department, the announcements were selected for junior Economist for credit analysis, financial analysis and reporting of financial statements; and for the position of Economist for the accounting department, the announcements were selected for junior Economist for financial accounting department (accounting records, audit, tax and accounting reporting, including international reports in companies with international activity). From the total of 200 ads, 119 were in English and 81 in Romanian. An interesting aspect regarding the company profile is that more than half announcements (64%) are from companies that are operating at international level. Among them are also fond Romanian companies that started their activity exclusively in Romania and in late years have expanded their business abroad (e.g. eMag, Sameday etc), Romanian companies that in present have foreign shareholders (e.g. BRC, BRD, Help Net, Allianz etc.) or companies created from the beginning with foreign partnership (e.g. Synevo). The difference is given by 15% of announcements posted by HR companies and 21% posted by companies that are operating exclusively in Romania.

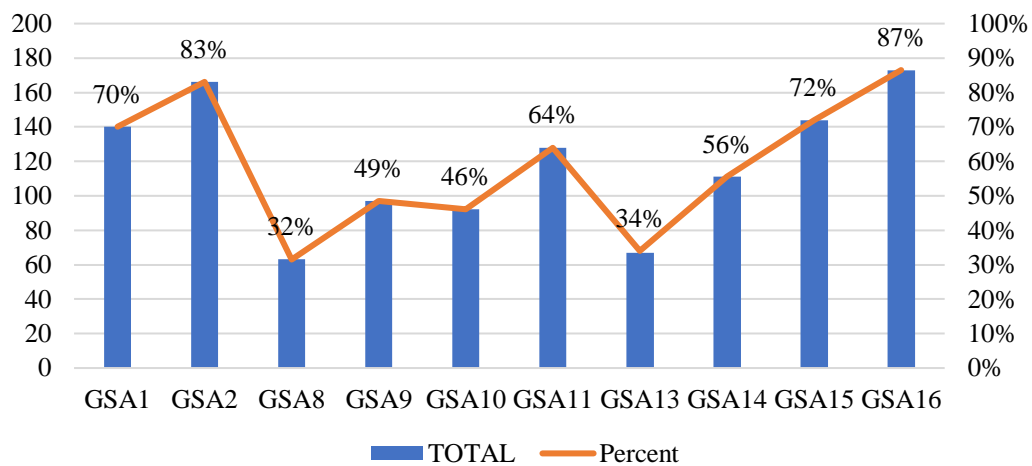
4. Results and Discussion

The results obtained from the contingency matrix show that a number of 10 GSA are the most frequent in employers' announcements, being present in over 30% of the ads as presented in *Figure 1*.

These GSA refer to all four core groups of global competences: a) International, b) Personal, c) Workplace related, and d) Practical. However, the Practical skills and abilities present a higher appearance in job ads: 87% for 'ICT skills including the use of data base' (GSA16) and 72% for 'Correct use of principles and theoretical knowledge in practice' (GSA15). From the International core group of global competences, 'English language proficiency' (GSA2) and 'Communication and ability to work in teams' (GSA1) have a significant presence in online

job ads: 83% respectively 70% of selected announcements. These GSA are followed by ‘Organization and attention to details’ (GSA11) with 64% and ‘Critical thinking’ (GSA14) with 56% from the core group of Workplace related skills and abilities and ‘Initiative and proactive can-do attitude’ (GSA9) with 49% from the core group of Personal skills and abilities.

Figure 1. GSA in LinkedIn job ads for HE Economics fresh graduates



Source: Authors. Synthesis of job announcements from LinkedIn

Also, a detailed analysis based on the information provided in Appendix shows that the GSA required through job ads follows only a slightly correlation with the company profile. Thus, if calculate the median for the number of GSA present in the announcements, for local companies, HR companies and companies operating at international level, results only a slightly higher number of GSA requested by the companies that operating their business in international markets as presented in **Table 3**.

Table 3. The median number of GSA advertised in announcements by company profile

Company profile	The number of GSA present in job ads (Median)
International/ multinational	7
Local	6
Human resources companies - HR	6

Source: Authors. Synthesis of job announcements from LinkedIn, Median calculation

This means that, regardless the company profile there are announcements through which employers demand a diverse range of GSA, the median value being 6 GSA for local and HR Companies and 7 GSA for the companies that operate at international level.

Some announcements examples that are requiring more than 7 GSA for employment shows that, in general, these include part of the 10 GSAs presented in **Figure 1**. For example, a job announcement posted in English language by a local company for junior financial specify that the ideal candidate has *”Bachelor Degree in Economics, knowledge in the field of financial and accounting legislation, knowledge of Microsoft Office package (Word, Excel, Visio, Power Point), participates and draws up work procedures/instructions, actively collaborating with the other operational departments, maintains collaboration with suppliers in view of contractual budgets; Ability to analyse, synthesize, logical deduction, problem solving and result oriented; Very good communication skills and team integration;*

Knowledge/Understanding of the verification flow, contract validation; Organized and ambitious person; Solid principles of professional ethics.” This announcement includes 11 GSA.

Another job announcement posted in English language by a multinational company for junior marketing, includes 8 GSA: *”University degree in marketing; economics; business or similar; Fluent in English (spoken and written); Proficient user of Microsoft Office Suite; Minimum 2 years in a similar position; Furthermore, you are flexible and have a hands-on mentality. You are motivated to work in a dynamic, challenging and high - performance work environment; We are looking for a team player who is result- and solution-oriented; send us your CV today; If you are a person with a positive attitude and open to learning new things join our team and work in a challenging and dynamic company...”*

Also, a job announcement posted in Romanian by a HR company for Junior Economist, includes 7 GSA: *“University degree in Economics, minimum 2 years of experience in a similar position, advanced knowledge of MS Office (Word, Excel), knowledge of English language advanced level, Knowledge of an ERP system is an advantage, Excellent analysis and synthesis skills, very good communication skills, organization, planning and attention to details.”*

These examples came to complete and highlight the results presented in **Figure 1**. Thus, the employers are looking for employees that have strong ICT skills including the use of data base, already have work experience and they can correlate the learned theory with the practice at workplace. In general, the work experience is equated with internships or volunteering programs. One such example is given by a job announcement posted in Romanian by a multinational company for Junior Economist: *“...involvement in extracurricular activities such as participating in students’ organizations, volunteering or scientific sessions...”*. These results confirm other studies outcomes who showed that the practical skills and abilities can be obtained through internship or volunteering as extracurricular activities (Matthews et al., 2009; Nicolescu & Păun, 2009; Teichler, 2018; Marinaș et al., 2018).

Regarding the ICT skills, since the ICT operational programs expanded their use in diverse business process (Kahlawi et al., 2023), it is important for Economics’ graduates to keep up with the latest programs used in the financial and accounting field proving ability to learn and adapt. Also, in the digital marketing era, it is important for graduates to demonstrate that they already own basic information regarding online platforms, social media and content management. In this sense, a conclusive example is the announcement of a local company for junior marketing *“Social Media Marketing and Social Media Content Creation skills, Digital Marketing and Marketing skills, Strong communication skills, Bachelor's degree in Marketing, Communications or related field, Experience in social media management and content creation, Experience with social media management tools for scheduling and analysing performance, Strong understanding of digital marketing landscape and trends, Excellent written and verbal communication skills in English and Romanian”*. Thus, for recent graduates is important to prove, on one hand, that they understand the use of theoretical concepts in everyday practice and on the other hand, that they are willing to renew their IT&C knowledge.

Regarding the International skills and abilities, the information presented in the Appendix shows that the employers with a more openness to global markets require also other competences than those presented in **Figure 1**. Among them, it is worth mentioning the demand for *”A second foreign language proficiency”* (GSA3) (German and French) with a presence of 12% in the total of analysed job ads.

For the Personal and Work-related skills and abilities, the employers require also other GSA than those presented in **Figure 1**: ‘Integrity and professional ethics’ (GSA7) and ‘Problem solving’ (GSA12) with a presence of 17% respectively 20% in the total analysed job ads. A conclusive example of an ad that includes also these GSA is posted in Romanian language by a local company for recruiting a junior accounting: “*Higher studies in the profile of mathematics/ informatics and/or economic studies....English knowledge – advanced level, Office package – Excel (advanced level), Word, Power Point; financial modelling skills and use of specialized software are an advantage; ability to anticipate, good capacity for analysis and synthesis, efficiency in solving problems; Increased attention to details and analytical skills, maintaining confidentiality, ethics and responsibility, Initiative and punctuality.*” Thus, when recruiting fresh Economics’ graduates, companies are looking for capacity of synthesis and analysis, problem solving, attention to details, confidentiality and ethics.

Also, the companies are looking for employees that have knowledge of English language, ability to communicate and be a team player, have the ability to organize and plan their work and are able to integrate in organizational culture. These skills and abilities were also highlighted by other studies. For example, a study conducted by Azim et al. (2010) mention that the employees’ capacity to solve complex problems is important for the good function of a multidisciplinary team. Also, Yu et al. (2005) identified that professional ethics, the ability to take initiative, to adapt and self-control are very important for the international business environment. Furthermore, a study conducted by Tsirkas et al. (2020) recognized that skills and abilities like flexibility, positive attitude, professionalism, responsibility, team spirit and professional ethics are important for complex work situations.

All the global skills and abilities demanded from fresh graduates of Economics’ studies, highlighted by the present analysis, comes from the necessity to successfully adapt to “uncertain challenges pose by disruptive innovations in the present business environment” (Bhagra & Sharma, 2018) and are also emphasized by studies conducted worldwide. To the above examples, can be more added, the studies that considered the newest requirements of the labour market and which showed that in globalized environment, the most important skills and abilities are: *Communication skills and the ability to work in teams* (Cleveland & Cleveland, 2020; Ji, 2020), *English language proficiency* (Monteiro et al., 2020; Polyakova et al., 2020), *Adaptability and Initiative (proactive can-do attitude)* (Cleveland & Cleveland, 2020; Ken & Cheah, 2012; Roux & Jager, 2016; Monteiro et al., 2020), *Planning and Organization skills and abilities* (Monteiro et al., 2020), *Orientation towards customers and results* (Roux & Jager, 2016; WEF, 2020), *Critical thinking* (Monteiro et al., 2020), *Correct use of principles and theoretical knowledge in practice* (Marinas et al., 2018; Robles, 2012), *ICT skills including the use of data base* (Monteiro et al., 2020; Radermacher et al., 2014; WEF, 2016).

5. Conclusion

To summarize the above results, we can highlight some important ideas:

- 1) The analysis revealed that 10 global competences are present in over 30% of the analysed announcements for fresh graduates of Economics’ studies;
- 2) There are only slightly differences regarding the number of GSA present in the ads promoted by local, HR and international/ multinational companies. Thus, the median number of GSA for local and HR companies is 6 and for the international/ multinational companies is 7; This might

indicate that even the local companies have ongoing activities that involve abroad collaborations or projects developed with international companies and for that reason the demanded GSA are similar with those imposed by multinational companies;

3) Even if some GSA are less present in the analysed selection of announcements promoted during February to July 2024 on LinkedIn, they are also significant as some important employers demand these GSA from fresh Economics' graduates;

4) All the global competences analysed in present study are necessary for fresh graduates (regardless their field of study) to find a job anywhere in the world (Leask, 2015; Liu et al., 2020).

5) Since the labour market is considered more volatile and imperfect, the present study indicates some key GSA recorded in the analysed period and the obtained results are influenced by the employers' requirements at this point in time;

6) The results show that even for entry level jobs, the employers want to recruit employees that can prove practical experience either with internships, volunteering and work during university studies or active implication in research and other extracurricular activities during their studies;

7) In today's globalized environment it became mandatory for fresh graduates to demonstrate GSA like: Communication skills and the ability to work in teams, English language proficiency, Adaptability and Initiative (proactive can-do attitude), Planning and Organization skills and abilities, Orientation towards customers and results, Critical thinking Correct use of principles and theoretical knowledge in *practice* and *ICT skills including the use of data base*.

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Appendix – Contingency matrix: GSA with each employers' ad

No	Company name as advertised on LinkedIn	Job	Company profile	Ad language	GSA1	GSA2	GSA3	GSA4	GSA5	GSA6	GSA7	GSA8	GSA9	GSA10	GSA11	GSA12	GSA13	GSA14	GSA15	GSA16	GSA17	GSA18
1	MENGOTTI Romania	JA	i/m	Ro	1	1						1	1					1	1	1		
2	Hipo.ro · Ilfov	JA	h	Ro	1						1	1	1						1			
3	ALBER Holding · Timisoara	JA	l	Ro		1					1		1			1	1	1		1		
4	La Lorraine Bakery Group NV · Câmpia Turzii	JA	i/m	En	1	1			1					1	1		1	1		1		
5	Vertiv · Cluj-Napoca, Cluj, Romania	JA	i/m	En	1	1				1	1				1		1	1	1	1		
6	EGGER Group · Rădăuți, Suceava	JA	i/m	Ro		1	1						1		1			1	1	1		
7	EWL Group (81)	JA	i/m	En	1	1									1			1	1	1		
8	Euronet EFT Segment · Bucharest	JA	i/m	En	1	1									1			1	1	1		
9	Personnel Outsourcing · Ilfov	JA	h	Ro		1						1		1	1			1	1	1		
10	BIA Human Capital Solutions · Ilfov	JA	h	Ro		1	1						1		1		1	1	1	1		
11	Elmet Group · Bucharest	JA	l	Ro	1	1					1	1	1	1	1					1	1	
12	A10 by Artmark Auction House · Bucharest,	JA	l	Ro	1	1					1	1	1	1	1	1		1		1		
13	leoHR · Bucharest	JA	h	Ro		1									1			1	1	1		
14	Dennemeyer · Braşov	JA	i/m	En	1	1	1						1	1	1			1	1	1	1	
15	Cegedim · Bucharest	JA	i/m	Ro										1	1		1	1		1		

No	Company name as advertised on LinkedIn	Job	Company profile	Ad language	GSA1	GSA2	GSA3	GSA4	GSA5	GSA6	GSA7	GSA8	GSA9	GSA10	GSA11	GSA12	GSA13	GSA14	GSA15	GSA16	GSA17	GSA18
16	Allianz Services · Bucharest Metropolitan Area	JA	i/m	En	1	1			1		1	1	1	1	1	1	1	1	1	1		
17	Autoliv · Braşov, Braşov, Romania	JA	l	En	1	1							1		1					1		
18	Adecco · Braşov, Braşov, Romania	JA	h	En	1	1								1	1	1		1	1	1		
19	PORR România Bucureşti, România	JA	i/m	Ro	1	1					1	1	1	1	1					1	1	
20	Stockday	JA	l	Ro	1	1								1	1					1	1	
21	Totalsoft	JA	i/m	Ro	1							1		1	1		1			1	1	
22	DeLonghi Group	JA	i/m	En		1										1	1	1	1	1		
23	Iron Mountain	JA	i/m	En	1	1						1		1	1	1		1			1	
24	Adecco ·	JA	h	Ro	1								1							1	1	
25	TELUS International ·	JA	i/m	En	1	1					1	1	1	1	1		1	1	1	1		
26	BOURBON TECH SOLUTIONS	JA	l	En		1					1		1				1	1	1	1		
27	Sameday Romania	JA	i/m	En	1	1								1	1	1				1	1	
28	Endava Cluj-Napoca,	JA	i/m	En	1	1							1	1	1					1	1	
29	Veeam Software	JA	i/m	En	1	1								1	1					1	1	
30	TELUS International	JA	i/m	En	1	1					1	1	1	1	1		1			1	1	
31	Hoya Vision Care	JA	i/m	Ro	1							1		1	1			1				
32	Aylo Bucureşti,	JA	i/m	En		1						1		1	1			1	1	1		
33	Netafim powered by EPRS Romania	JA	i/m	En	1	1								1	1			1	1	1		1
34	AMZA HR	JA	h	Ro								1		1	1			1	1	1		

No	Company name as advertised on LinkedIn	Job	Company profile	Ad language	GSA1	GSA2	GSA3	GSA4	GSA5	GSA6	GSA7	GSA8	GSA9	GSA10	GSA11	GSA12	GSA13	GSA14	GSA15	GSA16	GSA17	GSA18	
35	Grant Thornton Romania	JA	i/m	En	1	1								1	1	1	1				1		
36	Jerry's Pizza București	JA	i/m	Ro	1									1	1	1		1			1		
37	Net-Connect Group	JA	l	En		1							1								1		
38	Sante International SA	JA	i/m	Ro	1	1	1				1	1		1	1		1	1	1	1			
39	LTE Logistics & Transport	JA	i/m	Ro		1								1				1	1	1			
40	Forvis Mazars in Romania	JA	i/m	En		1							1	1				1	1	1	1		
41	PwC Romania	JA	i/m	En	1	1							1						1	1			
42	Zep.Cont Partners	JA	i/m	Ro	1	1							1	1	1						1		
43	CALOLANU LEGAL ACCOUNTANT	JA	l	Ro	1						1		1	1	1				1	1	1		
44	rinf.tech	JA	i/m	En	1	1					1		1	1	1					1	1		
45	Spotawheel	JA	i/m	En		1								1	1					1	1		
46	EveryMatrix	JA	i/m	En	1	1					1		1	1	1				1	1	1		
47	Accace	JA	i/m	Ro		1					1		1	1	1					1			
48	ELECTROMAGNETICA	JA	l	Ro									1	1	1								
49	Grafton Recruitment	JA	h	En		1	1													1	1		
50	Randstad Romania	JA	h	En		1	1						1		1				1				
51	Bertrandt Group	JA	i/m	En	1	1								1	1		1	1	1	1			
52	Undelucram.ro	JA	h	En		1											1		1	1			
53	IHM Total Consult	JA	h	Ro	1	1	1						1	1	1		1		1	1			
54	Continental	JA	i/m	En	1	1											1		1	1			
55	Curriculo	JA	h	Ro	1										1	1			1	1	1		

No	Company name as advertised on LinkedIn	Job	Company profile	Ad language	GSA1	GSA2	GSA3	GSA4	GSA5	GSA6	GSA7	GSA8	GSA9	GSA10	GSA11	GSA12	GSA13	GSA14	GSA15	GSA16	GSA17	GSA18
56	Coface	JA	i/m	En	1	1					1	1							1	1		
57	Kellanova	JA	i/m	En		1				1								1			1	
58	Tenneco	JA	i/m	En	1	1					1	1		1	1				1	1		
59	Regnology	JA	i/m	En		1	1											1	1			
60	Henkel	JA	i/m	En	1	1						1	1		1				1	1		
61	Temenos	JA	i/m	En	1	1	1		1					1	1				1	1		
62	AECOM	JA	i/m	En	1	1				1			1		1	1			1	1		
63	SLB	JA	i/m	En	1	1	1						1		1		1	1		1		
64	Ahold Delhaize	JA	i/m	Ro	1								1		1		1		1	1		
65	Haleon	JA	i/m	En	1	1						1		1					1	1		
66	Hipo.ro	JA	h	En		1							1				1	1	1			
67	CWS Global Business Services SRL	JA	i/m	En			1			1		1			1	1			1	1	1	
68	EY	JA	i/m	En	1	1							1						1	1		
69	Signant Health	JA	i/m	En	1	1			1			1	1						1	1		
70	BDO Advisory	JA	i/m	En	1	1							1							1		
71	MHP – A Porsche Company	JA	i/m	En	1	1					1		1	1	1				1	1	1	
72	Bertrandt Group	JA	i/m	En	1	1								1	1		1	1	1	1		
73	Curriculo	JA	h	Ro	1										1	1			1	1	1	
74	ACCA Careers	JA	h	En	1	1							1	1	1				1	1		
75	APS Romania	JA	i/m	Ro	1	1								1	1				1	1		
76	SCHWARZ Global Services Hub ROMANIA	JE	i/m	En		1								1	1		1					1
77	STRABAG	JE	i/m	Ro	1		1					1		1	1					1		
78	PwC Romania	JE	i/m	En	1	1							1				1	1		1	1	
79	Adecco	JE	h	Ro	1	1					1		1	1	1	1	1			1		

No	Company name as advertised on LinkedIn	Job	Company profile	Ad language	GSA1	GSA2	GSA3	GSA4	GSA5	GSA6	GSA7	GSA8	GSA9	GSA10	GSA11	GSA12	GSA13	GSA14	GSA15	GSA16	GSA17	GSA18
80	Schwarz Dienstleistungen	JE	i/m	En		1							1				1	1				
81	Engage Business	JE	h	Ro	1							1						1	1	1		
82	Undelucram.ro	JE	h	Ro	1	1							1				1		1	1		
83	TotalSoft	JE	i/m	Ro	1	1								1	1		1	1	1	1		
84	E-INFRA	JE	l	Ro	1	1					1	1	1	1	1				1	1		
85	KLASS WAGEN	JE	i/m	Ro	1	1					1	1	1	1	1		1	1	1	1		
86	Antal International	JE	h	En		1						1							1	1		
87	Hasna	JE	i/m	En	1	1				1		1		1	1		1	1	1	1		
88	Antena TV Group	JE	l	Ro	1							1			1			1	1	1		
89	IULIUS	JE	l	Ro	1						1	1	1	1	1			1	1	1		
90	REGGIA Capital & Real Estate	JE	l	Ro	1	1											1	1	1	1		
91	Sophia Romania · Iași	JE	l	Ro	1	1			1			1	1	1					1			
92	Barrington James · European Union	JE	i/m	En		1														1		1
93	Teamland · Ilfov	JE	l	Ro	1										1				1	1		
94	Hipo.ro · Ilfov	JE	h	Ro	1							1			1	1	1	1	1	1		
95	PepsiCo Romania	JE	i/m	En	1	1			1			1	1	1	1	1	1	1	1			
96	STRABAG	JE	i/m	Ro	1	1	1											1	1	1		
97	MAS PLC	JE	i/m	Ro								1		1	1			1	1	1		
98	Porche Romania	JE	i/m	Ro	1	1					1	1	1	1	1	1	1	1	1	1		
99	Rompetrol (KMG International)	JE	i/m	En		1										1		1	1			
100	LSEG (London Stock Exchange Group)	JE	i/m	En	1	1	1							1	1			1		1		

No	Company name as advertised on LinkedIn	Job	Company profile	Ad language	GSA1	GSA2	GSA3	GSA4	GSA5	GSA6	GSA7	GSA8	GSA9	GSA10	GSA11	GSA12	GSA13	GSA14	GSA15	GSA16	GSA17	GSA18
101	Visa București,	JE	i/m	En		1						1	1			1		1		1		1
102	KPMG Romania	JE	i/m	En	1	1					1		1			1	1	1		1		1
103	E.ON	JE	i/m	Ro	1	1												1	1	1		
104	MEDCITY Healthcare Building Development	JE	i/m	En	1	1					1			1	1		1	1	1	1		
105	Samus Tec SA	JE	l	Ro	1							1	1	1	1	1	1	1	1			
106	Damen	JE	i/m	En		1									1			1	1	1		
107	Centrul de afaceri Expert mind	JE	l	Ro									1	1	1				1	1		
108	Egger Group	JE	l	Ro		1								1	1				1	1		
109	Alesonor Real Estate Development	JE	l	RO	1	1									1				1	1		
110	Manpower Group	JE	h	Ro								1	1		1					1	1	
111	Help Net Farma	JE	i/m	En	1	1						1	1						1	1		
112	GetFrankly	JE	h	Ro							1			1	1	1			1	1	1	
113	UNICOM HOLDING	JE	l	Ro	1						1	1	1	1	1						1	
114	Lidl România	JE	i/m	Ro	1	1	1					1					1		1	1		
115	ALD Automotive Romania	JE	i/m	Ro	1	1									1				1	1	1	
116	Centrul de Afaceri Expert Mind	JE	l	Ro										1	1				1	1		
117	AlgoMediaSoft	JE	l	Ro	1								1		1							
118	SECPRAL PRO INSTALATII	JE	l	Ro	1						1		1					1	1	1		
119	Rematinvest	JE	l	En		1					1		1						1	1		

No	Company name as advertised on LinkedIn	Job	Company profile	Ad language	GSA1	GSA2	GSA3	GSA4	GSA5	GSA6	GSA7	GSA8	GSA9	GSA10	GSA11	GSA12	GSA13	GSA14	GSA15	GSA16	GSA17	GSA18
120	PWC	JE	i/m	En	1	1							1		1			1		1	1	
121	Antal International	JE	h	Ro	1	1								1	1			1	1	1		
122	IHM Total Consult	JE	h	Ro		1									1			1	1	1		
123	Misavan	JE	l	Ro	1									1	1			1		1		1
124	Allianz Services	JE	i/m	En		1	1												1			
125	Veeam Software	JE	i/m	En	1	1	1					1	1	1	1			1		1	1	
126	Crowe Romania	JE	i/m	Ro	1	1						1	1		1			1				
127	Deloitte	JE	i/m	En	1	1								1	1			1		1		
128	First Brands Group, LLC	JF	i/m	En	1	1									1				1	1	1	
129	First Bank SA - Bucharest	JF	i/m	Ro	1	1									1			1				
130	Inulta - Bucharest	JF	i/m	En		1							1						1	1		
131	Kaufland Romania & Moldova - Bucharest	JF	i/m	Ro		1							1		1			1		1		
132	EY - Bucharest, Bucharest, Romania	JF	i/m	En	1	1														1		1
133	RSight@ - Cluj-Napoca	JF	i/m	En		1				1								1				
134	Antal International - Bucharest	JF	h	Ro	1	1						1							1		1	
135	Regina Maria, Reteaua de sanatate - Bucharest	JF	l	Ro	1	1						1							1	1		
136	Banca Transilvania	JF	l	Ro									1					1		1		1
137	Evalueserve Romania	JF	i/m	En	1	1	1					1	1	1	1				1	1		

No	Company name as advertised on LinkedIn	Job	Company profile	Ad language	GSA1	GSA2	GSA3	GSA4	GSA5	GSA6	GSA7	GSA8	GSA9	GSA10	GSA11	GSA12	GSA13	GSA14	GSA15	GSA16	GSA17	GSA18
138	NielsenIQ · Bucharest	JF	i/m	En	1	1			1	1			1	1	1		1	1	1	1	1	
139	JTI (Japan Tobacco International) · Bucharest	JF	i/m	En	1	1							1				1	1	1	1	1	1
140	FAIST Mekatronic · Oradea	JF	l	Ro		1									1	1		1		1		
141	Vitesco Technologies · Timișoara, Timiș, Romania	JF	l	En	1	1														1		
142	JTI	JF	i/m	En	1	1											1	1	1	1	1	1
143	Wolters Kluwer	JF	i/m	En	1	1											1	1	1	1		
144	Finestra București	JF	i/m	En	1	1			1				1		1		1	1	1	1		
145	Gi Group România	JF	i/m	En	1	1						1		1	1				1	1		
146	BAT	JF	i/m	En		1						1		1	1				1	1		
147	International Justice Mission	JF	i/m	En	1	1					1	1	1	1	1					1		1
148	Molson Coors GBS	JF	i/m	En		1	1		1										1	1		
149	EY	JF	i/m	En	1	1	1							1	1	1		1	1	1		
150	Webhelp	JF	i/m	En		1							1				1	1		1		
151	Société Générale	JF	i/m	En	1	1	1				1	1	1	1	1	1	1	1	1	1		
152	Mazars in Romania	JF	i/m	Ro	1	1			1				1							1		
153	ALTEX Romania	JF	l	En	1	1			1		1		1	1	1	1	1	1		1		
154	Bucharest Stock Exchange / Bursa de Valori Bucuresti (BVB)	JF	l	En	1	1						1			1		1		1	1		1

No	Company name as advertised on LinkedIn	Job	Company profile	Ad language	GSA1	GSA2	GSA3	GSA4	GSA5	GSA6	GSA7	GSA8	GSA9	GSA10	GSA11	GSA12	GSA13	GSA14	GSA15	GSA16	GSA17	GSA18
155	SES Satellites	JF	i/m	En		1						1	1	1	1	1	1	1	1	1		1
156	KPMG Romania	JF	i/m	En	1	1	1						1		1	1		1	1	1		
157	Steelcase	JF	i/m	En	1	1								1	1		1	1	1	1		1
158	IULIUS	JF	l	Ro	1	1								1	1			1		1		
159	Canonical	JF	i/m	En	1	1							1			1	1	1	1	1		
160	Bonatti	JF	i/m	En	1	1								1	1	1		1	1			
161	AGRICOVER	JF	l	Ro	1	1						1			1				1			1
162	RSight@	JF	i/m	En		1				1					1				1			
163	Emag	JF	i/m	En		1			1										1	1		
164	Autoliv	JF	l	Ro	1	1							1	1	1		1	1		1		
165	Viva Credit IFN SA	JF	l	En	1	1					1							1	1	1		
166	BCR	JF	i/m	En		1								1	1				1	1		
167	SES Satellites	JF	i/m	En		1			1	1		1		1	1	1	1	1	1	1		1
168	Evalueserve Romania	JF	i/m	Ro		1						1	1	1	1				1	1		
169	Allianz Services	JF	i/m	En	1	1				1		1	1	1	1		1	1	1	1		
170	coverletter.tech	JF	h	En	1	1				1		1	1			1		1	1	1		
171	BRD	JF	i/m	En	1	1										1		1	1	1		
172	Limitless Agency	JM	l	Ro	1	1						1		1	1		1	1	1			
173	eMAG - Bucharest	JM	i/m	En	1	1							1	1	1			1		1		
174	Fildas Catena Group -	JM	l	Ro	1	1							1	1	1		1	1	1	1		
175	EGGER Group	JM	i/m	Ro	1	1										1	1	1		1		
176	win.app	JM	l	En	1	1				1				1	1			1	1	1	1	1
177	Voitto Tethys	JM	l	Ro							1			1	1			1	1	1		

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178	DEME MACARALE SRL	JM	l	Ro	1								1	1	1				1	1		
179	Undelucram.ro (Adecco Romania)	JM	h	Ro	1	1						1	1	1	1		1		1	1		
180	Teleflex	JM	i/m	En	1	1	1				1	1	1						1	1		
181	vidaXL · București, România	JM	i/m	En			1											1	1	1		
182	Undelucram.ro	JM	h	En		1				1			1					1				
183	BAT	JM	i/m	En	1	1				1			1					1	1			
184	Lagardère Travel Retail	JM	i/m	Ro	1	1							1		1		1	1	1	1		
185	Henkel	JM	i/m	En	1	1						1									1	
186	Beep media	JM	l	En	1							1	1					1		1		
187	L'Oréal	JM	i/m	En	1	1							1								1	
188	Unilever	JM	i/m	En	1	1					1				1						1	
189	Pentalog	JM	i/m	En	1	1			1					1		1					1	
190	MDPI	JM	i/m	En	1	1				1			1			1				1	1	
191	Hipo.ro	JM	h	En	1	1							1		1			1			1	
192	Procter & Gamble	JM	m	En	1	1							1					1				
193	Samsung Electronics Romania	JM	i/m	En	1	1						1	1			1	1		1	1		
194	Steelcase	JM	i/m	En		1						1				1		1		1		
195	Synevo Romania	JM	i/m	Ro	1	1							1		1			1	1	1		1
196	Mafcote, Inc	JM	i/m	En		1							1		1			1	1	1		
197	GRÉGOIRE	JM	l	En	1	1													1	1		
198	Albalact	JM	l	Ro		1								1	1	1	1	1	1	1	1	1

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199	Adecco	JM	h	En	1	1									1			1	1	1		
200	Schwarz Dienstleistungen	JE	i/m	En		1							1				1	1				
				TOTAL	140	166	24	0	14	15	34	63	97	92	128	39	67	111	144	173	13	18
				Percentage	70%	83%	12%	0%	7%	8%	17%	32%	49%	46%	64%	20%	34%	56%	72%	87%	7%	9%

Legend: i/m = company with international/ multinational activity; l = company with local activity; h = HR company;
 Ro= Romanian language; En= English language
 JE= junior Economist; JF= junior Financial, JA= junior Accountant; JM= junior Marketing