

# South Karelian Employers' Needs And Intention To Hire International Workforce

*Project: Seutu-AIKO*

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Research assisted by



Research coordinated by



Research funding involvement



# Aim of the research

LUT University, LAB University of Applied Sciences and Sampo Saimaa Vocational College educate new employees to the Finnish work markets. The companies in South Karelia have brilliant opportunities to cooperate with the students of these educational institutes already during their studies and at the same time test them as their future employees. Even though the company would not have a direct recruitment need, the students can help the companies to solve different challenges as part of their studies.

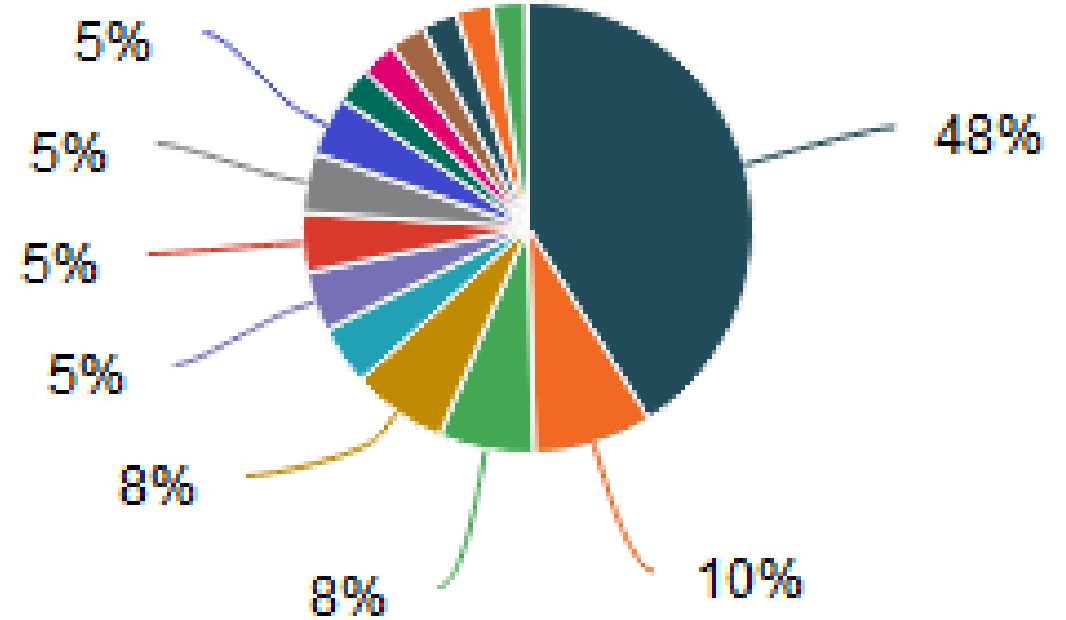
The following thesis aims to find out about the recruitment needs of local companies and their interest in cooperating with students, as well as the experiences and intention of local companies to recruit and employ international workforce. What are their main reasons for employing workers with an international background, and what are the main barriers and obstacles for not yet employing them.

# Data collection

## Webropol survey

- Directly sent to 470 South Karelian companies
- Contacts were gathered from various internet sources, such as Kehy – Imatran Seudun Kehitysyhtiö, Kauppakamari and company websites
- Newsletters of Etelä-Karjalan Yrittäjät, Firmatiimi, LUT Career Services
- Private contacts
- Survey open from 24.9.2020 to 10.11.2020
- Altogether 40 companies responded

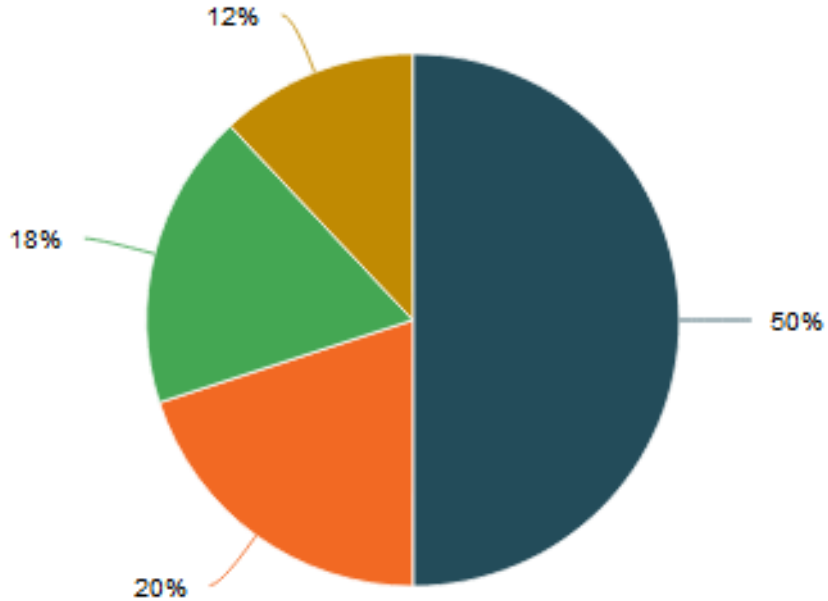
# Industry distribution of survey respondents



- Manufacturing
- Wholesale and retail trade
- Arts, entertainment and recreation
- Information and communication
- Professional, scientific and technical activities
- Mining and quarrying
- Financial and insurance activities
- Industry unknown
- Water supply, sewerage, waste management and remediation
- Public administration and defense
- Repair of motor vehicles and motorcycles
- Other service activities
- Accommodation and food service activities
- Construction
- Real estate activities
- Agriculture, forestry and fishing
- Transportation and storage
- Education
- Electricity, gas, steam and air conditioning supply
- Administrative and support service activities
- Health and social work activities

# Respondent companies' scope and size of operation

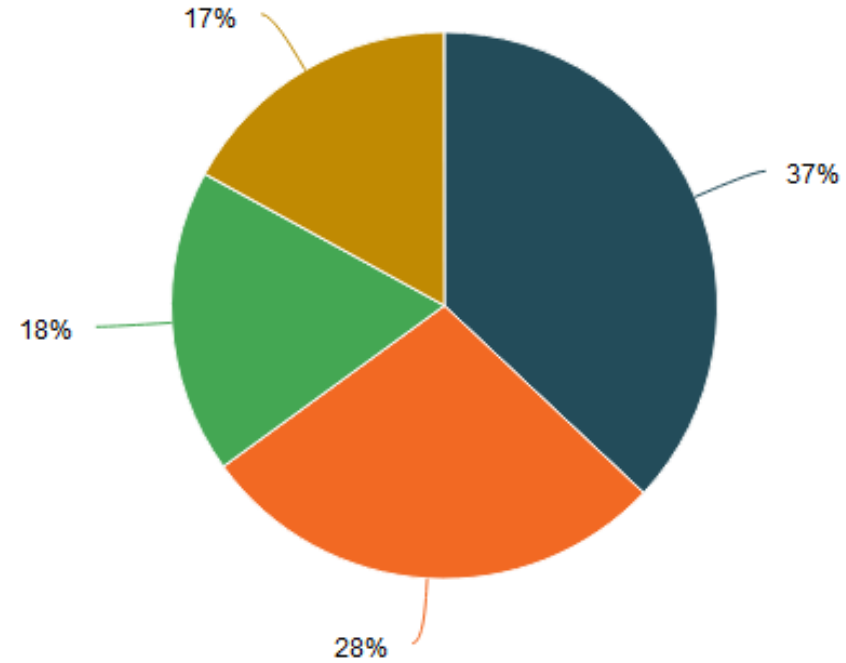
## Scope of operation



● International  
● Domestic  
● Regional  
● Local

	n	Percentage
<b>Local</b>	5	12.5%
<b>Regional</b>	7	17.5%
<b>Domestic</b>	8	20%
<b>International</b>	20	50%

## Number of employees

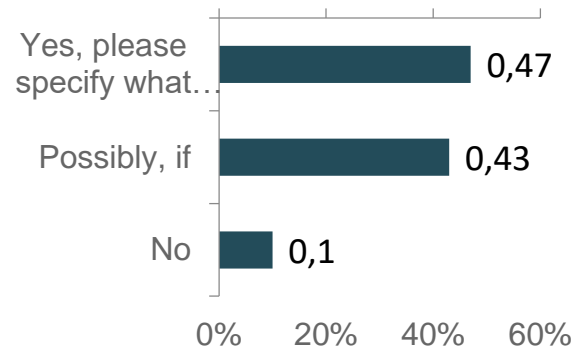


● 10-49  
● 1-9  
● 250 or more  
● 50-249

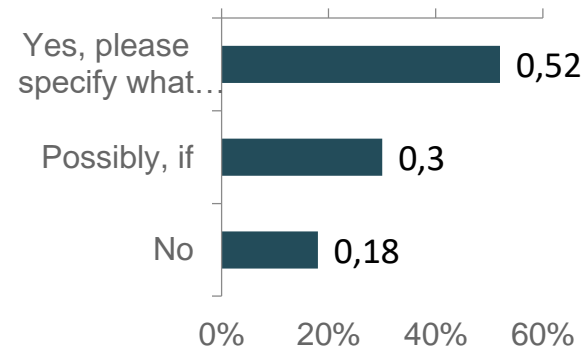
	n	Percentage
<b>1-9</b>	11	27,5%
<b>10-49</b>	15	37,5%
<b>50-249</b>	7	17,5%
<b>250 or more</b>	7	17,5%

# Availability of various forms student cooperation

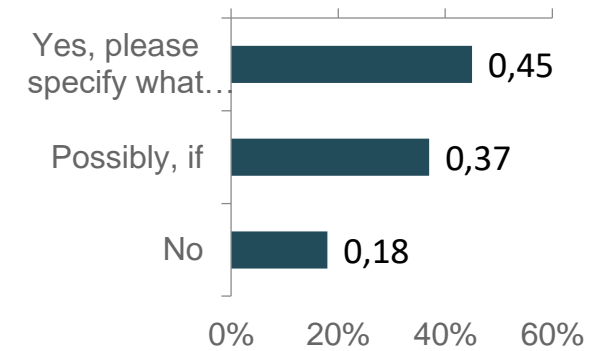
## Assignments and project works



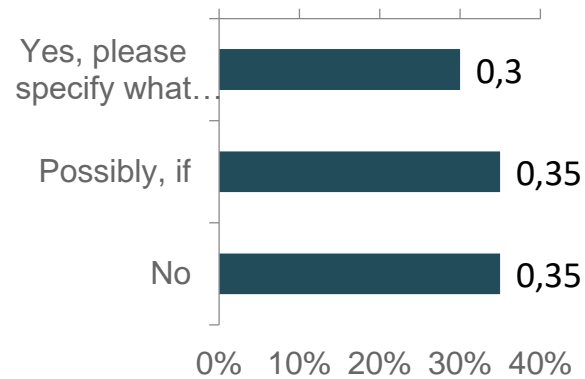
## Work practice



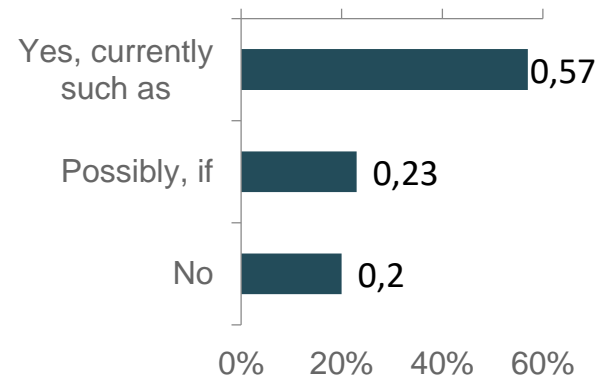
## Diploma or thesis work



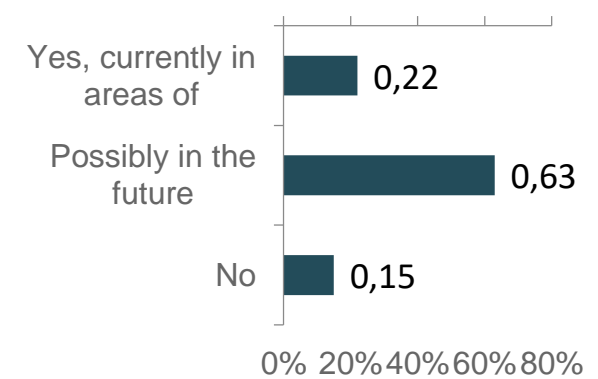
## Part-time jobs



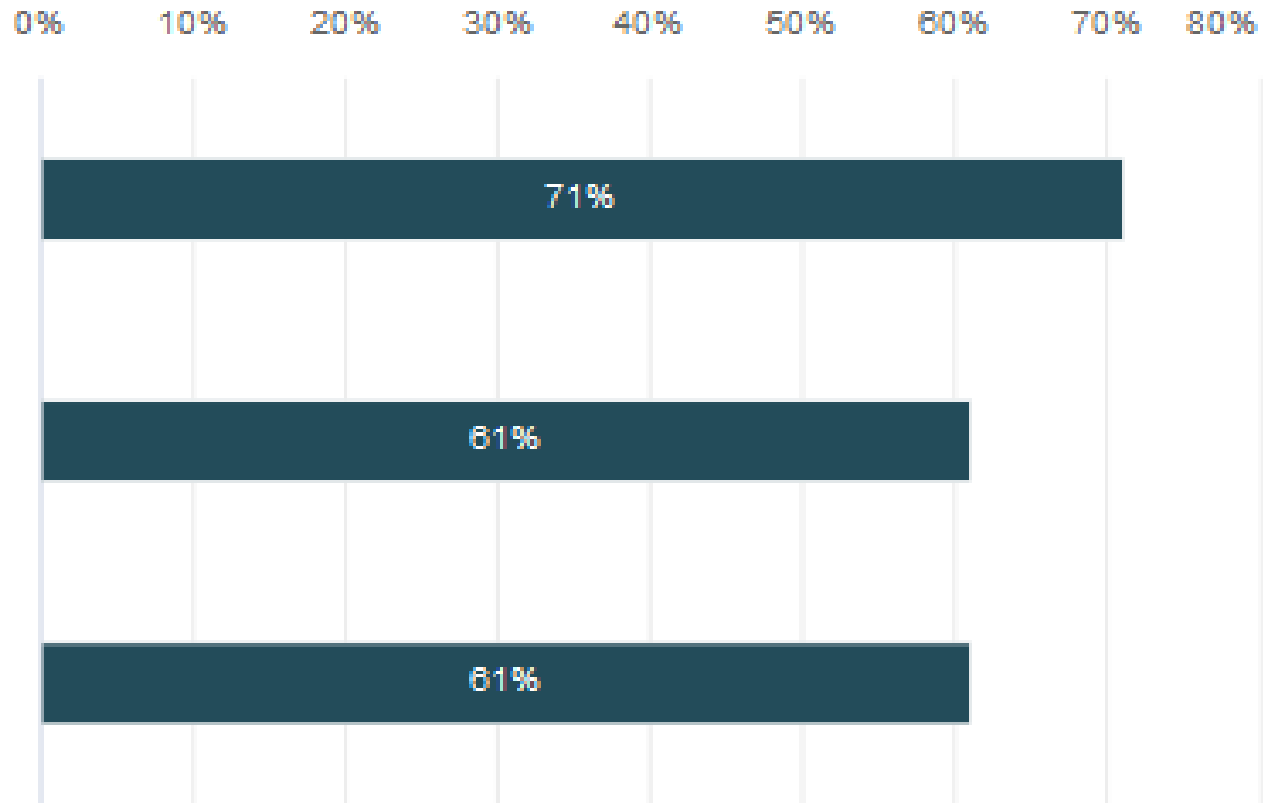
## Summer and seasonal jobs



## General recruitment needs



# Needed educational level of new employees



n Percentage

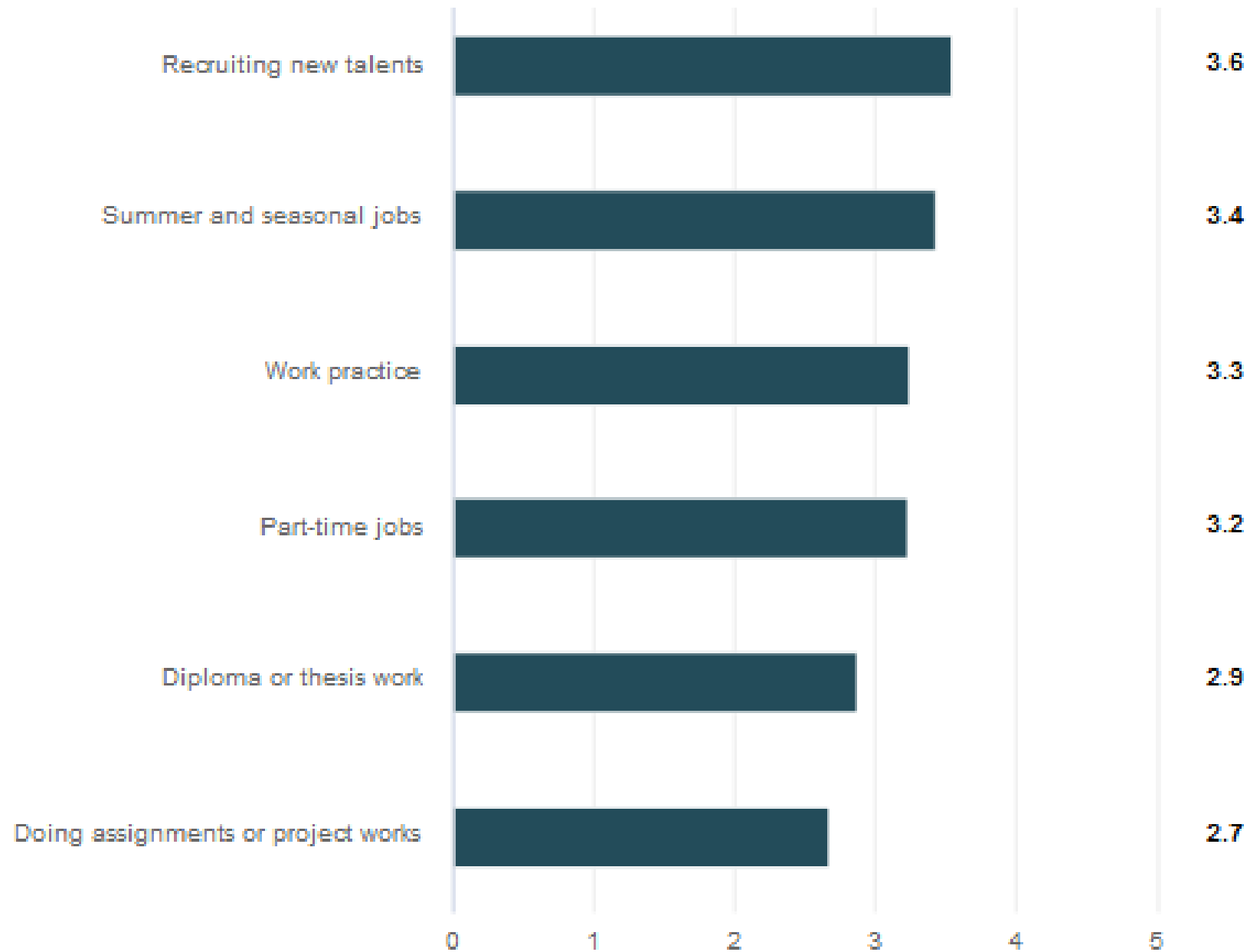
**Vocational** 27 71,05%

**University of applied sciences** 23 60,53%

**University** 23 60,53%

# Companies' required level of the Finnish language in various forms of cooperation

- 1: Finnish is not required at all
- 3: Auxiliary Finnish is required
- 5: Finnish is absolutely required





# Additional languages needed by companies

## **Top 3 languages:**

- English (25)
- Russian (13)
- German (6)

## **Other languages mentioned:**

- Swedish (5)
- Chinese (4)
- Estonian (2)
- Spanish (2)
- Italian (1)
- French (1)
- Japanese (1)
- Romanian (1)
- Hindi (1)

# Countries / areas the respondent companies would be interested in the future

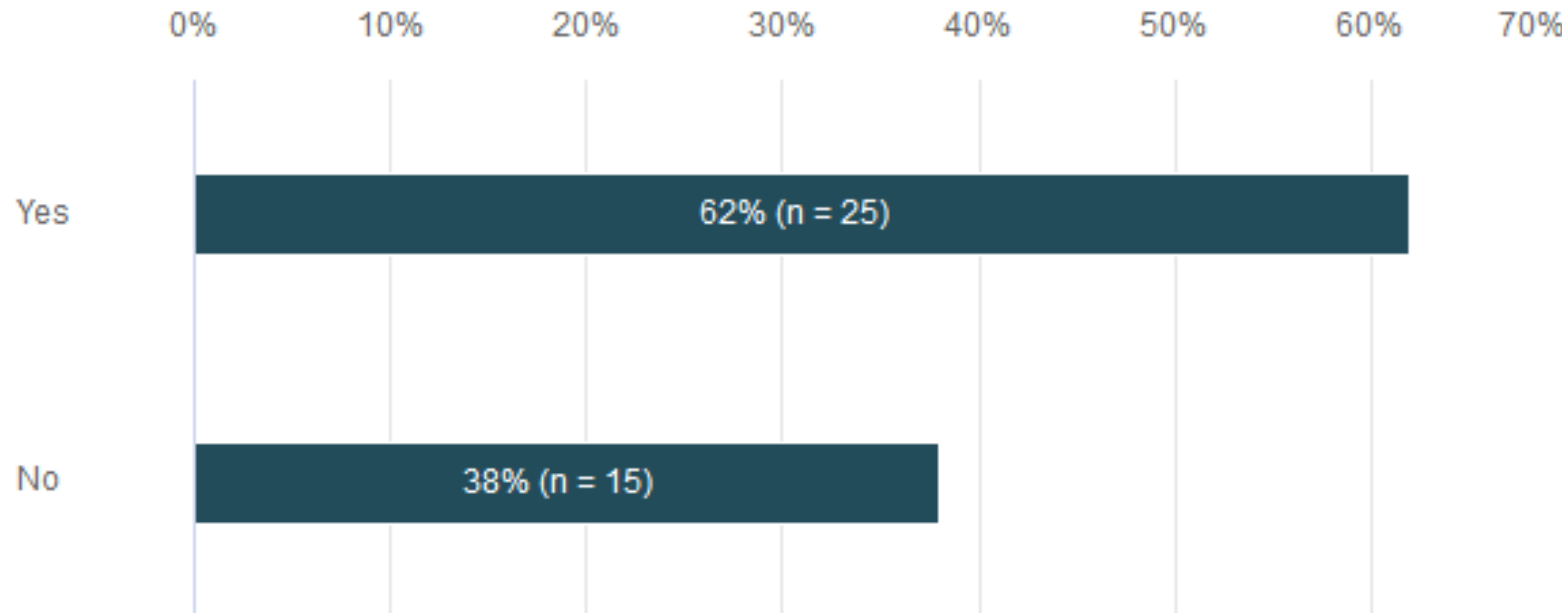
## **Top 3 countries / areas:**

- Russia (7)
- China (6)
- Europe (5)

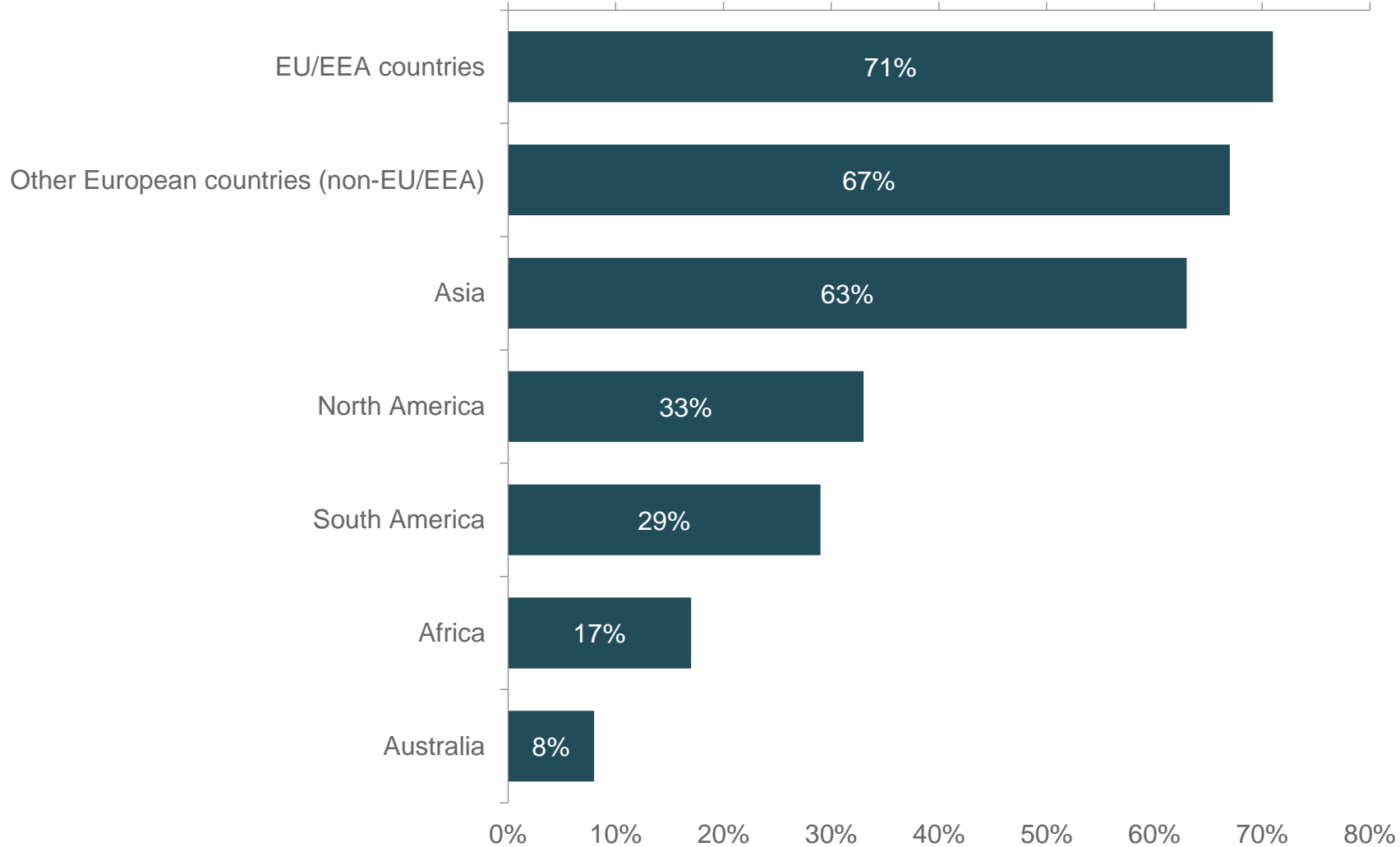
## **Other countries / areas mentioned:**

- USA (3)
- Sweden (4)
- Scandinavia (3)
- Africa (3)
- Japan (2)
- Germany (2)
- Middle East (2)
- South Africa (1)
- Indonesia (1)
- Poland (1)
- Romania (1)
- Estonia (1)

# Do you currently employ / have you employed foreign nationalities in your company?



# Foreign employees' region of origin



	n	Percentage
<b>EU/EEA countries</b>	17	70.83%
<b>Other European countries (non-EU/EEA)</b>	16	66.67%
<b>South America</b>	7	29.17%
<b>North America</b>	8	33.33%
<b>Africa</b>	4	16.67%
<b>Asia</b>	15	62.5%
<b>Australia</b>	2	8.33%

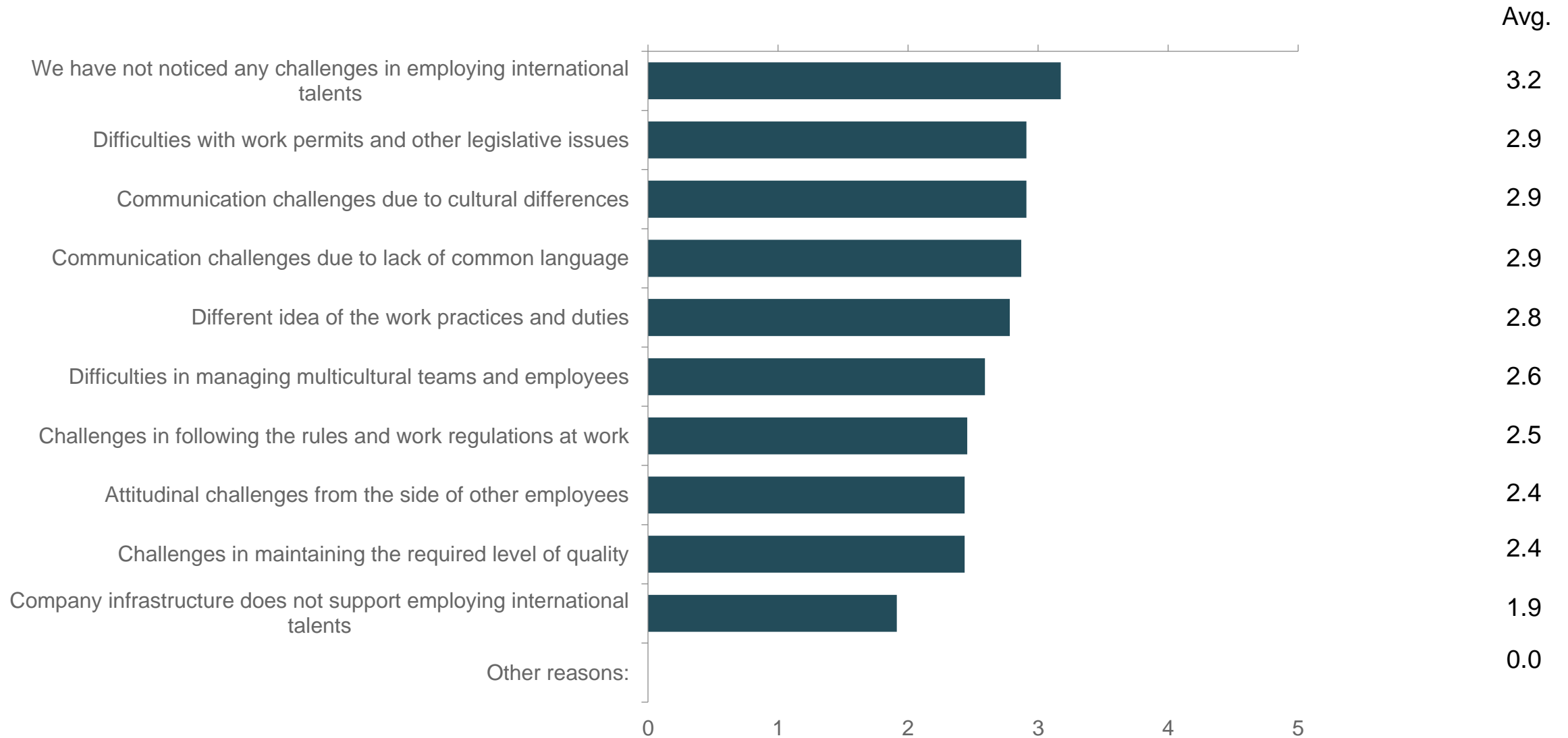
# Reasons behind employing representatives of other nationalities



## Other reasons provided for employing internationals

- Knowledge / education (2)
- Good attitude towards work and the employer (2)
- Motivation
- Loyalty
- Other employees learning to operate in an international environment

# Challenges noticed when employing internationals

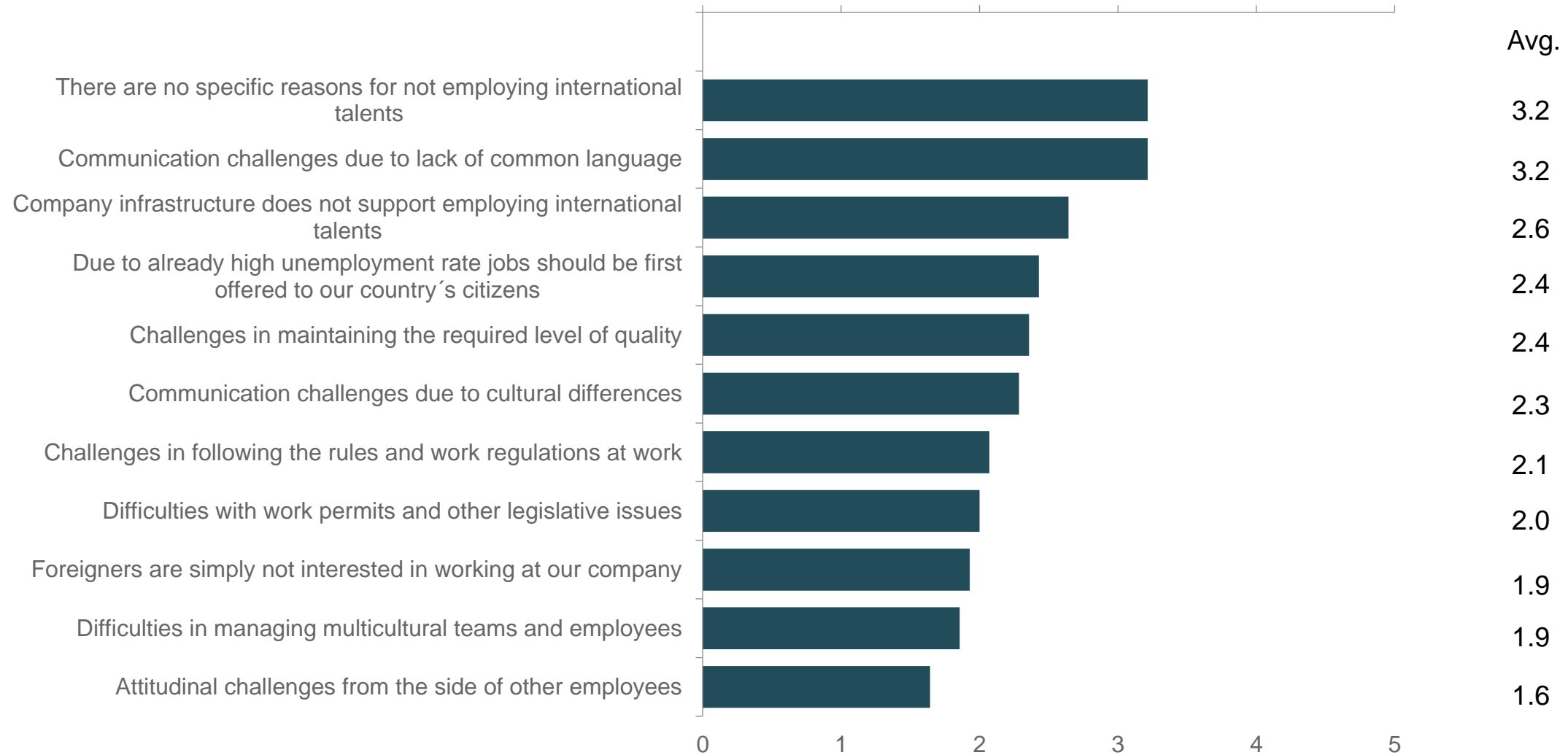


# Channels used to recruit internationals

- Educational institutions (5)
- Through own contacts / word of mouth (4)
- Job advertisements on own website (3)
- Unemployment office (3)
- Same channels as Finnish employees (2)
- LinkedIn



# Reasons behind not employing internationals



## Other reasons provided for not employing internationals

- In customer service Finnish language is absolutely necessary
- Company documents and work material are in Finnish
- Company projects are in Finnish

# Changes needed by the companies in order to employ internationals

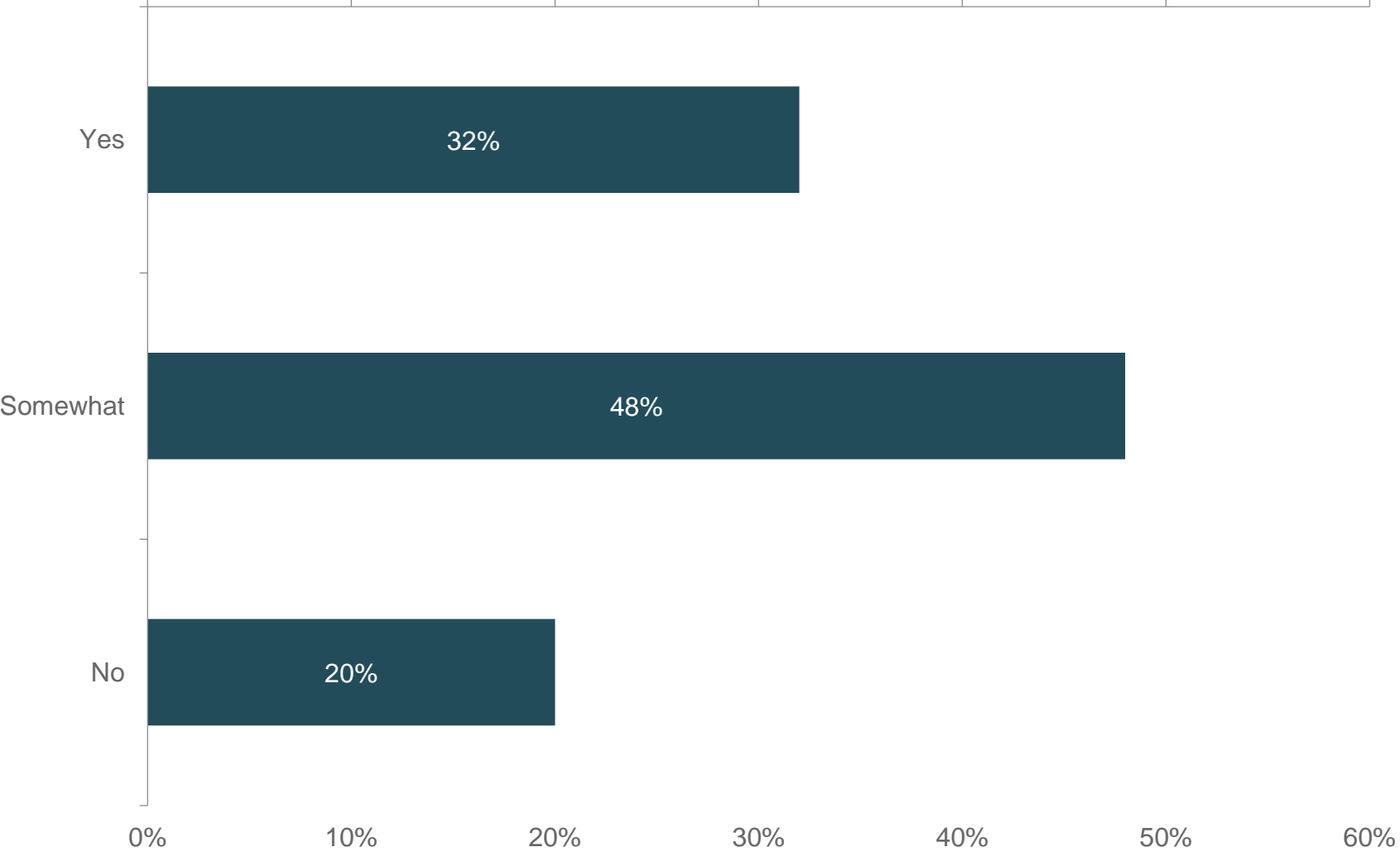
## **From the internationals' side:**

- Development of the internationals' Finnish language skills (4)
- Development of the internationals' cultural awareness

## **From the company's side:**

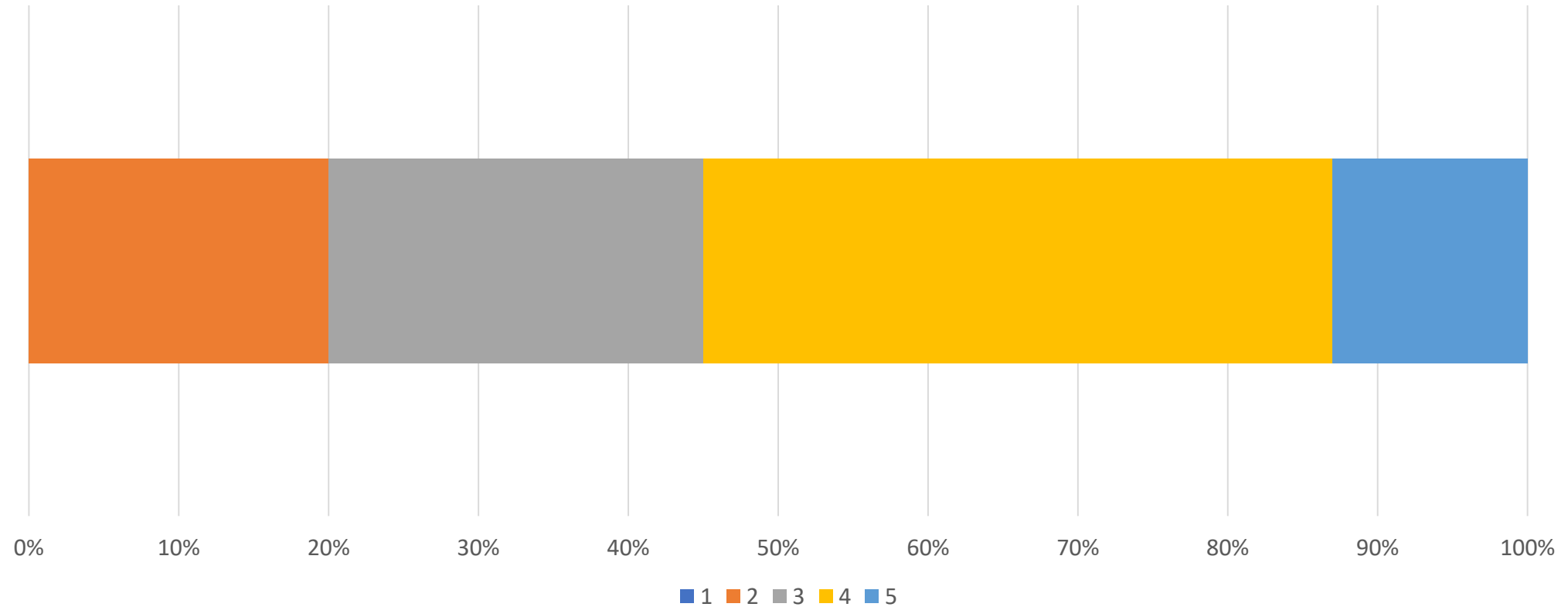
- Development / expansion of the company's own operations (3)
- Internationalization of the company (2)
- Company documents and work material in English
- Company communication in English

# Awareness of the availability of international workforce South Karelia



	n	Percentage
<b>Yes</b>	13	32.5%
<b>Somewhat</b>	19	47.5%
<b>No</b>	8	20%

# Companies' willingness to consider employing internationals in the future



1: not at all willing  
5: very willing

# Summary

- The majority of South Karelian companies are willing to employ representatives of other nationalities.
- Those who have already employed internationals clearly notice the benefits, and are more willing to employ more internationals in the future as well.
- The biggest barrier for not employing internationals is the lack of Finnish language knowledge and the company infrastructure not supporting international employees.
- Out of 40 respondents, 22 wished to be contacted for future cooperation, offering students mainly project works and thesis / diploma works. LUT Career Services has started to contact the companies.