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Analysis of frustrations & motivations of agribusiness candidates in Romania 2020

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Data synthesis – 20 recruitment processes in agribusiness by AGXECUTIVE in 2020

Factors of motivation/frustration	Frustration	% Frustration	Motivation	% Motivation
Salary	16	11%	37	17%
Work/life balance	9	6%	2	1%
Work environment	18	12%	22	10%
Benefits	10	7%	3	1%
Job location	7	5%	5	2%
Promotion perspectives	15	10%	99	45%
Employer branding	4	3%	44	20%
Management	25	17%	2	1%
Commercial targets	10	7%	1	0%
Strategy clarity	35	23%	3	1%
	Frustration	% Frustration	Motivation	% Motivation
Total inputs of factors:	149		218	
Total average coefficients:	45%		84%	
% Factors frustration/motivation:	68%			
Total AGXECUTIVE candidates in 2020:	218			

Qualitative coefficients indicated by candidates



Strategic Conclusions:

- ✓ Main Motivating Factors: Promotion Perspectives (**45%**), Employer Branding (**20%**) and Salary (**17%**)
- ✓ Main Frustrating Factors: Strategy Clarity (**23%**), Management (**17%**) and Work Environment (**12%**)
- ✓ The lack of convergence between frustration and motivation factors, as well as the low presence in the top of comp & ben, show us **a maturing HR market with higher aspirational trends**, therefore an opportunity for employers to communicate in terms of **career perspectives, employer branding and personal development of talents**
- ✓ Quantitatively and qualitatively, frustration is clearly inferior to motivation, which indicates an **increasing selectivity of candidates.**



STRATEGY