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Analysis of frustrations & motivations of agribusiness candidates in Romania 2020

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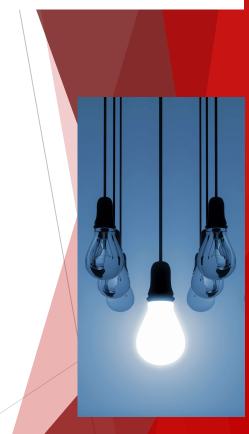
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Data synthesis – 20 recruitment processes in agribusiness by AGXECUTIVE in 2020

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	210			

218





Qualitative coefficients indicated by candidates

in 2020:

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.



