

Employment market trend analysis and recruitment method of Korean college graduates

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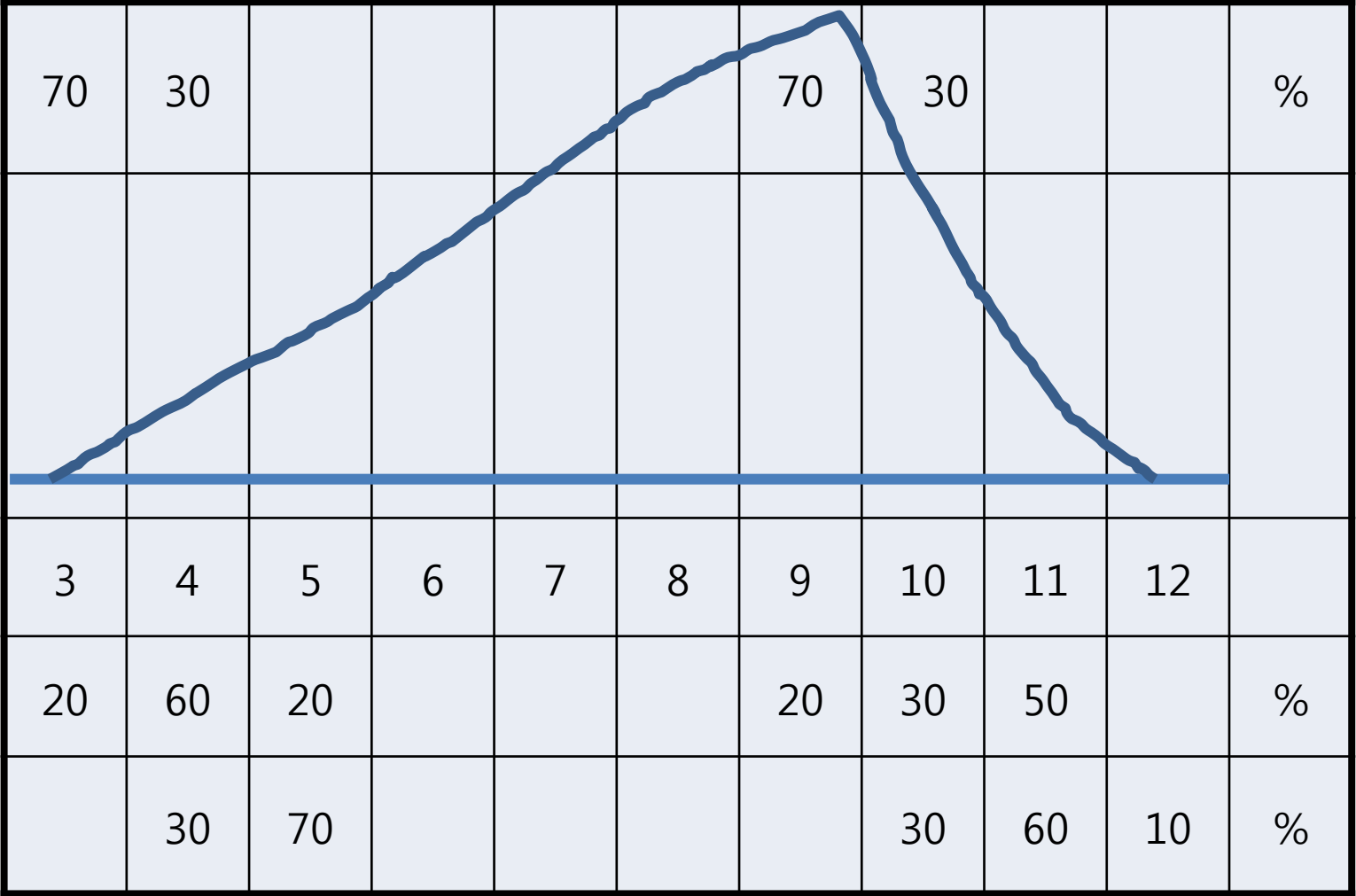
Korea Employment & Career Association[KECA]

Date : February 23, 2019 13:00 ~ 20:00

Venue : Kyunghee University(Orbis Hall)


College Graduates' Labor Market Job Life Cycle(JLC)

open recruitment rate of expected graduates
open recruitment competition rate curve of expected graduates
month
rate of intern recruitment
interview test rate of open recruitment



Trends and feature of university graduates' labor market and changes of recruitment type

– Changes and Features of
Major Companies' Open Recruitment Strategy –

Changes in type of open recruitment	Existing recruiting method (1980~1997)	New recruiting method (1998. 3 ~ current)
	<ul style="list-style-type: none"> ▪ Large scale regular open recruitment ▪ Ordinary person –Standard Talent ▪ Net type recruit method 	 <ul style="list-style-type: none"> ▪ Select few, Frequent Recruitment ▪ Specific Talent ▪ Selective Recruitment
Trend & Feature	<ul style="list-style-type: none"> ▶ Economic Recession, Corporates' Slim Structure, Acceleration of Unemployment Crisis. ▶ Oversupply of College Graduates, Serious Imbalance of Supply and Demand in Educated Labor Market. ※ Generalization of job oriented recruitment in domestic companies. ※ Recruitment beginning by affiliates from Samsung group's 2017 second half year open recruitment. 	

Trend of College Graduates' Employment Market : I-1

- Decreased Trend of Open Recruitment, Enlargement of Specific, Selective, Frequent Recruitment
- Increased trend of permanent employee by companies, decreased open recruitment by companies
- Generalized NCS (National Competency Standards) Recruitment in Public enterprise
- Decreased open recruitment in banking industry due to the beginning of FinTech recruitment
- Presentation interview : Complex question

Trend of College Graduates' Employment Market : I-2

- Growing Trend of Breaking Major Boundary by companies
(Preference for convergence talent)
- Major companies on going trend of implementing personality & aptitude test which is irrelevant with NCS
- Putting more emphasis on volunteer career to identify applicant personality
- Fair competition through ability centered open recruitment by nonsexist hiring policies

Feature of College Graduates' Employment Market : II - 1

- Settlement of job oriented recruitment in Korean open recruitment market
- Interview Test : Settlement of job oriented interview
- Enhanced trend of multi-channel open recruitment to intensify talent verification (periodical open recruitment, internship, recommendation, campus recruiting, global recruiting etc.)
- Implementing Multi dimensional interview test to recruit excellent personnel
- Increased companies combining internship and regular open recruitment

Feature of College Graduates' Employment Market : II – 2

- After passing written test : Interview begins from zero-based (ability focused recruitment rather than educational background)
- Firm growing trend to verify foreign language conversation test on interview test
- Increase of personality interview weight

Number of college graduates / Number of planned new employee recruitment in major companies(2011~2017)

Year	2011	2017
Number of university graduates	293,967	334,643
Number of new employees recruitment plan in major companies (the first half year)	41,511	29,792
Rate of recruitment	7%	11.2%

Major companies : companies which hire 300 full time employees.

source : Education Statistics Research Center. Ministry of Labor' s Annual Research

· Youth (age 15~29) Unemployment Trend (Every year May, standards)

2009	2012	2015	2018
7.5 %	8.0 %	9.3 %	10.5 %

Number of unemployed youths who answered 'just spent time'

(unit: people)

2009	2012	2015	2018
225,000	267,000	264,000	290,000

source : National Statistical Office. Research of Economically Active Population
Reference : Chosun Daily, 2018.12.28. A8.

Employment rate of university graduate students in Seoul 11 major universities : 2016~2017 (December 31, standards)

University	2016	2017	University	2016	2017
Kyunghee	64.3	63.8	Sookmyung	64.4	63.0
Korea	73.8	68.2	Yonsei	70.1	68.7
Dongguk	68.2	67.3	Chung-Ang	70.2	67.8
Sogang	67.1	67.2	Hankuk University of Foreign Studies	64.1	60.1
Seoul	70.6	68.3	Hanyang	72.7	69.6
Sungkyun kwan	76.4	75.1	Average	69.2	67.2

Source : National Statistical Office. Research of Economically Active Population
Reference: Chosun Daily, 2018.12.28. A8.

This year, 1 out of 10 university graduating students were employed as a regular employee

University graduating students' Employment station (Every year January, standard)/source: Job Korea

	2016	2019
regular employee	16.9%	11%
None-regular employee (Intern, contract worker etc.,)	22.2%	10%
unemployed	60.9%	79%

Job decision points of employed university students

(end of 2017 standard/ source: Ministry of Education)

Before graduation	Within 6 months after graduation	Between 6 months and 1 year After graduation	More than 1 year After graduation
35.3 %	40 %	21,8 %	3 %

Period of time needed to acquire first job after graduation (drop out) Of Youth(age 15~29)

source : National Statistical Office

year	2009	...	2016	2018
Months	9.9		10.2	10.7

Reference : Chosun Daily, 2019. 1.22, A14.

2019 Major Firms' New Employee Open Recruitment is expected to overflow in early May

source : Job Korea

(Major companies' new employee recruitment announcement in first half of 2018 : analysis of 205 cases)

	May	April	May
Beginning of Recruitment	55.1 %	10.7 %	14.6 %
End of Recruitment	52.2 %	15.16 %	15.1 %

※Major companies and groups' affiliates' open recruitment : Samsung, LG, SK, Hyundai Motor Company, Lotte, etc.

Reference : Joongang Daily 2019. 1. 17. B3.

Concept of Korean university students' CMA (Career Management Activity)

Concept

- University students' career management activity which is emphasized in private enterprises' spec oriented recruitment
- Items that can work as additional points or benefits during document examining and interview while applying corporate open recruitment

Career Management Activity I	Career Management Activity II	Career Management Activity III
<ul style="list-style-type: none"> ▪ Activity items students write in resume when applying corporate open recruitment ▪ Activity items which require documentary evidence when applying ▪ Spec items that require large investment while preparing ▪ Can be measured quantitatively 	<ul style="list-style-type: none"> ▪ Activity items that students write on letter of self introduction when applying corporate open recruitment ▪ Work as merit during document examining and interviewing process ▪ Documentary evidence not needed ▪ Qualitative approach 	<ul style="list-style-type: none"> ▪ Overseas career management activity (International Career Management Activity) ▪ Can be written on both resume and letter of self introduction ▪ Documentary evidence is required when written in resume ▪ Skyrocketing trend of international career management activity

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Types and Contents of Korean University Students' CMA(Career Management Activity)

Type	CMA I	CMA II	CMA III
Classification	Items written in resume (documentary evidence attached)	Items written in Letter of Self Introduction (documentary evidence unattached)	Items written in Resume or Letter of Self Introduction (documentary evidence attached, or unattached)
Contents	<ul style="list-style-type: none"> ▪University ▪ GPA ▪ License ▪Authorized foreign language Score ▪ ABEEK ▪Chinese character ability certificate ratings ▪ A Korean History Ability Test rating ▪Experience of winning Contest Exhibit ▪ Software Performance Test ▪ Computer Application Ability (MOS, etc.) ▪Certificate of Voluntary Activities 	<ul style="list-style-type: none"> ▪Study ▪ Club Activities ▪Arbeit ▪Internship Program ▪Team Project (Including Reports) ▪LAB(Laboratory career) ▪Industrial-Educational Cooperation Activity ▪Field Study(Field Co-Op) ▪Small Company Field Experience Activity ▪Rural Volunteer Activity 	<ul style="list-style-type: none"> ▪Global Intern ▪Global Volunteer Career ▪Global Field Study (Global Field Experience) <p>※ Except Exchange Student and Language Study abroad</p>

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Career management activities & job support programs Of Overseas universities

source : Future manpower center survey of Kyunghee uni.(Dec, 2014)

Main Programs

Program title		Kyunghee	Harvard	Stanford	Pennsylvania	Florida	Southern California	Waterloo
Job Support	Resume(applications) & Interview guidance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Job Fairs		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Campus recruiting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Graduate mentoring system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
	Recruitment info supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Job & career subject	<input type="radio"/>				<input type="radio"/>		
Competence Reinforcement	Internship system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Co-op				<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
	Graduate school Educational guidance	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
	Study Aboard	<input type="radio"/>	<input type="radio"/>					
	Club, Small Group	<input type="radio"/>	<input type="radio"/>					
	Job Seminar, Discussion				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Job Support by Major		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
	Roadmap by Major		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>

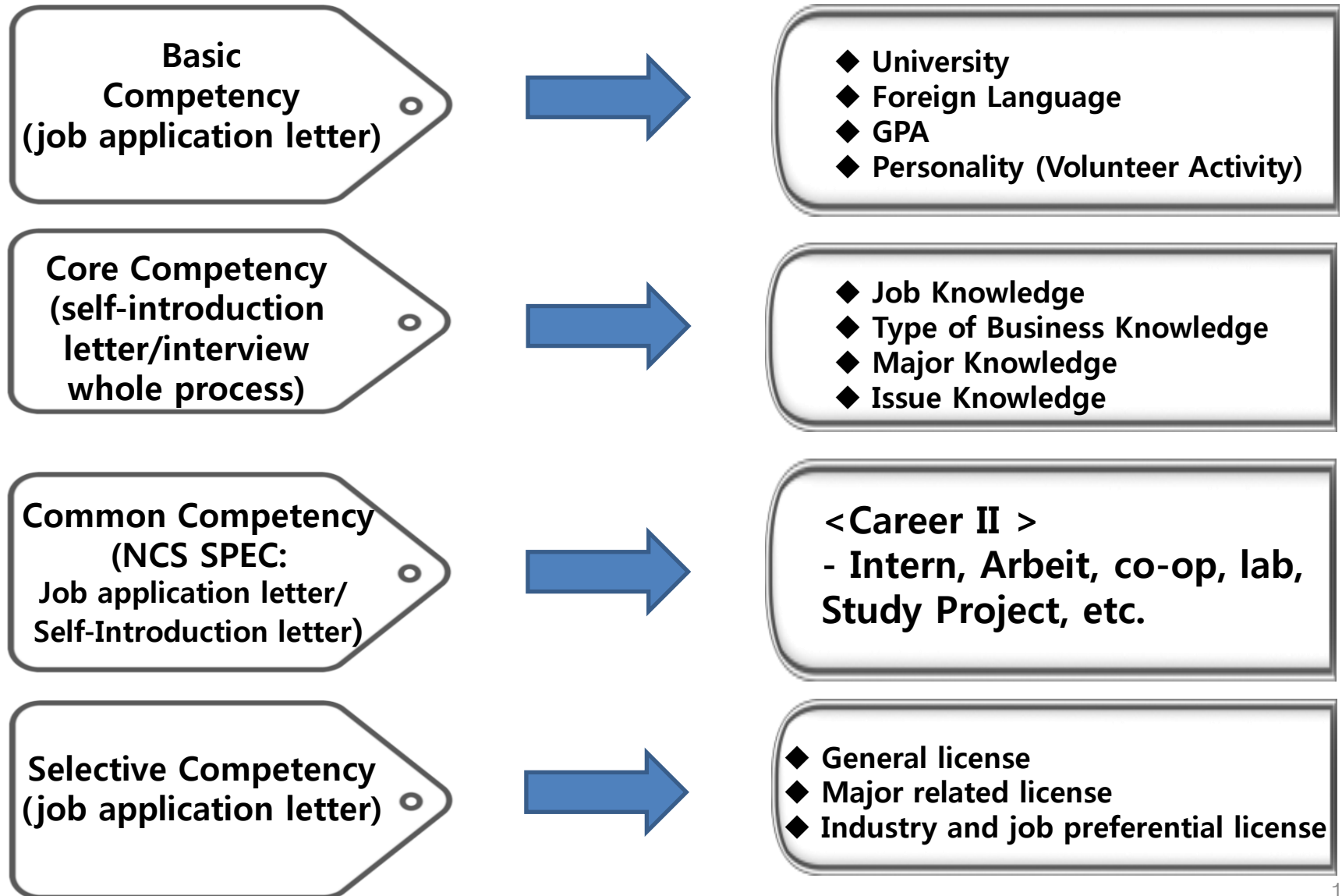
Recruitment method of Korean university graduates

Recruitment Type	Multiple Correlation Decision Method	Phased Decision Method	Substitutable recruitment method
	Totalizing whole procedure's result score	<ul style="list-style-type: none">▪Hurdle method▪None passing of mere one phase is failure	Multi type talent recruitment regarding substitutability

Selection Process of Korean university graduates

Enter Process	Document Screening	Written Test		Interview Test	Etc.
Contents	<ul style="list-style-type: none"> Job Application Letter -Resume Letter of Self Introduction -Cover Letter 	Private Firm	<ul style="list-style-type: none"> Personality Test Aptitude Test 	<ul style="list-style-type: none"> Personality Interview Individual Interview Presentation Interview Debate Interview Group Interview Blind Interview <p>Cf: Structured Interview / None Structured Interview</p>	<ul style="list-style-type: none"> Career Verification Positive Vetting Physical Examination
		Public Firm	<ul style="list-style-type: none"> NCS (National Competency Standards) 		
Test Item	Basic Competency	Knowledge test		Core Competency	Final Process

4 Competency Analysis of Open Recruitment Process



Current State of Overseas Employment Comparison with Previous Year by Continent (2017~2018)

Continent	The Employed (No)	Comparison by previous Year (No)	Ratio (%)	Comparison by previous year (%p)
Asia	1289	▼110	50.9	▼4.4
North America	766	▲295	30.3	▲11.7
Oceania	359	▲17	14.2	▲0.7
Europe	61	▼12	2.4	▼0.5
South America	52	▲8	2.1	▲0.4
Africa	5	▲1	0.2	0
Total	2532		100	

Current State of Overseas Employment by Countries in Europe (2017~2018)

Nation	Ratio(%)	Nation	Ratio (%)
Germany	39.3	Croatia	3.3
Great Britain	9.8	Finland	3.3
France	8.2	Estonia	1.6
Russia	6.6	Slovakia	1.6
Denmark	4.9	Netherland	1.6
Italia	3.3	Hungary	1.6
Sweden	3.3	Austria	1.6
The Czech Republic	3.3	Ireland	1.6
Swiss	3.3	Belgium	1.6

Overseas Employment ratio by Nations and Academic Affiliations (2017~2018)

**Top 7
Overseas Employment Nations
(2017~2018)**

Nation	No. of People (%)
USA	715 (28.2)
Japan	647 (25.6)
Austria	339 (13.4)
Singapore	262 (10.3)
Vietnam	131 (5.2)
Malaysia	54 (2.1)
Canada	51 (2.0)

**Top 7 Academic Affiliations of
Overseas Employees
(2017~2018)**

Affiliation	No. of People (%)
Social	792 (31.3)
Engineering	562 (22.2)
Humanities	522 (20.6)
Art & Physical	284 (11.2)
Natural Science	278 (11.0)
Medicine	62 (2.4)
Education	32 (1.3)