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LABOR MARKET RESEARCH. CASE STUDY ENGINEER-CONSTRUCTOR

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Abstract: The article is devoted to the analysis of the needful profession labor demand. The reasons and situations in which such labor market analysis is necessary are described. The impact of labor market analysis on various personnel policy areas is described: incentives, recruitment, retention, development and staff assessment. The technique is described of carrying out the marketing research which consists of three stages. At the preparatory stage, the main criteria for sampling and determining its scope are described. At the information gathering stage, measures to increase the received information reliability are described. At the stage of processing and interpreting the results, indicators that can be calculated from the data obtained and methods for their interpretation are indicated. The practical part of the paper describes the author's research of the labor market by engineer-constructor. A total of 423 job advertisements for this position were analyzed at six work sites. Functional duties that were specified in the job advertisements are analyzed, and requirements for education, as well as requirements for knowledge and competence were analyzed also. The average salary for the profession is calculated. The author compared the results of his own calculations with the data of the wages survey for the same period, conducted by two audit and consulting companies, and interpreted the results.

Keywords: labor market; demand for labor; labor supply; average salary; labor market monitoring.

JEL codes: E 24; J 23; J 31.

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