



Education and Culture DG

Lifelong Learning Programme

## **Thematic Network Project**

**CN 2009-2204/001-001**



## **Round Table Meetings**

## **Internet-related Jobs**

# **“Needs of the Internet Industry Making Offer and Demand meet in Training and Education”**

**Country: Hungary**

**Venue: LÁNCHÍD 19 Design Hotel - 1<sup>st</sup> Floor, Room “Duna”  
Lánchíd u. 19., H-1013 Budapest**

**Date: 24 March 2011**

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## 1. Description/General Information

The 1<sup>st</sup> Hungarian PIN workshop / roundtable meeting was held at the LÁNCHÍD 19 Design Hotel in Budapest on 24 March 2011 from 10h to 14h.

There were 8 presenters and a discussion moderator out of the 29 attendees.

The event focused mainly on the domestic companies and their needs (the demand side), presented by company heads, coming mostly from the SME sector. To focus the presentations, presenters formerly got the questions to answer to (see: *Main topics discussed*).

First MATISZ representatives provided general information about the PIN project aims and results so far, the related projects and the e-Jobs Observatory platform collaboration features.

Then, presentations of various internet professions had happened (Web designer, Animator) followed by a moderated consultation session with all the participants.

After coffee break, another chunk of internet professions was presented (e-Commerce, Etical hacker, Webmarketing, Internet Hotline / HelpDesk Operator, Usability) and another consultation session afterwards. The closing session summarized the lessons learned during the meeting.

The agenda of the PIN workshop and all of its presentations can be viewed at the workshops section of the PIN project page on MATISZ website:

[www.matisz.hu/kerekasztalok.558.0.html](http://www.matisz.hu/kerekasztalok.558.0.html)

To view -or download if possible- a presentation, just click on the '**előadásanyag**' (presentation material) link next to the presenter's name.

## 2. Main Topics discussed

The aim of the workshop was to determine the needs (knowledge, skills and competences) of the informatics / creative industry towards the professional trainings and to formulate suggestions how to improve these trainings.

Specifically the workshop aimed to find answers to the following questions:

- What kind of is the good labour force, which professional competences should it have?
- How to "produce" a good entrant, what is the result of the school-based course trainings?
- How could we solve the acquirement of practical knowledge through the trainings? Possibly by web presentations, through collaborate processing of caseworks, via 6 Months company field-work and masterwork?
- Would it be important to have "official" acknowledgement of informal knowledge acquired next to working?
- Could a sector-specific talent-development help – various funding, contests, fellowships for youth?

### 3. Definition of "Internet Industry"

Internet Industry is the backbone infrastructure of the 21st Century, offering a digital public service that serves all enterprises and citizens that make commercial or non-commercial use of the Internet.

Content industry is part of the internet industry as it transfers the real world to the digital domain and ensures its utilization.

### 4. Describe the situation regarding current/prospective needs and job requirements related to e-jobs in your country, considering the point of view of the IT sector and VET institutions.

Hungary – as any EU country – has its own issues, which affects its education system and economy as well. It is a small country with a specific language not spoken elsewhere. It has lots of SMEs and a few multinational companies that serve a very small and weak domestic market. The poor foreign language skills, conventions of non-mobility and poor training of entrepreneurship are mostly break the student mobility intentions (to get self-supporting mentality) as well as the EU or global expansion intentions of the domestic companies. We should take that into consideration.

Summarizing the opinion of the attending companies, it can be stated:

- High level of professional qualification is needed for the professions in these companies – apart from the assistant level Internet hotline/helpdesk operator.
- Soft skills (trustworthiness, teamwork, monotony-endurance on some places) are principal in these professions, as professional knowledge – due to the deficiency of current training system – is provided on specific themes either by the employer or 3<sup>rd</sup> party trainers delegated by the employer. Some employers expect and demand continuous self-training from their employees next to their regular work, but without providing the necessary conditions (what to learn, how to do that) or much support.
- Employers wish for 1-3 days of trainings, where their employees could learn practical, immediately usable "best practice" knowledge of top managers.
- Employers are willing to participate in a **collective training construction**, in which they provide 1 trainer (a senior employee having deep specific "best practice" knowledge on a subject) for 2 hours and 2-3 learners (junior employees) for a 2-3 days training course. The training organizer collects 8-9 trainers (and 16-21 trainees) from the 8-9 participating companies for the 16-18 hours (split up to 2-3 days) training course.
- Employers would prefer to have their employees eLearning -with some assessment of learned competences- besides working.
- Employers put energy on training volunteers and trainees only if the volunteer / trainee works at the company until at least for 6 Months – otherwise it not worth the efforts (5 Months of work needed to compensate for the 1<sup>st</sup> Month training).

**5. What is the most important/current problem faced by the sector regarding e-jobs?**

- knowledge become quickly obsolete;
- cyclic orders (funding is also an order from the government) don't provide the continuous income and training (eg. animation industry);
- hard to assess soft skills, only multinational companies have standard system and capacity for that purpose.

**6. What can/should be done to improve the situation on the job market for e-jobs?**

- the long term as well as the quickly become obsolete types of K/S/Cs should be defined;
- soft skills should get greater focus in basic and medium-level trainings.

**7. Who of the target groups should do what to improve the situation?**

SMEs should collaborate in collective training constructions (see chapter 4, point 4) organized by an independent training organizer (eg. MATISZ should undertake this duty in Hungary)

**8. [www.e-Jobs-observatory.eu](http://www.e-Jobs-observatory.eu)**

**Please describe the general opinion of the audience about the platform.**

Participants hardly understood its aims (what for it is), in spite of the presentation and the distributed printed flyer. For their first impression, it contains too much general information, which is hardly usable for them. Instead, they wished to know, how to define the kind of labour force they needed. They were not much interested in joining.

**9. What is the opinion of the participant towards labellisation, certification and normalization in the field of e-jobs in general?**

Participants determined that standardization is needed to foster the free move of labour force within EU. When the labellisation / certification body is a well recognized domestic or international organization, it has a role, but employers primarily accept certifications issued by multinational companies and even more they consider principal the portfolio (reference works) of the employer and/or his/her performance during the probation.

**10. What do they think about the process in general? / Would the participants express interest in participating in the piloting of this process?**

Yes, they are interested in how to determine the competence needs of the applicants the easiest way. Besides, they are willing to collaborate in collective training constructions (see chapter 4, point 4) organized by MATISZ or other independent training organizer.

**11. Conclusions**

a) Companies participated on the workshop are interested in to get transparent methods on how to determine their needs in the easiest way.

b) It has utmost importance of acquiring usable practical knowledge by

- outplacement of trainees/apprentices for minimum 6 Months of practice; or
- continuous (self-)training of the employees next to working; or
- 1-3 days of collective training construction of employees.

c) Greater emphasis should be taken on the development and measurement of soft-skills during in basic and medium-level trainings.

During our discussions, company heads agreed, that high level of subject-specific K/S/Cs are needed for them to apply a candidate at all (and that they check that via looking through the candidate's portfolio, not by their certificates and papers), but proper soft skills (collaboration, behavioural, teamwork etc.) are needed to keep their candidates inside the company in the long run.

## 12. Attendees

	<b>Name</b>	<b>Company</b>
1.	Balázs Sándor	E-marketing Interaktív Kommunikációs Ügynökség Kft.
2.	Bartha Noémi	MrSoft Kft.
3.	Czebe Márton	Carnation Zrt.
4.	Csáki-Barcza Zoltán	Magyar Telekom
5.	Csicsman Tamás	Új Calculus Bt.
6.	Dalnoki Miklós	MATISZ
7.	Dobossy Sándor	Significant Zrt.
8.	Erdélyi Ernő	Componenet Soft Kft.
9.	Fóti Marcell	NetAcademia
10.	Hargitai Ferenc	MATISZ
11.	Herendy Csilla	Corvinus, Web and Use
12.	Hernádi Gábor	HD Marketing
13.	Horváth Noémi	MATISZ
14.	Kis Ervin Egon	Szövetség az Elektronikus Kereskedelemért
15.	Kovács Lóránt	Magyar Telekom Nyrt.
16.	Lambert Győzőné	KÖZTE
17.	Mikola Rezső	MrSoft Kft.
18.	Mlinarics József	MATISZ
19.	Nagy Nóra	MrSoft Kft.
20.	Péchy György	KEDD Animációs Stúdió
21.	Pogátsnik László	Significant Zrt.
22.	Róka Tamás	Nemzeti Média és Hírközlési Hatóság
23.	Sárközi Erika	MATISZ
24.	Schneider Andrea	KEDD Animációs Stúdió
25.	Síkvölgyi László	European Comformity Check – Vállalkozásfejlesztési Tanácsadó Intézet
26.	Szabó András	TwinNet Kft.
27.	Szász Eszter	Vitályos Consulting
28.	Szerencsés Lajos	Bhagavan Kft.
29.	Vitályos Gábor	Vitályos Consulting

