



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: Poland

Venue: Wrocław University of Economics, Komandorska Street 118/120, 53-345 Wrocław, Hall 100 - Hall of the Engineering and Economics Faculty of the University of Economics

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1. Description/General Information

The 1st Polish roundtable meeting of the ProInterNet Project, organized by Wrocław University of Economics (WUE) was held on 14th of April 2011, at the premises of the Engineering and Economics Faculty, WUE, Komandorska Street 118/120 in Wrocław from 9.00 till 13.30.

The RT meeting and panel discussions were focused on receiving feedback, comments and suggestions considering qualifications of the candidates on the labour market and meeting the requirements and expectations of employers. Participants also tried to determine the main reasons for e-skills gap on Polish labour market.

The meeting, moderated by Magdalena Gurak, was attended by:

- representatives of companies - ICT and eCommerce (LAMA MEDIA Interactive Agency, Code Team, Contium, Google, ESAProjekt, Logic - Advertising and Graphic Design Studio, LSB Data, RINF, Techland, Telekomunikacja Polska/Orange)
- representatives of training companies (Ability Consulting, Energy Group)
- local authorities - representatives of the city and municipality of Wrocław (Wrocław's Office for Cooperation with Universities, Department of Computer Science)
- representatives of Universities (Wrocław University of Economics, University of Economics in Katowice)
- members of the ICT scientific circles/groups (from Wrocław University of Technology and University of Economics)
- members of the NGO's (Academic Information Technology Association of the University of Wrocław, Lower Silesian Branch of Polish Information Processing Society, Wrocław Sunrise)

The meeting had the very valuable participation of many different people not only from educational institutions, but also from a wide range of ICT companies (SME's as well as big global companies like Google, Tp/Orange), representatives of the commercial associations, the technical chamber, the public sector, universities, research institutes and scientific circles/groups.

As a result as many as 32 people were gathered to discuss the topics from the agenda included.

After the welcoming words, the participants introduced themselves in order to get to know each other. Afterwards Ph.D. Jarosław Ignacy (Strategic Management Department, WUE) introduced the PIN project, the background and aims of roundtable meeting. Then Jarosław Ignacy introduced the e-Jobs Observatory (www.e-jobs-observatory.eu) as the main platform for information, exchange and participation for PIN project. He also encouraged the participants to actively contribute to this platform in order to enhance the exchange of information and know how

on the European level. After this presentation, the participants had a coffee break in which they were offered soft drinks and various snacks.

After having set the basis by introducing the PIN project and the Observatory, the participants had a very long and fruitful discussion on the current and future needs of companies and VET institutions, as well as the on the consortium`s definition of the internet industry and the relevant jobs. As a introduction to the discussion Ph.D. Jarosław Ignacy presented the general review and forecast of ICT market in Poland as well as current situation of the ICT`s labour market. Current and prospective trends were introduced. Afterwards participants were encouraged to comment the presented review and forecast which were prepared on the basis of statistical data (collected by the biggest Polish internet ICT recruitment portal – Pracuj.pl Group - www.pracuj.pl). Magdalena Gurak (also owner of MG Manager company) made use of her experience in ICT and as a moderator successfully managed to make everyone participate in the discussion. In addition Anna Rybka and Tomasz Sajweski simultaneously took notes of the discussion.

After the discussion, Jarosław Ignacy and Maciej Czarnecki thanked all the participants for attending the RT and again encouraged them to contribute to the Observatory and become a member of the network.

2. Main Topics discussed

1. Current and prospective needs and job requirements related to e-jobs.
2. Most important problems faced by the sector regarding e-jobs.
3. The main reasons for e-skills gap.
4. Suggestions and recommendations for the future. How to improve the efficiency of ICT ?

3. Definition of "Internet Industry"

Consortium`s definition:

"The Internet Industry deals with the commercial and non-commercial production and distribution of its content and services through the internet infrastructure".

The consortium`s definition was presented as an introduction to discussion. Only small part of the RT participants followed and accepted the provided statement. As a consequence of this fact the participants made an attempt to define what is the Internet today. There were two main points of view regarding this issue:

- 1) an independent sector, separate industry - Google, Gadu-Gadu (Skype), AOL, Allegro (e-Bay), Nasza Klasa (Facebook) were mainly mentioned as the examples.

- 2) a tool, standard platform or international framework for the flow of additional information in order to attract new customers, create and develop new markets and make transactions in different other sectors of economy

The majority of RT participants (60-70 %) preferred the second point of view and opted for the "tool, platform, framework" definition. During the discussion there was even an opinion that there is no such thing as e-jobs, because in general there are only professionals operating in the area of Internet platform.

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.(max 1 page)

IT Business (SMEs + Orange/Google) + VET + Universities: Companies criticise that there are some problems with finding adequate candidates for vacancies. The dynamics of the ICT world effectively prevents the reduction of competence gap, as technology is developing faster and faster and in a natural way alters the requirements for candidates. However employers also expect a continuous development of their employees, because it's the main challenge for the competitiveness of the companies on a global market.

It was acknowledged that we have to distinguish between requirements of international corporations (Orange/Google) opening offices in different locations worldwide, and needs of local SMEs because of fundamental difference in working model. In large organizations, the worker focuses on small part of the project and has no insight into a whole process as opposed to smaller companies, where workers usually perform multiple roles within a single position.

It was mentioned that the universities also contribute to the skills and competences gap, because they don't adapt their curriculum in response to changing market demands of the ICT business. On the other hand, universities can't keep the pace with market changes and modify the program of studies (curriculum) e.g. twice a year because they have to take into account long term perspective to protect against the risk of chaos. Universities educate the general issues, without going into specific, narrow conceptual systems, because their purpose is to develop strong theoretical foundations assuming this as a good starting point to adapt and cope in many different environments.

The major problem is that students often don't exactly know, which job to choose and how to get there. They rather have inconcrete wishes or have chosen the university "by chance" not considering whether it was

the right choice. Most of them start studying to get a high education (degree) and not to gain practical, useful skills.

However, there is no doubt that the communication and cooperation between ICT industry and universities should be improved because of benefits for all stakeholders. ICT companies mentioned that the universities should create the environment for shaping the attitudes of independent, critical thinking as well as develop the student's creativity, flexibility and communications skills helping them to cope in different working conditions even in the most unpredictable. Most appreciated by employers are students who learn well and are highly motivated to continuously develop their skills, seek challenges and improve qualifications. During the recruitment companies are looking at the submitted applications in terms of something that distinguishes the candidates from others.

Current job requirements of the RT participants can be summarized in several key points:

- professional knowledge and technical skills;
- analytical and numerical skills;
- interpersonal skills (communication, teamwork);
- problem-solving skills;
- autonomy in the implementation of solutions;
- responsibility for the work;
- goal-orientation;
- ability to write documentation.

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

During the RT participants came to conclusion that the basic requirements in terms of education are fulfilled. Polish students are very well educated (theoretical knowledge) and highly skilled (analytical and numerical skills) in comparison with other EU countries. However, the mix between technical skills and communication skills seems to be the main problem. Soft skills such as curiosity, problem-solving skills as well as teamwork ability and willingness to learn are not sufficiently developed. The problem is that universities don't develop these competences in a "system way" as they focus on general education. Focussing on specific job profiles therefore is impossible. As a result ICT companies have trouble in finding appropriate candidates for their vacancies.

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

After outlining the difficulties, RT participants have pointed out many countermeasures to improve the situation on the job market. Following suggestions were made:

- promoting and executing higher standards of project work for students at the universities (putting the requirements for students, involving and developing responsibility, team work and other soft skills)
- more Case Studies during education (intended to learn how to cope with real IT problems and how to find solutions)
- better education - European Qualifications Framework reflected in the knowledge and skills that students acquire at the universities;
- increase the selection criteria of persons holding a master's degree
- implementation of humanistic subjects on technical universities to develop soft skills
- implementation of technical subjects on humanistic universities which will provide practical knowledge usable in professional work and allow graduates to find employment in the IT industry at non-technical jobs, which require only basic knowledge of IT science;
- introduction of interdisciplinary subjects in curriculum;
- promoting social and interpersonal competences courses at technical universities
- developing the competences of people available in the labour market (based on their strengths), building interdisciplinary teams complementary in terms of knowledge, skills and experience;
- better vocational guidance at the initial levels of education, which will professionally support young people in choosing the next steps of education and career path planning;
- increasing the activity of students in scientific circles and developing courses in close cooperation with IT business representatives;
- promoting specialized postgraduate training for active persons, which allows to increase the qualifications in accordance with the expectations of the labour market;
- better transparency of the labour market – creating main job profiles to improve communication between IT companies, universities and labour market

None of mentioned measures have not been fully taken yet. In general the increase of the cooperation between business and universities seems to be very promising (internship, mutual courses and subjects developed in cooperation with IT industry). It might offer the students the possibility of choosing a wide range of job opportunities. At the same time, this would serve as a guideline as students better know what are the expectations and requirements for a certain job and what should they do to get there.

Furthermore, more focus on soft skills during the education seems to be the most effective countermeasure. More teamwork and projects should be applied. This would also foster the students' responsibility for own

work. Cooperation between all stakeholders is needed to help reducing the comprehension gap and foster a better balance between offer and demand.

7. Who of the target groups should do what to improve the situation? (max 1 page).

Mentioned above.

8. www.e-Jobs-observatory.eu
Please describe the general opinion of the audience about the platform.

The e-Jobs Observatory (www.e-jobs-observatory.eu) was presented as the main platform for information, exchange and participation for PIN project. A PowerPoint presentation containing mainly screens from website was introduced in order to involve all participants. In spite of this fact they were not very enthusiastic about it and hardly followed the presented aims of the platform. Additionally there was no great interest in joining in the platform because the participants were not convinced of real benefits in comparison to efforts that have to be made (putting own information). RT participants also concluded that large amount of input information must be gathered in order to make the e-Jobs Observatory a useful platform, what is difficult to achieve without incentives to join in.

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

ICT industry is one of the fastest growing areas of the economy, which results in the increase and the persistence of high rates of employment in this sector. As the technology is nowadays developing even more rapidly this situation has an impact on the difficulties employers face in recruiting process because of the continuous discrepancy between expectations of employees and qualifications of the candidates. As a result participants were rather skeptical about the possibility of standardization being applied to all IT jobs. RT participants also pointed out that normalization won't solve all the problems of the labour market indentified during RT meeting. But it was also indicated that normalization in the field of e-jobs and description of job profiles allow to systematize the information considering responsibilities, required knowledge and skills in individual job positions. These activities can enhance and improve the transparency of the labor market. This is an important support for making decisions and planning steps of development, as well as in recruitment processes. In general participants insisted to keep a clear form of job descriptions, because otherwise this may turn out to be unsuitable because of the complexity and incomprehensibility of presented content.

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

Mentioned above. Additionally most of the RT participants (all IT companies) were interested in how to determine the competence needs of the applicants in the easiest way. No interest was given to participation in the piloting.

11. Attendees:

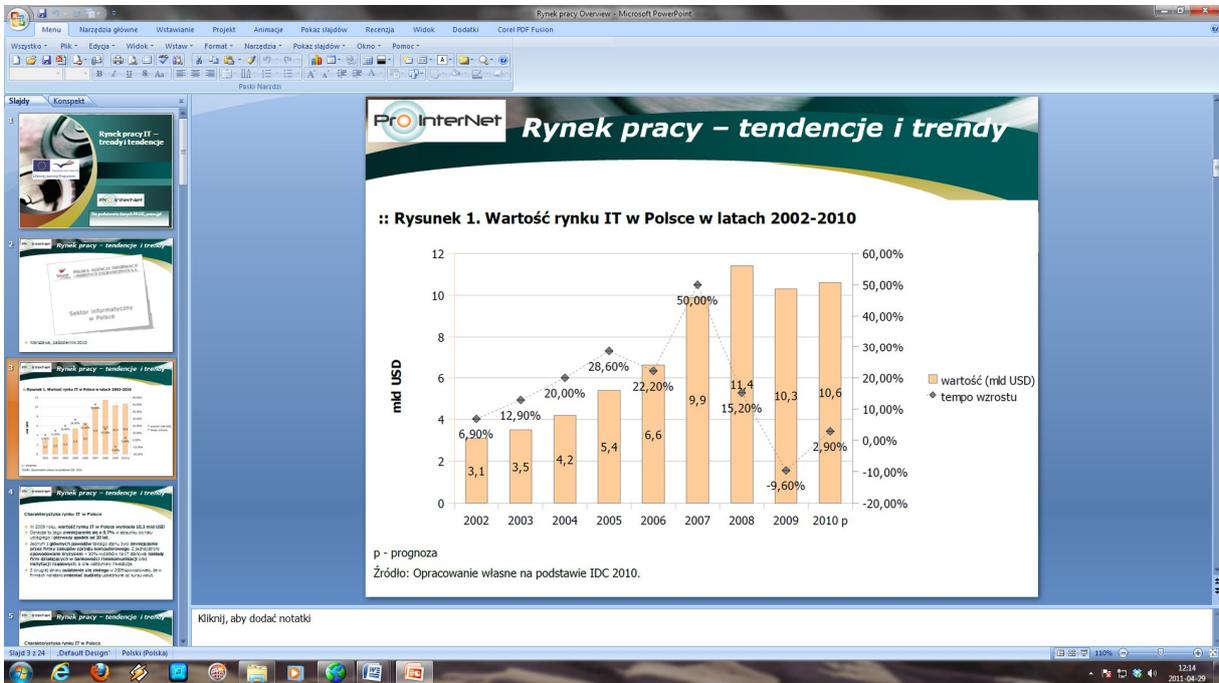
1. Paweł Banasiewicz - ENERGY Group
2. Jerzy Korczak - WUE Wrocław
3. Marta Klimowicz - AdTaily Sp z o.o.
4. Piotr Szwed - Municipality of Wrocław (Wrocław's IT Department)
5. Jakub Petrykowski - Emovo.pl
6. Katarzyna Siedlecka - TP S.A./Orange
7. Radosław Iwaszyn - Human Dialog
8. Krzysztof Kurilec - LSB DATA
9. Jakub Juszcakiewicz - ASI/ Wrocław University of Technology
10. Anna Miaska – University of Economics Katowice
11. Kinga Kajfosz - University of Economics Katowice
12. Bogna Zacny - University of Economics Katowice
13. Aleksandra Gwara - Techland
14. Katarzyna Borowiecka - Techland
15. Urszula Stopczańska - RINF
16. Alicja Poliwka - Ability Consulting
17. Marcin Wójcik - Ability Consulting
18. Artur Jordan - CODE TEAM
19. Joanna Szymkiewicz – municipality of Wrocław (Wrocław's Office for Cooperation with Universities)
20. Maciej Litwin - municipality of Wrocław (Wrocław's Office for Cooperation with Universities)
21. Paweł Nużka – IT scientific circle/group Wrocław University of Technology
22. Paweł Sabat - IT scientific circle/group Wrocław University of Technology
23. Jan Szajda - IT scientific circle/group Wrocław University of Technology
24. Justyna Jagiełło - GOOGLE
25. Katarzyna Ptasznik - ESAPROJEKT
26. Grzegorz Rudno-Rudziński - CONTIM S.A.
27. Marta Kajrowicz - Librent HR
28. Maciej Czarnecki – WUE PIN Round Table Team
29. Jarosław Ignacy – WUE PIN Round Table Team
30. Anna Rybka – WUE PIN Round Table Team/ RINF

- 31. Magda Gurak – WUE PIN Round Table Team/ MG Manager
- 32. Tomasz Sajewski – WUE PIN Round Table Team

12. Pictures:







:: Rysunek 2. Struktura rynku IT w Polsce w latach 2010 i 2014 r.



Udziały prognozowane

Źródło: IDC, 2010; Poland Information Technology Report, Business Monitor International, 2010.

Charakterystyka rynku pracy IT w Polsce 2010-2011

26 362 Oferty pracy w III kwartale 2010 roku według działów w firmach

