

Digital Man as a Labor Market Outlook in Bulgaria

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Abstract: The lack of staff in Bulgaria is a problem that both businesses and the government have to deal with. This problem is growing more and, if no urgent action is taken, the consequences would be poor. The article proposes an idea to reduce this negative economic and social aspect of the modern Bulgarian economy.

Index Terms: Digital man, digital technologies

I. THE LACK OF CADRES FOR 2017 IN BULGARIA

The ability to work with the Internet reveals vast prospects for people. What is interesting is the ability of workers to become more flexible in their mobility, with the ability to change their workplace (whether in the same enterprise or otherwise). The purpose of the work is to enable workers to reveal their full professional and personal potential by creating a digital portfolio. In this way, they become more visible and appealing to the increasingly hungry labor market.

Naturally, we are now taking into account the migration process and the demographic collapse in the amount of the population since 2014. until 2017. (Table 1)

TABLE 1
POPULATION CHANGE IN BULGARIA FOR THE PERIOD
2014-2017.

2014		2015		2016		2017	
Total	Cities	Total	Cities	Total	Cities	Total	Cities
4403374	3341860	4349105	3286121	4304436	3256593	4248503	3218503

The problems facing the labor market in Bulgaria are increasingly in the direction of a lack of qualified staff. From the exported reports of the National Statistical Institute on the next figure we can trace, for 2017 employed by economic activities and by age.

It can be seen from the table 2 that the number of persons employed in 2017 was 3150300, which corresponds to the population of the country for the same period - 7 050 034, which gives us the conclusion that nearly 44.68% of the population was economically active. According to data from the country's business, the lack of staff is nearly 40% in all sectors

In other words, the lack of staff is almost equal to the percentage of the economically active population

TABLE 2
ECONOMIC EMPLOYMENT IN 2017 IN BULGARIA BY
SECTOR

Окуп Total	Възраст Age						Economic activity groupings
	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 и повече/ and over	
3150.3	148.6	689.2	869.6	797.3	568.7	76.9	Total
221.0	12.0	39.6	53.3	55.2	49.6	11.2	Agriculture, forestry and fishing
31.8	(0.8)	5.2	7.4	12.2	5.9	(0.4)	Mining and quarrying
601.8	27.6	117.9	176.7	163.8	105.5	10.3	Manufacturing
39.5	(0.7)	6.9	10.6	13.6	7.8	(0.0)	Electricity, gas, steam and air conditioning supply
34.5	(1.1)	4.6	7.9	10.2	9.7	(1.0)	Water supply, sewerage, waste management and remediation activities
234.3	10.5	58.1	65.4	57.1	39.2	4.0	Construction
542.4	33.7	143.8	166.2	126.5	61.8	10.5	Wholesale and retail trade; repair of motor vehicles and motorcycles
210.6	6.2	33.9	60.8	64.6	42.2	(2.9)	Transportation and storage
169.5	22.0	47.1	39.5	34.4	24.2	(2.3)	Accommodation and food service activities
91.9	5.9	37.3	30.5	11.1	5.8	(1.3)	Information and communication
63.7	(2.0)	20.6	19.7	13.4	7.4	(0.6)	Financial and insurance activities
11.3	(0.6)	(2.1)	(3.2)	(3.1)	(1.9)	(0.4)	Real estate activities
111.2	(3.8)	31.2	31.2	23.2	17.7	4.0	Professional, scientific and technical activities
111.5	5.5	27.1	22.6	23.0	25.4	8.0	Administrative and support service activities
219.0	4.0	39.5	74.7	60.0	38.4	(2.4)	Public administration and defence; compulsory social security
171.6	(1.9)	20.0	37.3	54.6	53.3	4.5	Education
164.8	(1.4)	21.6	35.8	45.7	51.7	8.6	Human health and social work activities
49.4	4.9	14.0	10.4	9.7	8.8	(1.6)	Arts, entertainment and recreation
70.5	4.1	18.8	16.6	15.8	12.3	(2.9)	Other service activities

It can be added that the unemployment rate for 2017 is 3.4% (see Figure 1), and even if it is added to the economically employed, the ratio becomes 48.8% to 40%, which is again almost one one. Although for 2017 unemployment rates are the lowest for the past 7 years.

The reasons could more than one but you could red more about that in Hristov 2015.

This gives us reason to say that people are yet to be an invaluable resource for businesses, and in that order, quality workers will find it easier to work.

II. CHANGES IN THE BEHAVIOR OF THE PLAYERS ON THE LABOR MARKET IN BULGARIA

The traditional labor market currently operates as follows:

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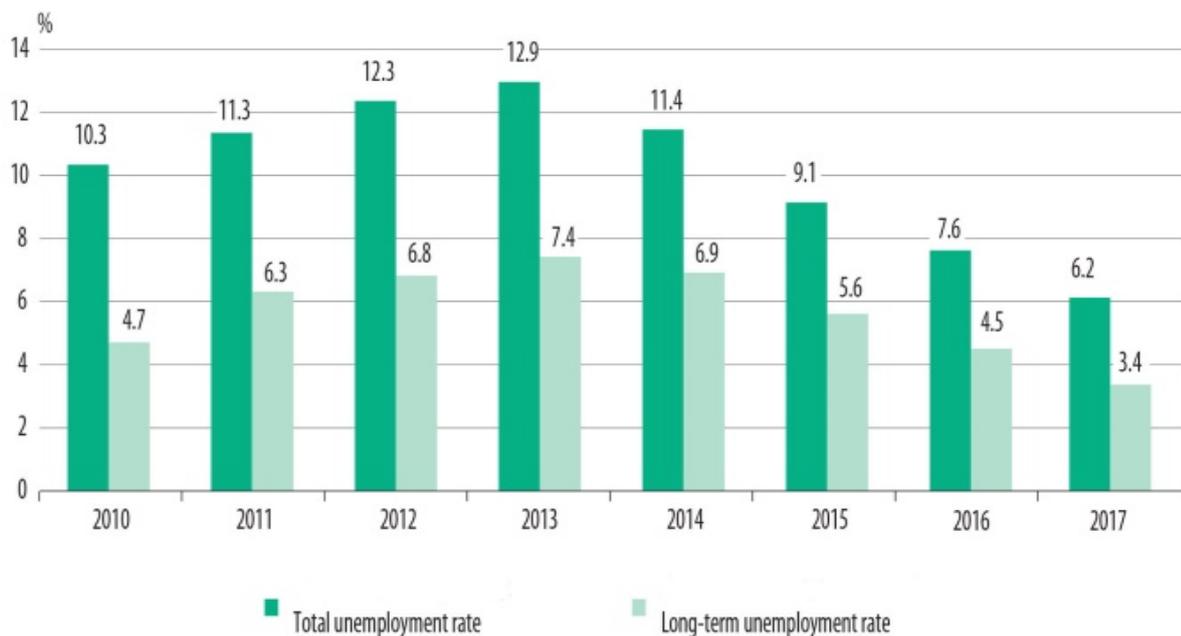


Fig. 1. Unemployment rate in Bulgaria for the period 2010-2017.

Source: Employment and unemployment - annual data 2017. National Statistical Institute, Bulgaria, 2018. p.17

A. FROM THE ENTERPRISE

The company identifies the need for a workforce and starts publishing a vacancy notice on various information channels. In this case, the distribution channel of this information does not matter. The goal is to get as many people as possible to know about the vacancy.

B. FROM THE WORKER'S SIDE

Whether at the moment the employee is a busy or free agent, he reviews the job vacancies and, if desired and willing (meets the terms of the notice), applies for further action. The aim is to take up the job vacancy under the best working conditions.

The scheme thus presented concludes that passivity in the occupation of the vacant work place has the enterprise that announces position for a worker. Announces and waits, hoping the ad to reach the desired candidate. Of course, the various HR organizations and HR selection techniques help, but there is a feeling that meeting the right candidate is a matter of urgency.

On the other hand, the worker is an active party in the search for a job, and in the absence of his desire, it is difficult for the enterprise to reach this frame.

As a general conclusion from these considerations, it can be said that the labor force in Bulgaria is still in the labor market looking for the job.

In the absence of sufficient staff, it is imperative that the direction of thinking and action changes altogether, and the maxim will sound like *a job seeking the worker*.

How would things be on the labor market then:

A. FROM THE ENTERPRISE

The company searches for job vacancies and reviews the advertisements posted by the workers. Chooses the best and invites them to become part of their organization.

B. FROM THE WORKER'S SIDE

Employee publishes its professional portfolio by advertising itself. This allows businesses to get acquainted with it and to assess the degree of readiness to take up the vacant position.

An active part of the job is this time, the enterprise that scans all available job listings as the best.

Worker is more a passive player in the labor market due to the fact that he publishes a job and expects the most suitable company to find it.

This reveals a number of advantages, but first of all we will clarify the nature of self-promotion to the worker.

The problems with policy of Bulgarian economy could be see Nikolov. 2017

III. THE DIGITAL PERSON IN THE NEW MARKET CONDITIONS OF LABOR

A digital person means creating a professional portfolio in which the employee includes:

- The skills the worker has managed to achieve over the years. This is not just about the professional qualities required by the current position. The idea is that one develops many qualities and skills that may be different in nature. The more abilities the person has, the more valuable a person takes on the labor market. On the one hand skills are in the form of knowledge and on the other in the form of experience;
- Proof of skills. This is reflected in the ability to demonstrate skills through various diplomas, certificates, certificates, references, and so on.

It is important to know that this portfolio is good to be done through some digital technologies. In this way, one becomes much more flexible on the labor market. In the direction of the technological world, the worker must be technologically literate, at least in part advertising himself on the Internet.

This is a major problem facing the Bulgarian worker. The use of Internet and digital technologies by Bulgarian consumers is still not enough.

Some authors gave mathematical solution on similar kind of problem (Angelov, K., Kaynakchieva, V 2015)

For 2017, the data could be seen on the following link (http://www.nsi.bg/sites/default/files/files/pressreleases/ICT_hh2017_ZW9AP4W.pdf), only 44.3% of people using the World Wide Web in Bulgaria can copy files or folders. Even more astonishing is the statistic of using software with text - 27.9%. People who can install software or apps are only 19.9% and those who can use spreadsheets - 16.4%.

The most important indicator for us in this regard is the low percentage of people who can work with presentation software - 15%. This is a major way for people to showcase their abilities and express themselves to a broad audience of businesses. The percentage is startlingly low and in order to realize the idea of the digital man an urgent change is needed in the direction of a rise in the percentage.

What would be the main benefits for businesses and workers of realizing the idea of a digital person.

A. BENEFITS TO THE ENTERPRISE

Businesses will be able to select their prospective candidates for the skills and qualities they have already demonstrated. This saves time from the posting of the advert even from the initial stage of the selection of candidates - selection by documents. Of course, this does not in any way alter the need for professional recruiters.

An enterprise is given the opportunity to have a wide range of available future workers, which, even if they do not fully meet the desired position, could be re-qualified in the direction desired by the enterprise. This kind of database would be very useful for the future in which the company will have some certainty that if needed, it can find a person with the right qualities for the job you are looking for. If the company see their workers as specific assets will be the best way in right direction to manage

them efficiently. But first of all the company must know the structure of their assets in details.

One advantages for organization management could be improvement of internal communication (Angelova, M. 2015).

B. BENEFITS FOR THE WORKER

Benefits for workers are numerous. The worker develops herself constantly, literally at any moment of her personal and professional life. Digitally, he only has to express himself by becoming a digital person. But it is only the means of achieving the desired job. The skills that accumulate are in terms of education, professional experience, and all the qualities that one develops. Of course the digitization will be support of infinity world of new digital inventories. (Popov G., Raynova K., 20017)

Digitization of man is an uninterrupted way of self-improvement expressed through modern digital technologies. It does not matter here what the profession of a person is or what kind of industry he or she is in, what is his educational background or his accumulated professional experience. These things are of significance for enterprises wishing to hire it, or to establish its suitability for taking up a vacant position. In this case, the golden rule is observed - one learns while he is alive, and through technology he becomes a digital person.

Through this digitization and digital portfolios, the worker becomes visible to the world and wherever there is room for him.

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