



# **ONLINE EMPLOYMENT INDICATOR**

**Online Labor Supply and Demand trends tracked by VietnamWorks.com**

**JULY 2009**

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## ONLINE LABOR SUPPLY AND DEMAND TRENDS

### Upward trend of online labor demand

The online labor demand index of quarter II/2009 increased by 36.8% against quarter I/2009. Of all 50 industries on [www.vietnamworks.com](http://www.vietnamworks.com), online labor demand indexes of 34 industries showed an increment compared to those of quarter I/2009. The Securities industry recorded the highest growth rate at 200%, however the demand index of this industry in the first half of 2009 was relatively low compared to all of the industries. Amongst the industries recording the increase in the labor demand index this quarter, IT-Software made the lowest rise at 11.8%. The 16 remaining industries stayed unchanged.

Despite the upward trend in the online labor demand, employers are now more cautious in choosing the right person for their vacancies and the recruitment standards are set at a higher level than ever before. To some extent, it is a positive trend for the labor market by fostering the professionalism of both employers and job seekers. However, job seekers would find it more difficult to get a suitable job as it has become more and more competitive in the past few months. This trend promises to continue for months to come.

### Online labor supply trend demonstrated an “employers’ market”

In quarter II/2009, the labor market witnessed the continuous upswing of online labor supply index which increased by 9.2% compared to quarter I/2009. In comparison with quarter I/2009, 26 industries recorded increased online labor supply index, 12 industries remained unchanged, and 12 industries recorded a decrease. Architecture showed the highest loss in online labor supply index, decreasing by 20% while Securities recorded the highest growth in online labor supply index at 35.7%.

Above all, the online labor indexes of quarter II/2009 demonstrate the “employers’ market” with the great availability in supply of labor. The online labor supply index of quarter II/2009 recorded at 127.8 while the online labor demand index registered at 34.2.

Although the online labor supply index is approximately 3.7 times higher than the online labor demand index, in quarter II/2009 the online labor demand index moved with a higher speed than the online labor supply index, showing signs of recovery of the labor market.

DEMAND vs SUPPLY-QII/2009

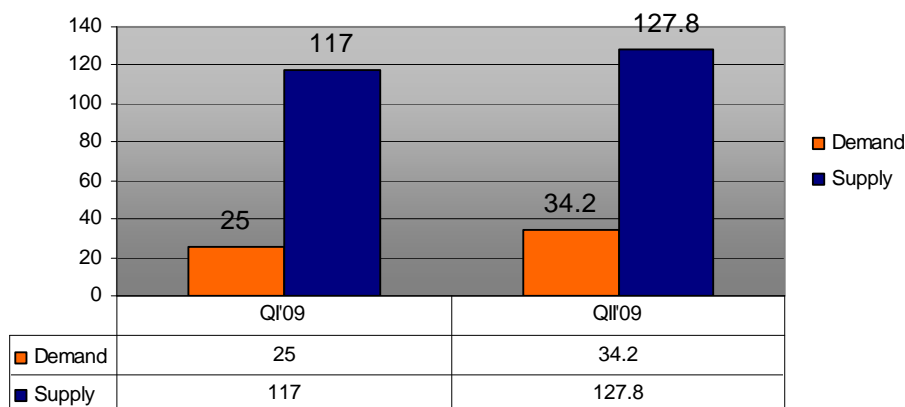


Chart 1 – Source: VietnamWorks.com

### Top Five Industries with high Labor Supply and Demand

The Top Five Labor Supply and Demand shows the industries in the highest supply and demand among others. In quarter II/2009, the Top Five Industries with high demand included Accounting/Finance, Administrative/Clerical, Engineering, Sales, and IT-Software, of which Sales had the highest online labor demand index with an increase of 52.4% as compared to that of quarter I/2009. The more demand for human resources in the key industries, to a certain extent indicated that more employers need talents to either help them ride out the storm or prepare for the next phase of the economy, when the “storm” has dissipated.

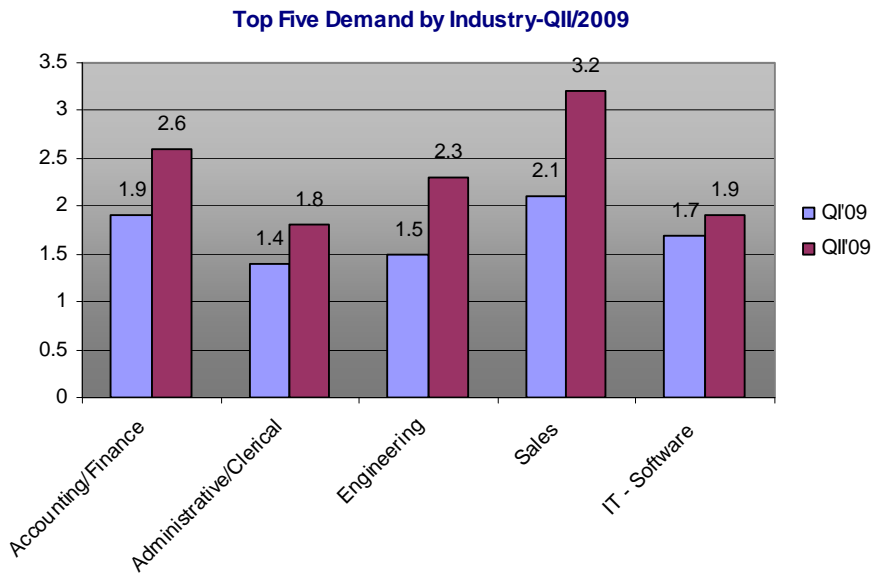


Chart 2 – Source: VietnamWorks.com

Meanwhile, Accounting/Finance led the Top Five Industries with high labor supply index in quarter II/2009 and increased 25.3% compared to the first quarter of this year. Under Accounting/Finance, in descending order, were Banking/Invest, Administrative/Clerical, Engineering, and Human Resources.

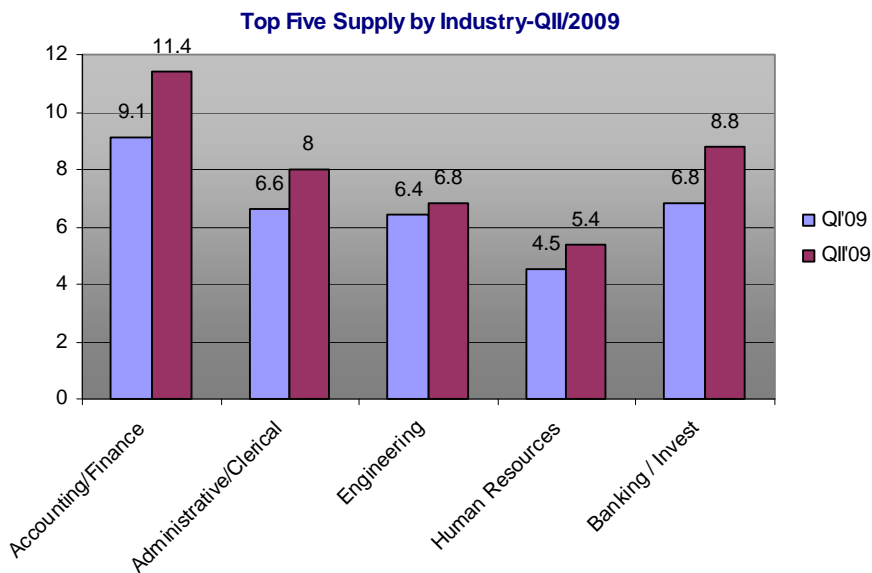


Chart 3 – Source: VietnamWorks.com

### The labor supply and demand gap narrowed in the majority of industries

In quarter II/2009, the majority of industries showed positive signs. In particular, the gaps between supply and demand of labor narrowed for 34 of 50 industries. The convergence of supply and demand of labor helped lowered job seekers' stress in these industries, although big gaps still remain and would take time to resolve.

Sales, Manufacturing, and Marketing recorded the smallest gaps between the labor supply and demand amongst industries which has the highest labor demand indexes in quarter II/2009. In particular, the labor demand index of Sales increased by 52.4% as compared to quarter I/2009 while its labor supply index increased by 10.4%. The labor demand index of Manufacturing increased 36.4% compared to quarter I/2009 while its labor supply index decreased by 5.9% compared to the previous quarter. In addition, the labor demand index of Marketing grew much higher than its online labor supply index (54.5% vs. 7.1%), resulting in more labor demand than supply in this industry.

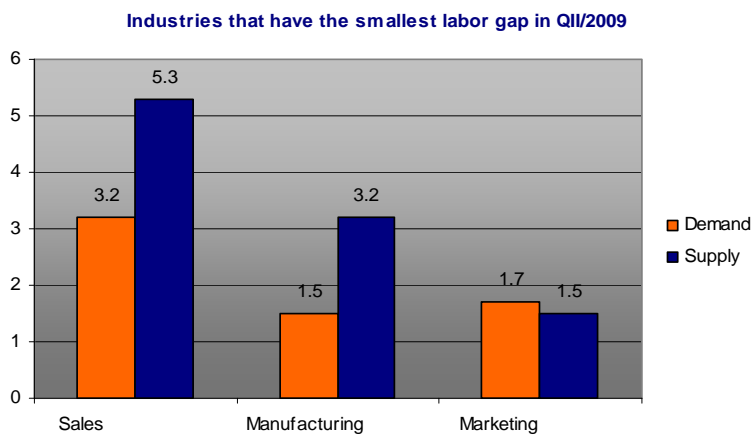


Chart 4 – Source: VietnamWorks.com

### Job distribution by location

Hanoi and Ho Chi Minh City were leading the Top Five list with the labor demand index in each locality at 6.74 and 5.43 respectively, and were always the “job centers” of the whole country with the highest online labor demand indexes. In fact, labor demand indexes of the majority of localities in the location list edged up in comparison to the previous quarter, which provided more opportunities for local job seekers.

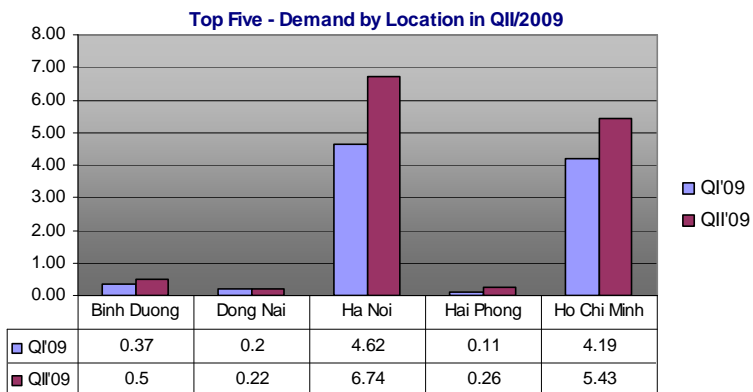


Chart 5 – Source: Vietnamworks.com

**Labor demand by job level**

In general, online labor demand index in almost job levels was accelerated despite the recent economic situation.

In quarter II/2009, the labor market showed high demand in experienced (non-managerial) staffs which means a continuous lack of skilled staffs. Online labor demand index for experienced (non-managerial) level in quarter II/2009 increased by 40.1% compared to that of quarter I/2009. To some extent, the increase correlates with key findings from the Trend Survey 2009 conducted by Navigos Group in March 2009 which had found that 67% of 91 surveyed companies still planned to hire in the next six months that was mainly aimed at staff level.

**Demand by Job Level in QII/2009**

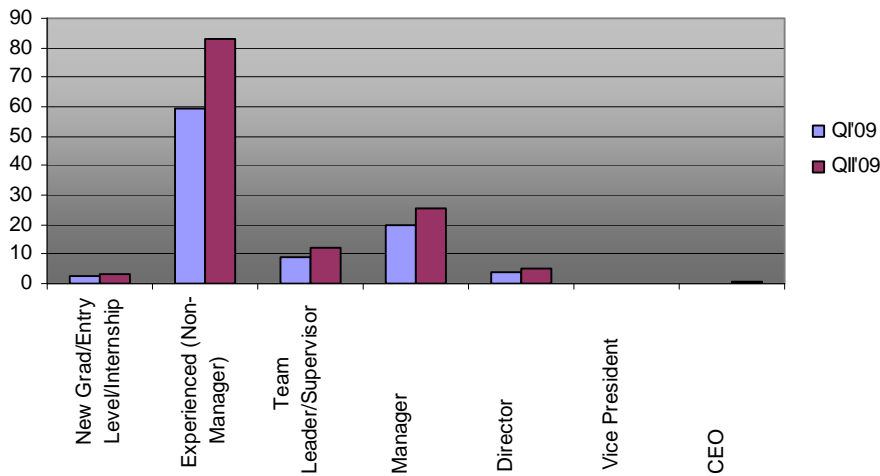


Chart 6 – Source: VietnamWorks.com

**APPLICATION INDEX**

Application index is a new statistic which was added in the Online Employment Indicator Report from quarter II/2009. This indicator measures the level of job seekers' interest in their corresponding industries, job levels, and job locations which are tracked on [www.vietnamworks.com](http://www.vietnamworks.com).

**Top Five Most Competitive Industries**

According to data tracked by VietnamWorks.com, in the second quarter of 2009, the Top Five industries which had the highest application index were: Administrative/Clerical, Customer Service, Entry Level/Internship, Export-Import, and Human Resources. Of all industries in the list, Administrative/Clerical was the most competitive industry with the index recorded at 11.4. In contrast, Temporary/Contract, Security Service, Agriculture/Forestry, Legal, and Healthcare/Medical were the least competitive industries in quarter II/2009.

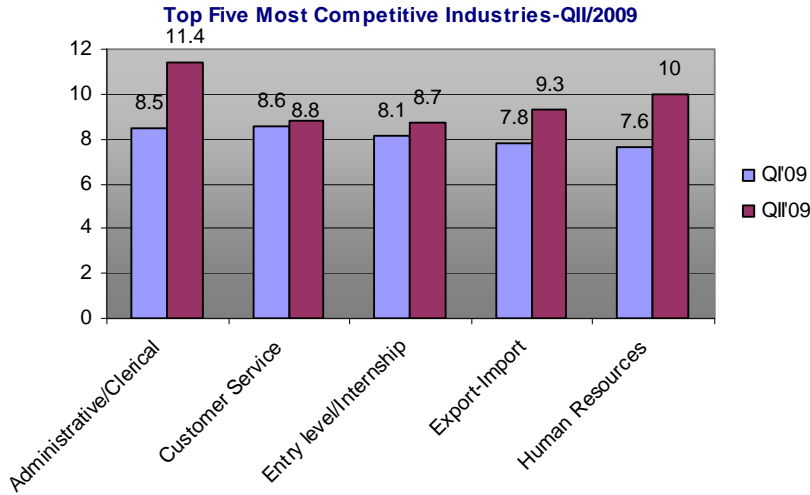


Chart 7 – Source: VietnamWorks.com

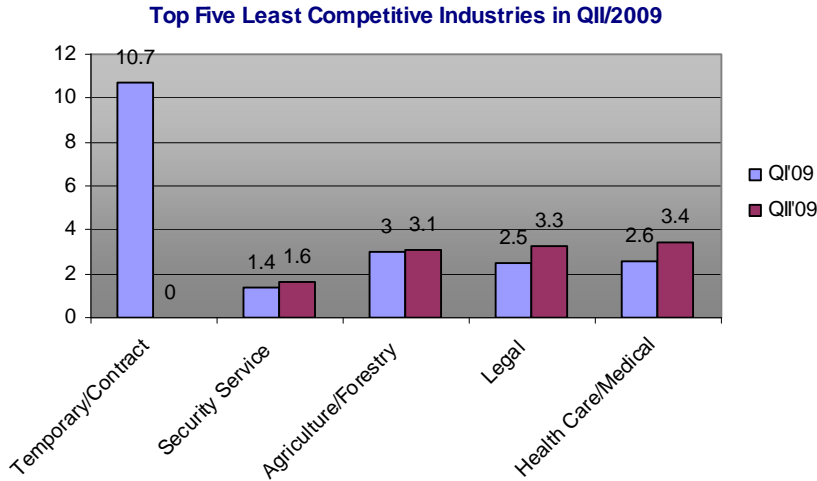


Chart 8 – Source: VietnamWorks.com

**Application index by job level**

Judging by job level, of all 7 categorized job levels, New Grad/Entry Level/Internship recorded the highest application index in quarter II/2009. This is understandable as the graduation period of most university and college students usually falls into the second quarter of a year. The competitiveness of the labor market increased from quarter I/2009 to quarter II/2009 at almost job levels, except for the CEO and Vice President level.

**Applications Index by Job Level in QII/2009**

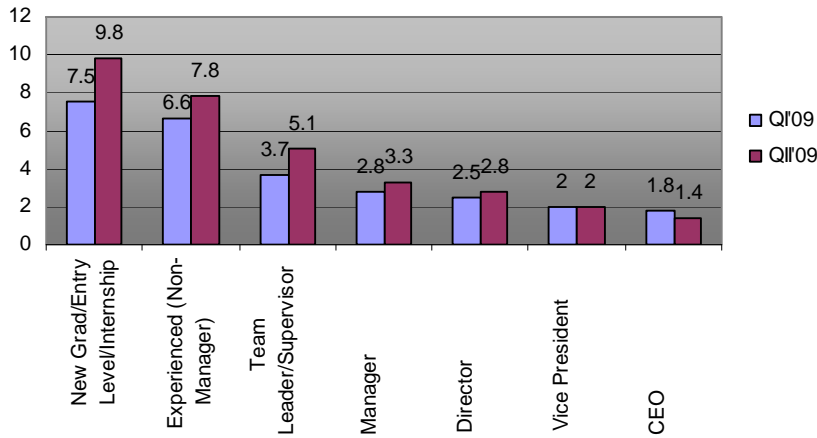


Chart 9 – Source: VietnamWorks.com

**Application index by location**

In quarter II/2009, the application indexes increased for the majority of localities as categorized by VietnamWorks.com. Among the top ten cities and provinces which had the highest labor demand indexes in quarter II/2009, Ho Chi Minh City was the most competitive while Vinh Phuc was ranked 10<sup>th</sup> in competitiveness .

**Application Index in High-Labor Demand Localities-QII/2009**

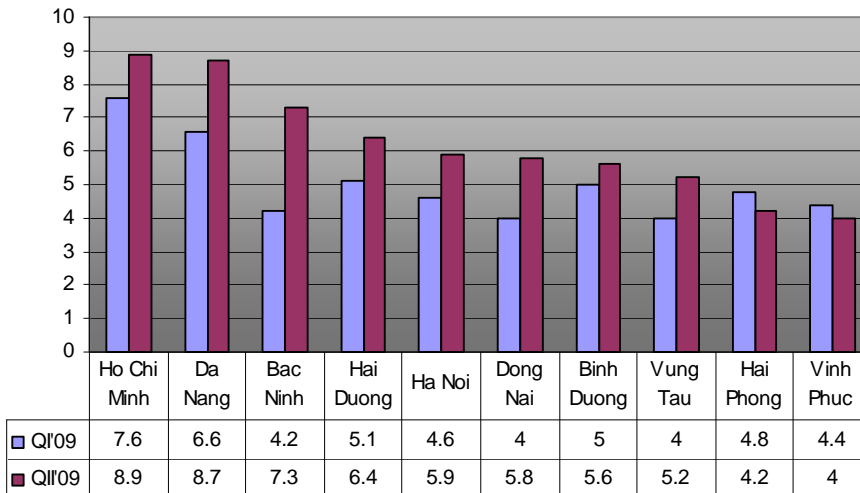


Chart 10 – Source: VietnamWorks.com

## ONLINE EMPLOYMENT INDICATOR REPORT – VERSION 2009

The VietnamWorks.com's Online Employment Indicator Report is a quarterly review of the online labor supply and demand trends which were tracked on [www.vietnamworks.com](http://www.vietnamworks.com). The labor supply and demand indexes do not represent the number of jobs and resumes tracked by VietnamWorks.com but they reflect the labor supply and demand trend in specific job industries, levels, and in various regions throughout Vietnam.

### DEFINITIONS

- **Labor demand index** - is calculated on the basis of the number of new jobs which are posted on VietnamWorks.com and is valid within the quarter. This illustrates relative changes in data over time.
- **Labor supply index** - is calculated on the basis of the number of new resumes created during the quarter which is qualified for searchable on VietnamWorks.com. This illustrates relative changes in data over time.
- **Job listing** – is a job advertisement posted by employers on VietnamWorks.com to advertise a specific position of employment which is available.
- **Resume** – is created by job seekers on VietnamWorks.com which are qualified for for searches.
- **Application** – a response to a job advertisement on VietnamWorks.com through the “Apply” function which will send responses to the employers who advertise the job.
- **Industry** – is classification made by VietnamWorks.com to place job advertisement in the relevant industries for convenient search. Currently, VietnamWorks.com has 50 industries.
- **Job level** – is the definition of the position of employment.
- **Job seeker** – is any person who creates his/her CV on or applies for a job through VietnamWorks.com.
- **Employer** – is an entity or individual who posts a job advertisement on VietnamWorks.com.
- **Location** – is the localities in which the job opportunity is available.

**DEMAND INDEX**

No.	Industry	QI'09	QII'09
1	Accounting/Finance	1.9	2.6
2	Administrative/Clerical	1.4	1.8
3	Advertising/Promotion/PR	0.5	0.8
4	Agriculture/Forestry	0.1	0.1
5	Architecture	0.3	0.4
6	Pharmaceutical/Biotech	0.3	0.3
7	Construction	0.8	1.2
8	Consulting	0.2	0.2
9	Arts/Design	0.3	0.4
10	Customer Service	0.4	0.5
11	Education/Training/Library	0.3	0.5
12	Engineering	1.5	2.3
13	Entry level/Internship	0.4	0.6
14	Environment/Waste Services	0.1	0.1
15	Executive management	1.3	1.7
16	Expat	0.1	0.1
17	Export-Import	0.4	0.6
18	NGO/Non-profit	0.3	0.4
19	Health Care/Medical	0.2	0.3
20	Human Resources	0.6	0.8
21	Insurance	0.2	0.2
22	Legal	0.2	0.3
23	Manufacturing	1.1	1.5
24	Marketing	1.1	1.7
25	Oil/Gas/Mineral	0.2	0.2
26	Real Estate	0.3	0.5
27	Restaurant/Food Service	0.2	0.2
28	Retail/Wholesale	0.1	0.1
29	Sales	2.1	3.2
30	Sales Technical	0.7	0.7
31	IT - Software	1.7	1.9
32	Transportation/Logistics	0.5	0.6
33	Tourism/Hotel	0.4	0.6
34	Other	0.1	0.1
35	Telecommunications	0.7	0.7
36	Banking / Invest	1	1.5
37	Chemical / Biochemical	0.2	0.2
38	Cosmetics	0.1	0.1
39	Footwear	0.1	0.1
40	Furniture/Interior Design	0.1	0.2
41	Interpreter/Translator	0.5	0.6
42	Media/Newspaper	0.1	0.2
43	Purchasing	0.2	0.4
44	Security Service	0	0
45	Temporary/Contract	0	0
46	Textiles/Garments	0.3	0.4
47	Warehouse	0.2	0.2
48	Food/Beverage	0.2	0.3
49	IT - Hardware/Networking	1.2	1.4
50	Securities	0.1	0.3

**SUPPLY INDEX**

No.	Industry	QI'09	QII'09
1	Accounting/Finance	9.1	11.4
2	Administrative/Clerical	6.6	8
3	Advertising/Promotion/PR	3.3	3.4
4	Agriculture/Forestry	0.5	0.5
5	Architecture	1	0.8
6	Pharmaceutical/Biotech	1	1.1
7	Construction	3.7	3.6
8	Consulting	1.9	2
9	Arts/Design	1.6	1.5
10	Customer Service	4.5	4.9
11	Education/Training/Library	2.3	2.7
12	Engineering	6.4	6.8
13	Entry level/Internship	2.8	3.1
14	Environment/Waste Services	1	1.1
15	Executive management	4.6	4.8
16	Expat	1.1	1
17	Export-Import	3.5	4
18	NGO/Non-profit	1.6	1.6
19	Health Care/Medical	0.4	0.4
20	Human Resources	4.5	5.4
21	Insurance	0.8	0.7
22	Legal	0.6	0.7
23	Manufacturing	3.4	3.2
24	Marketing	1.4	1.5
25	Oil/Gas/Mineral	1.8	1.8
26	Real Estate	2	2
27	Restaurant/Food Service	0.7	0.8
28	Retail/Wholesale	1.3	1.3
29	Sales	4.8	5.3
30	Sales Technical	4.1	4.2
31	IT - Software	4.3	4.2
32	Transportation/Logistics	0.9	0.8
33	Tourism/Hotel	3.1	3.6
34	Other	1.7	1.9
35	Telecommunications	2.4	2.5
36	Banking / Invest	6.8	8.8
37	Chemical / Biochemical	1.4	1.4
38	Cosmetics	0.6	0.5
39	Footwear	0.3	0.3
40	Furniture/Interior Design	0.9	0.8
41	Interpreter/Translator	2	2.4
42	Media/Newspaper	0.9	1
43	Purchasing	0.8	0.8
44	Security Service	0.1	0.1
45	Temporary/Contract	0.2	0.2
46	Textiles/Garments	0.8	0.9
47	Warehouse	0.9	0.9
48	Food/Beverage	1.5	1.4
49	IT - Hardware/Networking	4	3.9
50	Securities	1.4	1.9