E-LABOUR PLATFORMS
STREAMLINING THE PROCESS *Right Person For Right Job*

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Abstract
On E- labour platforms enterprises, companies, organizations and employees can tailor their interactions to their needs.
On the other hand, "E-labour platforms- key new technologies" is both about tools for a battle to find a good job and tools to retain the empowered worker. It is about performers, when they understand their own value.
But it is not enought to find the right people for the right job. Companies in innovative industries need mechanisms that support ongoing, self-directed, and virtual learning. Training platforms enable employees to create online learning programs.

Keywords
E-labour platforms, Careerbuilder, Onboarding and training, Digital war for talent

JEL Classification
M54

Introduction
According to a study published by Eurostat on February 2016, the employment situation of people, aged 55-64, in the 28 EU countries, in the interval [2010-2014] was (Fig.nr.1)
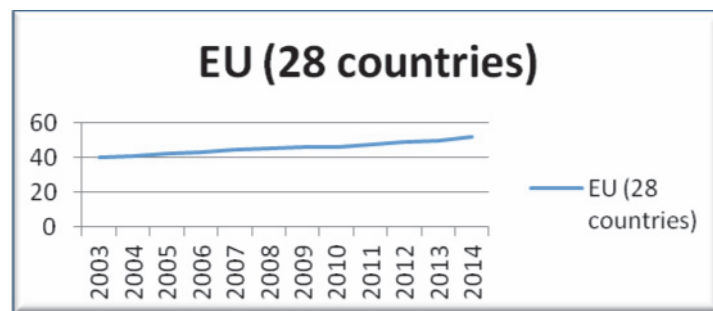

Fig.nr. 1 Old employment rate, age group 51-64
Source: Zeca D.E., Eurostat, 2016

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between 39, 9% in 2003 and 51.8% in 2014. According to the same study, the employment situation of people aged between 20-29 years old, on the European continent in the range [2010-2014] was (Fig.nr. 2) between a minimum of 36.7%, recorded in Greece in 2013 and a maximum of 78.7% registered in the Netherlands in 2010.
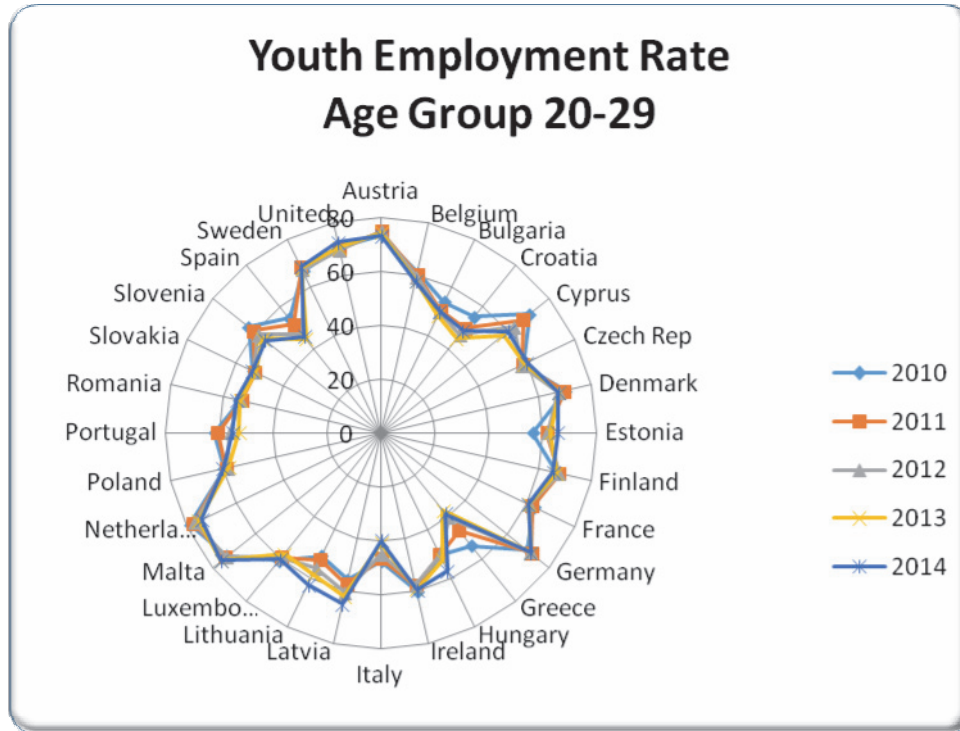

Fig.nr. 2 Youth employment rate, age group 20-29
Source: Zeca D.E., Eurostat, 2016

1. Position along value chain - how more value on knowledge transmission chain can be brought to increase employability.

A better connection along chain may be realised by introducing new instruments in university curriculum, which must be centered on the employer's needs, to strengthen and adapt the theoretical /practical knowledge. A modality of strengthening ties companies could be, as a tool, student volunteering in spin-offs innovative, volunteer-based on contract and job description. (Fig.nr. 3) .

SWOT volunteering in spin-off:

Strenghts- Spin off appendix university research centres is a high level field that equips students with practical and theoretical skills, acquired in real time, acquired simultaneously with market dynamics.

Threats- subordination of scientific activity ideology contractor or desire of gain.

Opportunities- Funds for European Strategy for Smart, Sustainable and Inclusive.

Universities, having a collaborative approach in addition to traditional forms of training, but also as a manifestation of their sustainable development and adapted to contemporary trends in the economy and labour market with a dynamic and high demands, will create besides university research centers flexible innovative spin-offs, adaptable to market demands.

Fig.nr. 3 Position along value chain
Source: Zeca D.E., INTED2015 Proceedings(browse)*, Pages: 3448-3457*

Weaknesses-Reinforce informal hierarchies , researchers can be attracted by the earning opportunities of entrepreneurial, and subordinate their activities to short-sighted economic commercialization.
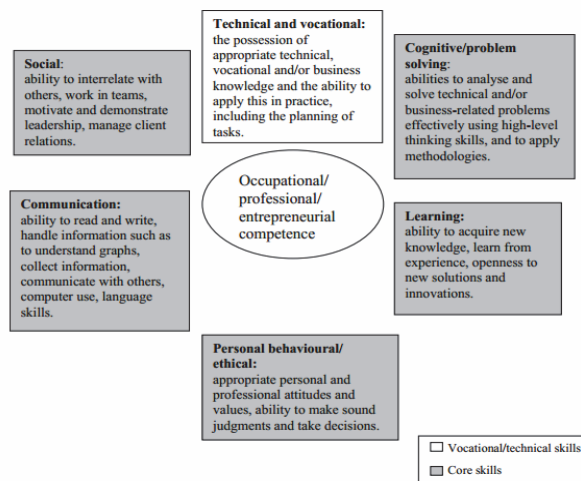

Fig. nr. 4 Core skills and technical skills, defining professional competences
Source: ILO 207i

„Q/A are about of how institutional and organisational conditions for the production of knowledge relate to each other and what characteristics this knowledge has.(Fig. nr. 4)

Different institutional arrangements produce different forms of knowledge and this can lead to respective differences in the capacities of knowledge products.

The analysis aims at assessing the forms of interaction between spin-offs, their parent institutions, curriculum, society and, students working as volunteers under contract in this innovative spin off."

2. Matching labor supply and demand

An external source which foundamented the gains achieved with e- labor platforms have come through , for exemple, LinkedIn. „But to realize the full potential of the digital approach, it will also be necessary to use internally oriented platforms more effectively, so that employees can tailor their interactions and the information they share to their unique needs."

On the other side, speaking about performers, when they understand their own value, it is a great battle to retain the empowered worker.

„Digital labor platforms make it easy for competitors to pick off the best people inside.

companies—and enable employees to be more empowered and to announce themselves to the world in previously unimagined ways. E-platforms are such as labour markets, „...for employers to improve the way they assess and deploy their employees and, by doing so, to differentiate themselves as employers."

E-labour platforms must be what B2B sites are for customers and providers, but not only.

In fact, e-labor markets are already useful for much more than just recruiting.

Beyond the hiring process, entrepreneurs, but not only, use e-tools to develop a base of employees with a great variety skills.

Table nr. 1 E-labour platforms

Linkedin	https://www.linkedin.com/uas/login
Careerbuilder	http://www.careerbuilder.com/?sc_cmp2
Monster.com	http://www.monster.com/geo/siteselection https://www.youtube.com/watch?v=b3QZppcxTAE&nohtml5=False
Freelancer.com	https://www.freelancer.com/?utm_expid https://www.youtube.com/watch?v=l-6pnPOG9is&nohtml5=False
Toptal	https://www.toptal.com/?adnetwork https://www.youtube.com/watch?v=t4R-WCfJI8E&nohtml5=False
Upwork	https://www.upwork.com/? https://www.youtube.com/watch?v=Pk_96LDtwmA&nohtml5=False
Glassdoor	https://www.glassdoor.com/index.htm https://www.youtube.com/watch?v=OCPqhAAV5gc&nohtml5=False

LinkedIn is a business-oriented social networking service.

CareerBuilder provides „labor market intelligence, talent management software, and other recruitment solutions, including online career search services."

Monster.com is one of the largest job search engines in the world. Monster is used to help all those seeking work to find job openings, for lower to mid-level employment, that match their skills and location.

Freelancer is a „global crowdsourcing marketplace, which allows potential employers to post jobs

that freelancers can then bid to complete."

Toptal employs a screening process to evaluate freelancers from all over the world and „has an acceptance rate of around 3% of applicants."

Upwork, is a global freelancing platform where entrepreneurs and professionals connect remotely. Upwork allows everyone to interview, hire and work with through the company's platform. E-platform includes a real-time chat platform.

Fig. Nr. 5 E- labour platforms

E- labor platforms have created , e.g. Glassdoor, a „glass" job market.

Performers access online platforms to find new opportunities and to evaluate potential employers. They must manage their workplace reputations and engage their employees closely, if not they will find themselves „on the losing side of an increasingly digital war for talent".

3. Training and Onboarding

E-labor platforms help create a personalized and onboarding experience so that new employees add greater value just in time on KVC (knowledge value chain)
Appical and LearnUp offers digital training programs for job candidates These companies create e-tools to make onboarding better.
Google is a good exemple about how developing an onboarding map road and boost the percent of its new hires by up to 15%.
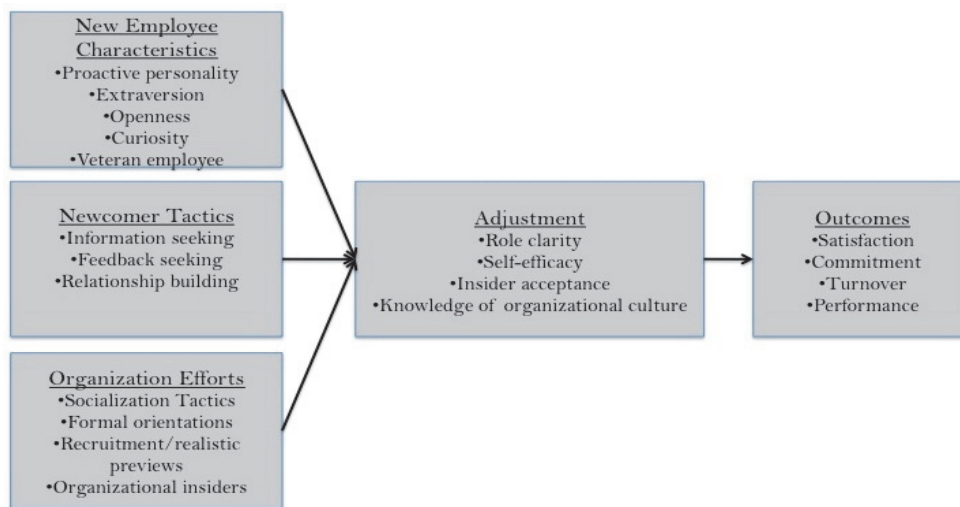

Fig nr. 6 A model of onboarding
Source: Model adapted from Bauer & Erdogan, 2011

In a business environment, where technology is evolving swiftly, it's not enough to offer one-time training. Companies needs e- tools that support ongoing, „self-directed, and virtual learning". „Training platforms such as Litmos and Mindflash enable companies to cut back in-person training sessions and create more effective online learning programs."
    3.1. Raising employee engagement
Predictive analytics can identify employees likely:
- to depart;
- flagging the need for mentoring;
- new jobs;
- advancement to improve their satisfaction and engagement and thus decreasing employee turnover and raising productivity.

E.g. „Bank of America has made its employees more engaged by using ID cards with embedded sensors that monitor interpersonal interactions to gauge and improve the cohesion of call-center teams whose turnover dropped sharply as a result.

E.g. "Wells Fargo has developed a predictive model to select the most qualified candidates for positions as tellers and personal bankers. Working with Kiran Analytics, the company identified the qualities that characterize engaged, high-performing employees in client-facing positions and then screened for those attributes in new candidates. By the end of the program's first year, the retention of tellers and personal bankers rose by 15 and 12 percent, respectively."

Conclusions

Training activity, business, enrolment on labour market to be on world stage, peoples and companies, must be on e-platforms, professional networking, virtual knowledge innovative communities (e-KIC).
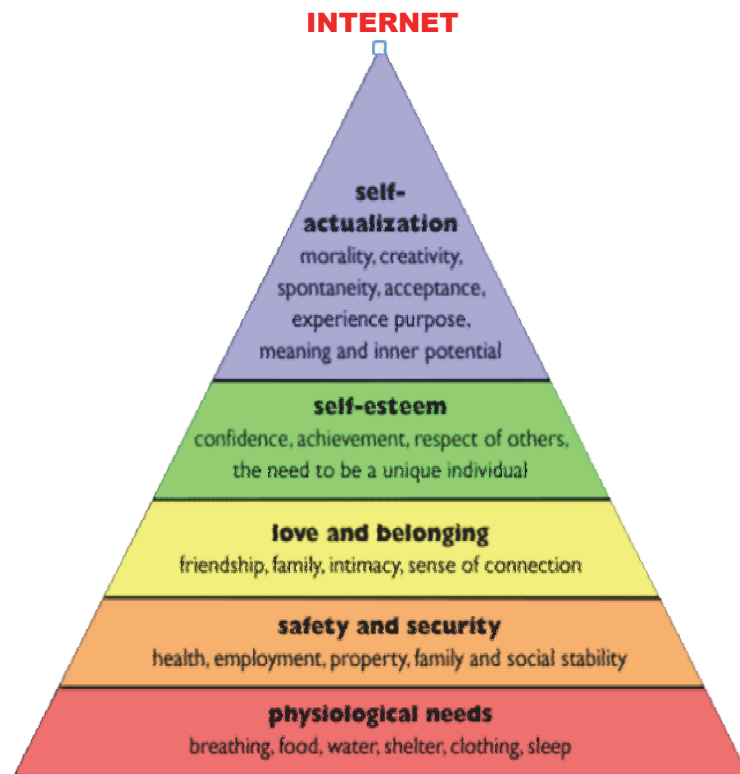

Fig nr. 7 Maslow's pyramid, up-date the XXI century human needs
Source: adapted by Zeca D.E.

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