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**MODERN AND INNOVATIVE WAYS OF JOB
SEEKING, AND THREATS AND RISKS
RELATED TO IT.**

*„The Only Thing That Is
Constant Is Change”.*

Heraclitus of Ephesus

Abstract

The unemployment rate recorded in Poland in November 2019 was at a level of 5,10%, being the lowest since September 1990. Since the transition into the free market economy, the employer market prevailed. Obecnie mówi się o rynku pracownika. As a result, job seekers can more and more browse among actual job offers. It is a great time to find a dream occupation. According to a Randstad report, finding a job lasts

on average 2-3 months. Whoever has searched, or is looking for work, certainly could observe all perils connected with finding a new job. Job market is full of traps. It can be hard to believe that behind job advertisements there are fraudsters, who not only can cause us financial problems but also legal. Herein article contains an analysis of modern and innovative ways of job seeking on the current job market as well as threats on the Internet to which job seekers are vulnerable.

Key words: unemployment, Internet, work.

Introduction

Common access to the Internet makes us transfer our private and professional life to the web. More often do we work online or remotely from home. Due to this fact, mostly we browse the job offers online, too. Also firms are more willingly using the new medium for searching employees, considering it a more convenient, quicker and cheaper way of acquiring an employee. Moreover, it is observed that people searching a job are becoming more and more creative.

In 2018, 77,50% of Poles used the Internet. A rise by 1,60% was recorded in this respect comparing to the year earlier. In turn, as many as 95% of Polish entrepreneurs use broadband connection [16]. More and more number of the web

users also means more often seeking job offers online. Using anonymity, which can be found on the Internet, fraudsters have determined the way of making easy money at our cost, therefore false online job offers are not something unusual. The author, based on the up-to-date literature of the subject, explains the most relevant aspects relating to job search and threats, accordingly. The work is an example of a review article.

1 Past and present times in terms of job search

Once it was assumed that a person taking up a job in a given profession would be performing it until retirement. Currently, young people more often change their occupations. This may be due to fact that employees used to work mainly in state-owned firms and public institutions, and nowadays dominate the private sector companies, which cannot guarantee long-term or permanent employment.

Today's job market differs significantly to the one in the past. Above all, it is being more and more said about the employee's job market, not the employer's. Contemporarily, finding a job is no longer difficult. It is caused by a constantly decreasing unemployment rate as well as the easier access to new job offers than in the past.

For instance, John Davison Rockefeller - the wealthiest man in the world's history - searched for his first job yet as a 16-year-old, in 1855. He would leave home early morning and visit the potential employers. After the six weeks, Rockefeller was offered his first ever job as an accountant assistant. He indicated his courage and determination as the leading factors to land him the job. Today we would call it creativity. His determination and drive towards his goals allowed to find employment in a relatively short time in comparison to the Randstad report results [15].

Currently, job search is rarely performed through jobcentres or newspapers, not to mention knocking on doors of potential employers. Long time ago, the main source of information on job vacancies were acquaintances and family members, local contacts, job boards, non-governmental organisations running professional recruitment, or job fairs. Companies, however, are aware of technology development. Thus, a number of job offers they publish online is increasing every year [2]. This development led to the fact that presently you can download on your mobile phone an application that enables quick and easy application to the chosen job offers directly from your device. Thanks to an application its user can create and share his or her professional profile, and quickly

complete the missing or updated information, and job offers can be browsed while commuting or queuing in a shop [11].

Nowadays, modern job search methods include:

- browsing job offers on Internet websites of potential employers,
- creating an account, e.g. on Goldenline, LinkedIn, where employers for themselves offer jobs the people registered there,
- owning a self-made website, where you put your own CV, describe the experience and achievements,
- following the fan pages of potential employers on Facebook,
- following advertising web portals,
- visiting online job boards, e.g. www.pracuj.pl, www.praca.pl,
- placing own advertisements in search for work,
- sending a CV via e-mail to the companies for which we would like to work.

The abovementioned methods of job search explicitly show that contemporary job seeking, as well as employees seeking, is being performed on the Internet. It allows for finding an employment quickly, easy and cheap. Moreover, the global network allows for seeking a job outside of one's place of residence, for instance, in another city or country. Despite

such possibilities, the Poles are usually reluctant to changing their place of living for the sake of work. According to the research carried out by Kantar Millward Brown for the Work Service, only 7,2% of people would consider the possibility of employment above 100 km from their present place of living [12].

2. Examples of modern and innovative forms of job search

A few years ago one man from Biała Podlaska lost his job. Instead of browsing thousands of job ads, useless appointments at a jobcentre, sending out hundreds of CVs, he decided to look for a job using innovation. His creativity prompted him to create a special profile: "Hire Pawel" on one of the social media. The profile quickly gained popularity. Within only a few days he received a couple of job proposals [3].

Another example regarding the innovative forms of job seeking is a woman from Gdańsk, who placed her CV on a billboard. Almost a month after she had been offered a job. She admits that the education and experience on their own are not sufficient. It is important to stand out among other job seekers (www.trojmiasto.wyborcza.pl/trojmiasto/1,35612,13606519,Mama_z_dredami_znalazla_prace.html). She also placed a link to her own website on the poster, and, as she noticed, since then

a number of the visitors of the site had increased drastically [8]. The website included her CV, references and a few words on the job she was after. As she admits, she had turned to such a step due to the ineffective job hunt for several weeks in a traditional way [17].

The next example is a current journalist of one of the radio stations. Before landing a new job, he had sent the t-shirts with "Someone new in the radio" on them to the editor's office. The next step was recording a street survey on what a new employee should be like. To listen to the recording, the radio workers had to involve in resolving puzzles. Their commitment into an unusual game made the given person be offered his dream post of a radio journalist.

Another example is one female student, who wrote her dissertation on word-of-mouth marketing, and her dream was the participation in a conference related to the topic and organised by one advertising agency. The problem was the fee to be paid for the conference as the student could not afford it. So she created a blog to whose link she then sent to the CEO of the agency. As the result, she did not only receive a free invitation to the conference but also a job proposal in that agency [11].

The presented examples have something in common, that leads to successful job finding. This joining determinant

is the creativity of a job seeker. Is it Rockefeller's times or today, creativity, which is an indicator of an offered job, that counts.

3. Threats and risks related to job search

Job offers that appear on the web often make an impression in terms of salary - much higher than the rates in the industry or offer a job that does not require too much work to pay. There are also fictitious ads on the web that are particularly tempting to young people. Such job offers often come to our e-mail addresses or we find them on the advertisement portals. Interested in an attractive job offer we send our CV, which contains numerous personal data. It is common for fraudsters, instead of sending the job interview invitation, to demand sharing also a copy of the identity card, the number of the bank account in order to confirm the identity. It is priority to remain valert to such situations. Such demands at the beginning of a recruitment process should make us suspicious to the credibility of an employer. We should be cautious even more when a fraudster requires us to set up a bank account with our personal details and then send the received bank card with the PIN number to them. If we pass on these documents, the fraudster will be able to freely use our data to commit crime without us being aware [10].

Sending our Cv, we include our email address and the mobile phone number. As a result, the victim can receive a text to his or her phone mobile number with a link to download a file, which is required for the further application process. Once downloaded, our mobile phone may be infected and collect our logins and passwords, e.g. to a bank account, as well as overtake the text message with a n authorisation code. The similar case may be with a received email.

Yet a few years ago, freuds relating to the help in "finding" good jobs abroad were common. Promising a good position and help in a van transport job in a company in the exchange for a relatively low amount payment in first place. Unfortunately, once the payment had been made, the company was unreachable, and the information on the attractive job disappeared [4]. Therefore, prior to sending a CV, it is worth checking whether the firm to which we are applying is seriously hiring, or is simply pretending to be a given firm. It is also worth checking how long the company has been on the market - such actions increase our confidence not to be scammed [14]. Also, a known practice in recruitment process is sending special forms, which do not allow sending one to the employer (advertiser) until all the fields in the form are filled and all consents, among others, relating to personal data processing by the recruiter or marketing purposes, checked.

Often, without reading, do we give consents to all in order to send application documents as quickly as possible [18].

In accordance with applicable legal regulations, it should be remembered that the employer may only demand data specified in the Act, i.e. "Art. 221. § 1. The employer shall request from the applicant for employment personal data including: 1) first name (names) and surname; 2) date of birth; 3) contact details indicated by such a person; 4) education; 5) professional qualifications; 6) the length of existing employment "(Article 4 of the Act of 21 February 2019 amending certain acts in connection with ensuring the application of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons in connection with the processing of personal data and on the free movement of such data and repealing Directive 95/46 / EC (General Data Protection Regulation) (Journal of Laws of 2019, item 730)). Such and only data should be provided at the recruitment stage. Data such as PESEL or bank account number should be provided only after the employer has decided to employ a given person. It is not necessary for the employer to be provided them beforehand. If we are being asked at the recruitment stage to provide such data, a "red signal" should

light up, especially if it is a company with an unknown origin and existence [5].

Each and every sent CV should, in accordance with GDPR, include the consent to the use of personal data contained in the curriculum vitae. The consent should be aimed at a specific company. "I agree to the processing of my personal data contained in the application documents by the company X, in order to carry out the current recruitment procedure." You can also consent to the processing of your CV data for future recruitment purposes: "I consent to the processing of my personal data contained in the application documents by Company X, in order to carry out the current recruitment procedure and in subsequent recruitments of candidates for employees of company X". Pursuant to the said clauses, data collected during recruitment can be used only in the current or subsequent recruitment process. Using them for other purposes in accordance with the Polish law is illegal.

Conclusion

Presently, sending out hundreds of CVs in response to the placed job offers is hardly effective. Thus, job seekers reach for more and more innovative ways, often using the Internet as one of the tools. The web also serves employers who use it as a source of information about their potential

candidates. Therefore, it is important to remove from the Internet (especially from social media) any shameful information or photos that could disqualify us as successful candidates.

Besides job portals, social media is another place for searching current job offers, where employers publish their new recruitment vacancies on a regular basis. It is thus worth filling in own user profile according to the professional interests and being a member of work groups. Another key thing is to follow the company profiles within our interests.

These days, the Internet is the main source for job search. Analogue methods should not be forgotten though. Still, traditional firms exist, and recruit their employees through putting job offers in jobcentres or local media. Corporations too have their own system of employees reference, hence it is worth sometimes telling our friends that we are seeking a job. Regardless of the way of job search, we have to be patient.

To a large extent has the Internet simplified the process of recruitment, but it also has caused that we are more vulnerable to job related scams. The data collected during a recruitment may be sold to dishonest companies for marketing purposes. The most determined job seekers are able

to do much only to obtain the job, at the same time being most prone to identity theft.

It is therefore very dangerous to pass your credit card details or identity card number for the purpose of recruitment. When searching a job, it is worth browsing on recognised and trusted advertising portals. This will certainly minimise the risk of encountering a fake offer and scam.

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