

One kebab at a time: Job Matching Portals are making their way into small businesses!

Enhancing Youth Employment (EYE) project has been working to change the traditional, informal recruitment practices of Kosovar businesses by supporting the growth and development of private job-matching services, such as job portals. While large and medium businesses were more informed and adapted earlier to this way of recruiting, smaller businesses were more skeptical and less interested as they were used to finding employees through references from family and acquaintances. As a result, job portals focused on tailoring their services, marketing, and pricing to suit larger businesses more.

Recently, **some micro and small businesses have started to recognize the added value of job matching platforms**, switching from traditional recruiting styles to a more formal way. One example of this new trend is the famous Grill House Shabani in Prishtine, Kosove. Senad Gjylderen, the owner and the fourth generation running of the grill house, shared his story.

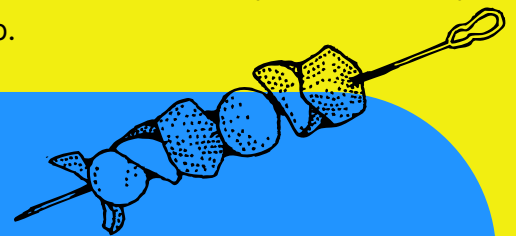
Established in 1963, Grill House Shabani started as a family business, in a small shop in the old part of Pristina. The business expanded and now employs 37 people. Senad recently made a step forward in the way he recruits his employees: **he advertised on the KosovaJob portal** (supported by EYE project), which is not common amongst small businesses like grill houses to recruit through a job portal. In the past, he used private networks and referrals from acquaintances to find new employees, or simply recruited the people who stopped by his restaurant and asked for a job.

Why did he try the job portal?

Senad expressed that the normal way of recruiting was taking too much of his time - arranging appointments to meet candidates, responding to hopeful youths that walk in from the street. In addition, he felt uncomfortable taking staff from competing grill houses. According to Senad, "Platforms like KosovaJob offer a fair ground for everyone – where both businesses and



job seekers will match without damaging each other." **He feels that job portals help the market to be fairer by being transparent and this is better than the current practice** which, according to him, negatively affects the relationships both between businesses and jobseekers.



Even though Senad fully respects the Kosovo Labor Law, he still finds it very difficult to retain employees in his businesses. He still faces high staff turnover, particularly because of migration issues in neighboring countries during the summer season, such as Albania, Croatia, and Montenegro. Now that he has used KosovaJob's service, Senad feels he can trust the full process of recruiting to a job portal in the future; as he says: **"It would save me time and it requires fewer logistics. I would entrust the service of recruiting for me by simply giving four elements that I seek from an employee: ethics, work experience, commitment for a longer working period, and motivation."**



Shifting the Perception

This **change in perception and awareness for the role of private job matching services** is a step forward for micro and small businesses and it is an opportunity for the job portals to sell to a new market segment. What can be done to turn this potential into reality? Job portals should design and market a simple and more affordable service specifically for smaller businesses that are struggling to deal with rapid staff turnover. Based on research there are around 38,000 registered enterprises operating in Kosovo, 93.1% of which are micro to small enterprises. This is the next frontier for market development.

Until now Senad has used KosovaJob 3-4 times, and even though there are costs, he considers it worthwhile. He would recommend this service to other similar businesses, since according to Senad, "It increases positive competition between similar business and same interest job seekers."

EYE project is continuously working with KosovaJob on reducing the time of job seekers to find a decent job, improving information flow, increasing outreach, and bringing down the cost of recruitment for employers, by always emphasizing the importance and reliability of these services. The goal is for KosovaJob to not only be a job matching platform but also provide recruitment services and training provisions that would ease the recruitment process for all businesses that hesitate to use such services.

