Recruitment Methods

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Job Markets

- Top level management difficult to find in Finland, Baltics and Russia
  - Positions need to be attractive to managers currently employed by other companies
- Educational standards in Russia do not meet job requirements
- Cultural and customary habits do not thrive with Amoco’s business philosophy

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Sources of Recruitment

- Headhunting agencies and referrals
- Advertising
  - Newspapers, Trade Journals, Internal Newsletters
  - Online Job Postings in Intranet
- Internet
  - Online Job Banks
Pros & Cons
Internal Recruiting

Pros:
- Corporate philosophy already adapted
- Human capital as asset will be sustained
- Rewards for past performance
- Increases motivation for all workers

Cons:
- Company blindness
- Lack of creativity
- No new contributions

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Pros & Cons
External Recruiting

Pros:
- Headhunting is more time-efficient
- Advertisements generate high application volumes
- New contributions to the company
- Utilization of skills held by external applicants

Cons:
- Headhunting is restricted to national labor market, and expensive
- Uncertainty factor of externally recruited applicants
- Increased dissatisfaction among old employees

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CEO & VPs
Internal Recruiting

- From within the Amoco organization
- Job opening postings worldwide in all Amoco branches
- Previous experience and background in setting-up equivalent business ventures
- Cost efficient and less time-consuming

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CEO & VPs
External Recruiting

- Advertising in newspapers and trade journals
- Headhunting agencies in Finland, Russia and Baltics to recruit executives already working in those markets
- Online job banks
Regional Manager

Recruiting

- Targeted towards national (each individual country’s) labor market
- Advertisements in newspapers and trade journals
- Referrals from Amoco Eurasia Petroleum Company
- Public and private employment agencies

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Recommendation

- CEO and CFO should preferably be recruited internally, who are familiar with Amoco’s philosophy and strategies
- VPs for Marketing and Human Resources should preferably be recruited externally, as language skills and cultural experience are required for certain tasks/duties
- Regional Managers recruited from national labor market, who are familiar with the language and customary habits
- Facility Managers externally recruited among local population

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Recruitment Brochure

- General information about Amoco’s operations and business ventures
- Amoco’s vision and strategies
- Business expansion in Finland, Russia, and Baltics
- Expected growth and revenues
- Career possibilities
- Printed on recycled paper

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