

Personal Relations and Formation of Employment Strategy in a Labor Market

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Abstract

Among the economical crisis existence in today has suffered important problem as looking for a job. This paper purposes to analyze the way of application tendency through previous quality for applicants compare with the employment strategy in a labor market. Analysis of the employment strategy is by using personal resume in Songkhla agricultural area.

Researching results show that social network is like the employment strategy which expects the labor market. As though economical crisis existence measure of unemployment is more than 1/2. Changing position is supported by friends, relations and family.

Analysis result of employment strategy cannot refuse that social network is flexible and universal. The employment strategy is supported from social network as using principle of employment through the personal relations. The finding for a job which is used social network. It has to be evaluated social network activities. The flexibility is being estimated and disagreed with the labor market requirement.

Keywords: Employment strategy, Labor market, Social networks, Personal relations

1. Introduction

In present situation of agricultural labor market in Songkhla, year 2009 is critical. The world market existence is the most important factor which affect to the unemployment increasing in labor market. Decrease of production demand for export such as frozen food and rubbers industry. During the unemployment situation and the engagement business is very critical.

Social network in Thailand is the factor that mark economic be stability land redemption during the government crisis. (Chinasak, 2009, 83) Especially, social network is under the employment strategy. The resource network is used to resolve the employment process. Because of relations and formation, processing and unbelievable information are not clear (Chinasak., Nirat, 2006, 45). Many problems are necessary to solve in multiple method. Today, there are many ways which are used to determine quality of the different population.

The mission of this research is the personality analysis of using network and intermediary labor market structure in agriculture section, Songkhla connect with the social network. The analysis of using different employment strategy, quality decision of employment population is different. In comparison, ability and position of labor market is the employment strategy concrete during economical crisis situation.

2. Methodology

Quality database is used to do the research of year 2009 as collecting information from the answers before doing the interview within 90 days of each person.

There are 400 questionnaires from 4 communities, 100 questionnaires each community. The samplings are unemployment, employment and people who are changing a new job. The researched tool is formalized interview questionnaire.

3. Literature review

Social networks theory is accepted and provided for the social subject. It is used to do in several researches by sociologist and economist in 1970. In addition, it provides in the social sciences. An innumerable benefaction is

to invert academic by American sociologist Marx Granovetter is the first person who used networks theory for the strength of weak ties. (Granovetter M, 1973, 1360-1380) He divided social relations into 2 type such as 1) strong ties means being well acquainted with relations family and closers, 2) weak ties means being well acquainted with others unsuccessful so the finding for a job have to depend on personal relations.

Foreign researchers agree that social networks play a role in solving unemployment problems more than 50% (show that social networks are flexible through relations.) (Powell U., Sit-Dor L, 2003). In the past, researchers had shown that the employment depend on the relations. According in, the works suggest that the important roles to be instrument of labor market competition in America. (Lin N, 1999, 467-487; Reingold D, 1999, 1907-1932).

The roles which are different from social networks strategy of the applicants, female and male are the part of professional of male networks. (Petersen T., Saporta I., Siedel M.L, 2000, 763-817) They are different from male networks. The finding a job of countryside people is different from city people. Because of the city people have to find a job through the employers directly (Kozina I, 1999, 196). For the countryside people are miss the chance to develop the labor market basic so they do not have any choices to employ.

Informal social networks related with using personal relations that have 2 sections of process follow:

Section 1 to inform the working positions information, giving suggestion about employment.

Section 2 offering to manage the advisor to advice person for process into formal and direct employment. The main factor is protection and holding guarantee to applicants. (Kozina I, 1999, 189-190) The supporting in process divide into 2 groups are relations and neighbors which provide from the job relations. The direct supporting is being chosen relations to inform information which related friends and neighbors. (Kozina I, 1997, 55-64)

This section is used social networks in survey of labor market, agriculture Songkhla through unemployment and employment. The choices of employment strategy relate with employment process and employment strategy analysis, as well as the flexibility of labor market.

4. Results and discussion

Classification of labor market intermediaries of unemployed and changed a job have many employment strategy. Using personal relations is labor market is different in each 4 parts of Songkhla. In this section show that this paper provide in each part of employment strategy. Example is the measurement of labor market situation. Results in table 1 study about economical crisis, show that personal relations are related friends, neighbors and cousins. The samplings consist of the half of samplings connect with social networks such as meeting with relations and cousins. So we can conclude that using employment strategy through relations formation and cousins.

Connection with friends and relations for employment in 2009 is calculated 23-33% of applicants in each day. The helping of relations is 25-33%. In this case is impossible to be the unity in relations and cousins like the strength of weak ties and strong ties. However, cousin relations are be at track strong ties and limited of information.

Conclusion of research found that the most answers do not depend on sex, age and position think that social networks is important resource to adjust in labor market. The answers have distributed position by themselves. Social network is the popularity that can change the resources. It is like the information employment and possible to select in the employment strategy.

Researching information table 2 suggests that the employed person get the informal employment strategy. In this case is very capacity and popular for the unemployed. The applicants use this to help them for finding a job. The labor market in agricultural part of Songkhla is the good strategy to help relations, neighbors and friends amount 56% of applicants (36.6-70.5% of total income). Important things are informal ties and depend on position per social networks. This case suggests that finding a job without helping will make the labor market trouble with social networks. Position is the social relation quality, otherwise social relation quantity and amount of social networks.

Studying problems in table 3 with the position personal of changing position is not selection through personal in decision process related employment strategy. Supporting strategy follow the abstract labor market situation make the personal relation different from social methods.

Basic symbol 2 groups are used social networks and unused social networks in the helping and not helping for employment strategy as follow:

1) Only using personal relation (similar network strategy). 2) Using personal relation to employment strategy (integration network strategy). 3) Asking for a favor from employment strategy and unused network relation.

Using similar network strategy for employment is less 1/5 of all answerers, using integration network strategy is 40-44% and unused labor market intermediaries are 40-44% of answerers. Formal employment is similar with standard behavior related with employed relations. Important characteristic is evaluated position of personal labor market. They are human capital and social capital. Relation of social capital depends on using personal relation in employment process. That means helping to support employment or relation are very important for applicants.

Integration network strategies need help from social network like an employment strategy as asking a favor from government service and agency person. The using advertisement and direct helping from employers at the traders business support the integration network strategy is necessary for applicants. This strategy is very important for unemployed. The asking for help is the way to employ and find a job which show that lack social capital, lack relations for supporting employed. Using social networks can support finding a job but cannot support the response of employees.

5. Conclusion

If we consider from the fact in this research, we found that answerers emphasize the helping in social network selection like a hope of employment in labor market of agricultural part. In critical situation 2009, like a way to employed for social network strategy is 1/2 of applicants and changed position people ask for a favor from friends, neighbors, relations and family.

Analysis of studying has to make the new questions about affect of using social networks provide in labor market. Social networks are a flexible strategy and employment strategy. Asking for a favor process is used in the looking for a job principle through relations. The using social networks process has to evaluate activities to social networks with position and disagree with labor market especially in the critical situation.

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Table 1. Spread employment strategy in labor market, village of Songkhla

Job search channels	Chengsae	SamnakTaw	Khokmar	Banna
Employer	23	24	28	24
Social networks	57	56	56	57
Government employment	7	2	6	3
Advertisement	3	0	2	0
Employers presented	10	18	8	16
Total	100	100	100	100

Source: Field Work 2009

Table 2. Employment Strategy, amount, value of employees in Songkhla villages

Job search channels/ Baht/amount/unit	Chengsae	SamnakTaw	Khokmar	Banna
From government employment	25,000(7)	9,000(6)	3,000(3)	3,800(2)
Neighbors	8,000(23)	6,200(21)	4,300(25)	5,800(20)
Relations/cousin	4,500(13)	5,800(16)	12,500(23)	8,900(14)
Family	11,200(12)	7,400(17)	3,000(3)	5,700(11)
Closed friends	900(9)	2,400(2)	3,000(6)	4,200(3)
Direction	14,500(23)	8,600(28)	3,500(24)	11,200(24)
Private Business	3,000(10)	2,000(8)	3,000(16)	7,600(18)
Total	67,100(97)	41,400(98)	32,300(100)	47,200(92)

Source: Field Work 2009

Table 3. Typology of employment strategy % from total applicants

Type	Chengsae	SamnakTaw	Khokmar	Banna
Virginal networks strategy	13	17	16	16
Integration networks	47	41	41	40
Strategy of appeal to other channels	40	42	43	44
Total	100	100	100	100

Source: Field Work 2009

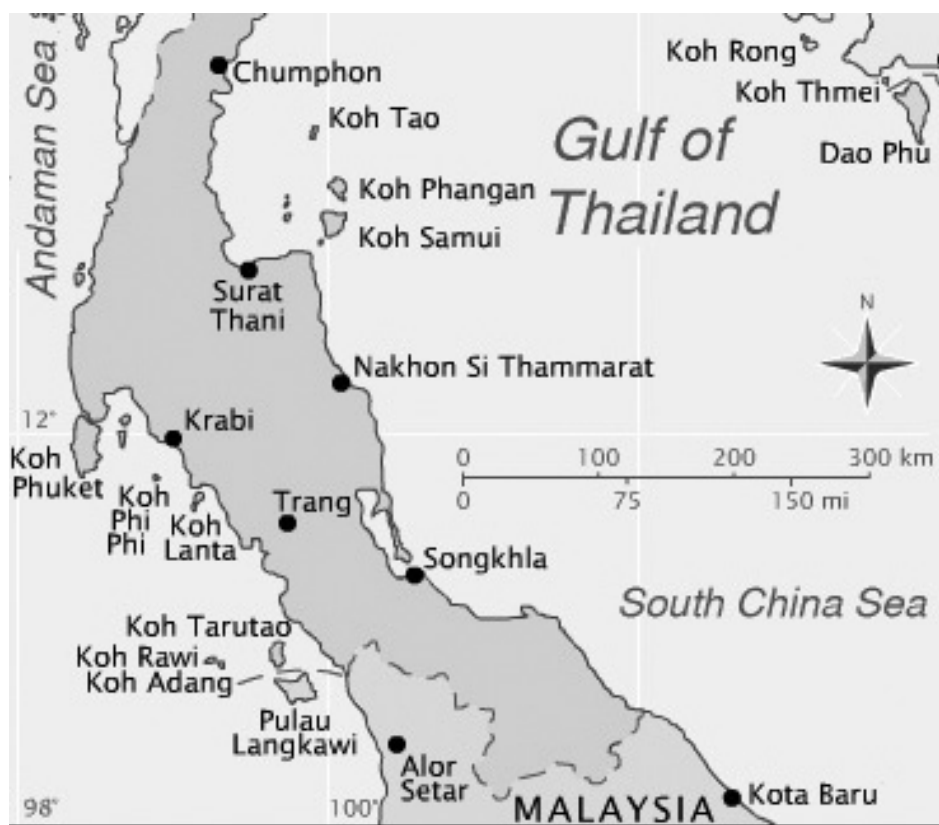


Figure 1. Map of Songkhla province, Thailand