



Clarifying Labour Supply Target Groups and Their Belief Systems in Order to Promote Rail Industry as an Employer of Choice (R1.101)

Background

The rail industry is facing significant shortages of skilled workers. In response to this, there have been a number of studies conducted into the potential labor market supply for the rail industry. Whilst various issues surrounding the shortage of skilled workers have been explored, there was a need to identify other key areas that have not yet been investigated.

Objective

This preliminary research identified issues that have not yet been addressed in regard to labour supply target groups. This included in particular the belief systems of target labour market groups and how corporate reputation influences decisions to apply for positions within the rail industry. This research has informed project R1.112 (Innovative Practice in Attraction and Industry Image for Rail).

Outcomes

The benefit was a collation of existing knowledge regarding labour market groups into one report that more readily identified potential employment candidates.

Benefits

Rail organisations will now have a better understanding of the research conducted to date into potential labour market groups and how further research may contribute to this understanding.

Project timeframe

1 December 2007 to 31 August 2008 - Completed

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