Abstract

Title: Analysis of employment agencies

Objectives: The aim of this thesis is to explore employment agencies on Czech labour market and find out its functionality and credibility from the side of job seeker.

One of the constitutive aim was also using the marketing method Mystery client.

The term functionality of employmenet agencies was evaluated as attitude and ability of employment agency to mediate good job for job seekers.

Methods: To obtain data, that allows to final evaluation, was used special technique of market research called Mystery client. This method represents hidden observation during job interview. The research was completed with question survey of selected staff consultants.

Results: The results of the research indicated that employment agencies are mainly focused on outsourcing and are usually mediating short-term job for young and less educated people. The research also indicated that employment agencies are not able to mediate appropriate job in reached level of education. In spite of these problems, there were recommended three employment agencies that are properly able to communicate and react for job supply and demand.

Key words: Employment agency, analysis, mystery shopping, mystery client, questionnaire