

Recruiting across Europe: a look at blue- and white-collar workers' communication preferences

Study conducted by Ghent University's Master in Multilingual Business Communication, in conjunction with La Lorraine Bakery Group (1 May 2025)

In a rapidly evolving European labor market, effective recruitment communication has become increasingly vital for attracting both blue- and white-collar workers. As industries face growing skill shortages, demographic shifts, and technological change, understanding how different segments of the workforce respond to various communication approaches is crucial for successful talent acquisition.

Ghent University's Master in Multilingual Business Communication, in collaboration with La Lorraine Bakery Group (LLBG), have launched a joint investigation into the communication preferences in recruiting blue- and white-collar workers across Europe.

The investigation combined extensive qualitative and quantitative study:

- 16 in-depth interviews with blue-collar and white-collar employees at multiple LLBG sites in Belgium, Czech Republic, Poland, Romania, Turkey, and Hungary
- Survey of 125 employees, 66 white-collar, 55 blue-collar in the 6 countries

The main results are

- Salary, fringe benefits, the possibility to work from home, career as well as training opportunities, and technical specifications are considered important and should be mentioned in job vacancies; diversity is seen as less important, as opposed to sustainability (which matters but not in vacancies).
- Some items are not equally important for the two groups, such as the company's vision (more important for white collars) and used machinery (relevant for blue collar workers).
- Knowledge of the application process and of the first working days is considered important and should be mentioned primarily during the job interview.
- Employee testimonials are important.
- The corporate job website is where both blue- and white-collar workers have found their vacancies and where they expect to look in the future, together with LinkedIn. Hence, it is especially helpful to share career & training opportunities and testimonials.

More information: www.mtb.ugent.be