

The Recruitment Challenges in Iran for Multinational Corporations and the Solutions:

Sourcing qualified staff is one of the biggest challenges which recruiters have faced in Iran. There are a few multinational companies that have entered to Iran market during last years. Hence, recruiting in Iran always is tough for local companies, even multinational companies. In one of the researched which was surveyed HR challenges for Iranian companies (Ismaeli), hiring and retaining qualified staff was ranked as the second challenges of operating in Iran, after regulation bureaucracy.

With all of these, Iran is the second largest economy in the Middle East and North Africa, 18h largest economy in the world by purchasing power parity (ppp) and the last land of niche opportunities for trading that has high young and educated population and large domestic market. These inspire multinational companies to consider Iran as a niche opportunity.

Entering Iran requires considering recruitment as one of main prospected operations for multinational companies. Some of main recruitment challenges caused by earlier employers including local and international companies, some of them related to job seekers and some have similar themes between both employers and candidates that in below, they were discussed:

Problems caused by Companies:

- Low offered salary and compensations which caused to high turnover of employees
- Lack of transparency that employers prefer to not providing further details about themselves, job domains and compensations before, during and after recruitment
- Lack of job development, career paths and learning opportunities when candidates were hired
- Low quality of working conditions

Problems related to job seekers:

- Mass fresh graduated who are looking for a job only which leads to an immature labor market
- Most of people in labor market have not related working experience
- Shortages of bilingual candidates and lack of English proficiency among Iranian job seekers
- Not familiar with a normal recruiting requirement and its process like CV writings
- Lack of screening services that makes job seekers prefer to exaggerate their profile and there is no way to check
- High immigration intends of qualified professionals make a qualified staff shortages
- High expectations of candidates who are looking for a job with royal conditions

Similar problems between both employers and job seekers:

- Lack of formal recruitment channels that pushes candidates and companies to rely on their network
- Using low developed local job boards. These job boards just focus on clients and never consider job seekers and their prospects. They just sell job seekers' data in their owned format. Also, they have not any meaningful experience in providing recruitment services for multinational companies in Iran.

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- Lack of international recruiting consultant in Iran

However, there are some solutions to overcome these barriers that should be considered:

- The multinational companies should have a long term perspective in their operating in Iran. In non-stages they can reach a quick result, especially in recruiting.
- The corporate brand inspires candidates to apply however this branding could threaten business, too. The multinational corporations have to consider effective CSR policies to boost their brands and receive their results, such as train to hire local staff.
- Considering local norms such as code of conducts of Iran
- Providing working conditions, training, compensations and job development as close to international norms
- Considering transparency and provide all related details about your company and the vacancy
- Provide a strategic recruitment plan to consider budget, local employment regulations and training programs to empower local staff
- Use well-known international recruiting firms who are operated in Iran. However, as there are a few similar consultancy companies in Iran, it is important to choose the best to prevent any upcoming issues. Heise' Consulting Company is one of these firms that has opened its office in Tehran since 2014 and has enriched experience in recruiting services for its international clients over the world.

Iran can be a big success story for foreign companies who are looking for operating in Iran. "The future depends on what you do today", Gandhi Said.

Reference:

Ismaeli, Auob. 'HR Challenges For Iranian Companies'. (2008): n. pag. Web. 2 Aug. 2015.

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