

The Social Role of Internship Programmes in Reducing Migration from a County Seat

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SUMMARY

This article deals with the role of internship programmes in encouraging young graduates from higher education to stay in their home region and is based on the findings of a questionnaire survey conducted in 2017. The aim of our research was to get a close view of the intern's motivation and of their satisfaction; furthermore, whether they would like to work for the company and thanks to that stay in the region. Survey findings show that 56 percent of the respondents feel it is important to be employed close to their home, and 80 percent of the interns would like to work in a full-time position as soon as possible and aim to stay the company after the internship programme. These results would suggest that the internship programmes of the multinational companies help to encourage young graduates to stay in their home region.

Keywords: internship programme, migration, social innovation

Journal of Economic Literature (JEL) codes: O35, E24, J01, R23

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INTRODUCTION

According to the data and statistics, migration from a country and moving from one region to another within a country both play an important role in population changes. Hungary is heavily affected by this process because of its location in the middle of Europe. Several reasons (economic, social, political, etc.) can be found behind the migration processes, but as Siskáné Szilasi et al. (2018) write, some factors that strengthen the migration process are the broadening of motivational reasons, the expanding transportation opportunities, and the new infocommunication opportunities brought about by new technologies. Depending on the part of the country, the orientation and the dimensions of migration is different: the regions that have good opportunities for work with better living conditions are affected less. In Hungary, the population has been increasing in regions close to the northwestern border and in the capital, while the northeastern, eastern and southern regions have a decreasing number of inhabitants. Unfortunately, Miskolc is located in a region with declining population because of the lack of work places and low wages. In the last decades statistics have showed that the population of the city has decreased; nowadays this number is approximately 161,000, although it exceeded 211,000 in the 1980s.

The multinational companies of the region would like to work together with the University of Miskolc to increase

the number of university graduates who would like to stay in the region through offering better conditions and wages in many fields. It is also important for Miskolc that young people find their expectations in the region, which also involves work places being located close to their hometowns (this statement is validated by our research).

This issue is important; many studies (Blaskó & Gödri 2016; Hegyi-Kéri & Horváth 2018) have highlighted that the younger and more educated group is more significantly affected by migration than the older and less educated ones, which can lead to a decline in the number of well-qualified employees. Because of the migration of younger, more educated employees the region has to deal with the negative effects of the "brain drain": if the knowledge loss due to migration is not compensated for, then the economy of the region and its competitiveness will suffer. Today our world is globalized, which means that opportunities are available all over the world. Assuming sufficient knowledge of other languages, anybody could find easily a job or a school in another part of the world thanks to the modern electronic world and Internet. In this situation the importance of good job offers and work places becomes evident. We assume that students who start to work during their studies are more likely to stay in the region.

The aim of our research was to get a close view of the interns' motivation for participating in an internship programme in a multinational company located in or near Miskolc and to examine their satisfaction with the work

and the company. We also asked whether or not they would like to work for the company (and thus stay in Miskolc). During our research, two surveys were carried out to get an inside view of the internship programme of the most significant multinational company in the region of Northern Hungary, placing questions about the respondent's long term plans, job hunting and the working habits of the students. In the region of North Hungary, several multinational companies offer internship programmes for students. During the selection of the multinational companies, we concentrated on their role in the county. The analysis aims to find the answers for the question of whether the multinational companies with internship programmes are strong enough to keep new graduates in the city. (The examined topic is clearly related also to issues of human resource management; however, this aspect of the topic was not dealt with in this article.)

THE CONCEPTUAL DEFINITION OF MOBILITY, MIGRATION AND THE MIGRATION POTENTIAL

Nowadays the definitions of migration and mobility are often mixed up; this is the reason why we would like to clarify them. Mobility means 'ability of movement' (Kulcsár 2006), in which a person or group has the possibility to move in a favourable direction. There are two main types of mobility: geographical (spatial) and social mobility. Geographical mobility means the possibility of geographical motion, while social mobility means that the person (or group) has abilities that make it possible for him or her to move from a lower social class to a higher one. Both types of mobility are interpreted as one-way, upward mobility in the literature.

The migration is the action itself: motion that tends from one geographical area to another (shorter or longer distances), for different reasons, in a temporary or a permanent way (Kulcsár 2006). The motion can be considered as migration if it takes place across an administrative (executive) border; therefore, a change of residence within a settlement is not a migration. Commuting is different from migration, because it means travelling further without changing the place of residence (Hárs 2012).

The migration potential can be characterized as planning to leave the residence or the possibility for somebody to consider leaving his/her residence in the future. The intention to migrate is formed by the deliberation of the expected advantages and disadvantages of migration, the cognition of the migration related external expectations, as well as the assessment of the feasibility of migration (Marien 2018).

THE CONNECTION BETWEEN MOBILITY, MIGRATION AND THE

INTENTION TO MIGRATE, AND THEIR POSSIBLE EFFECTS

The nature of mobility and migration is different among the unemployed, the educated, and people who live in bigger cities (Gödry & Feleký 2013). It is a fact that people with higher mobility tend to migrate more often, but the decision about whether they leave their former home or for how long depends on complex individual and institutional factors (Berényi 2018). The fact that someone is mobile does not necessarily mean that the given person is going to migrate. According to De Jong et al. (1985), a strong intention to move away is required for an individual to leave a former domicile. The research of Varga and Szilágyi (2018) showed that educational attainment has a significant influence on the intention to migrate on a national level: the higher the educational attainment is, the lower the migration potential becomes. Lipták et al. examined student mobility from the perspective of education and determined that any decision made by young people that makes that person leave home – in the first instance to be able to study – is the final stage of a long process influenced by the parents' preferences, school and the support of friends (Lipták et al. 2018).

The relationship of mobility, migration and the labour market has a comprehensive basis in the literature. This article is not intended to display all of these sources in detail; we only want to show some of the possible consequences of the migration of young white-collar workers. Before the 1990s it was believed that migration increases the rate of unemployment; however, later a growing body of research contradicted this; for example the research of Marr and Siklos (1994, 1999). According to them, a change in the migration ratio does not increase the unemployment. Siposné Nándori et al. (2018) found that the mobility of young people influences employment: both in centrum-receptive and periphery-sender countries the mobility of youngsters decreases the unemployment rate. Some researchers (Beine et al. 2008, Clemens 2011, Elsner 2015) reached the conclusion that some of the employees in regions afflicted by migration can actually profit from the shortage of labour caused by migration. There can be lack of workers in some given professions; therefore the local employees gain a better bargaining position, so they can negotiate higher wages for themselves. Halász (2018) underlines that sometimes the absence of professionals has such a strong effect that it cannot be eased by higher wages: at this time companies change their profile from labour-intensive production to a capital-intensive model.

Related to this subject we would like to present another effect: settlements, regions or countries with unfavourable conditions have to face the so-called "brain drain" effect, which is the migration of well-qualified, highly mobile young people working in white-collar jobs. According to Docquier and Rapoport (2012), this effect occurs as a central element of the migrating processes. Although

highly educated people are not the main potential migrating unit, nowadays the intention to leave the country is very common among the students at institutions of higher education. Should the country lose only 10% of its graduated people, it would indeed be a massive loss to a country, where human resources add up to one of the most significant parts of the country's capital (Molnár et al. 2015). According to the latest research, currently 32.8% of the Hungarians over thirty years old have a higher education degree, while these numbers scale up to 47% among Hungarian emigrants – this is much higher than the proportion of young graduates in the European Union, which is 39%. (Siskáné Szilasi & Halász 2018). Due to increased student mobility, a growing number of young, future white-collar workers are gaining experience abroad, which makes easier for them to work in a foreign country after their graduation.

POPULATION TENDENCIES IN HUNGARY AND MISKOLC

According to the representatives of classical economics, migration could be explained by better working conditions and wage differences. Ravenstein explained that the non-beneficial geographical regions are repellent for the people so they are disposed to choose migration, while beneficial geographical regions are desirable; in this case inhabitants will stay in their habitation (Ravenstein 1885). In the Harris-Todaro model migration could be explained by the difference between the wages in the city and in the countryside. One of the most important statements of the model is that inhabitants of the less developed regions decide to move to a more developed region, which assists to decrease the development differences (Harris & Todaro 1970). Nowadays we can see that migration does not eliminate the differences in development of regions, at most the differences in wages of the more developed and less developed regions will decrease due to the fact that migrants from the less developed regions to the more developed ones are willing to take the same job for a lower wage.

According to the world system theory of Sassen (1988), postindustrial development brought about structural economical problems, which appear as a repulsing factor in the less developed regions, and this is the reason why the inhabitants migrate to more developed regions. According to the human capacity theory most likely young adults and the more highly educated people leave their regions earlier.

Population Tendencies in Hungary

After Hungary joined the European Union in 2004 there was a slight emigration wave because of the stabilization of the labour market, an especially low unemployment rate (around 6%) in the first decade of the

2000s, a progressive employment policy, a 3–5% increase in the GDP, and an increase in wages (Siskáné Szilasi et al. 2018). There are only estimated data for the number of people who left Hungary, because there are significant differences between the national and international statistics, but it appears that the number of the people who left the country is around 300,000 to 600,000 people. One decade ago, most of the people emigrating were male, the rate of the people under 30 was less than the number of the people between the age of 30–40, and the unemployed, the Roma and the inhabitants of the West and South-West regions of Hungary left Hungary at higher rates (Siskáné Szilasi et al. 2017). Studies related to this topic in recent years show that the dominance of men could be negligible in recent years compared to the trends in the early 2000s (Blaskó & Gödri 2016). Siskáné Szilasi et al. published corresponding results, showing that the percentage of women who decide to go abroad is the same as men, but a higher percent of the women intend to return to Hungary, either in a relatively short time or eventually. The young generation has a stronger migration motivation, most typically between the ages of 20–29. The fact that even the generation around their early twenties is willing to go abroad is bad news in terms of social and demographical trends (Siskáné Szilasi et al. 2017).

Many national and international studies focus on the migration of young people, especially university and college students. According to a study in the University of Pécs two thirds of the respondents planned international emigration in some form or other (Rohr, 2012) while the research carried out in 2010 by the Identity Research Workgroup of National Minorities in Zenta showed that a quarter of the Hungarian university students in the Vojvodina region of Serbia would like to go abroad (Siskáné Szilasi & Halász 2018). The Hungarian Demographic Research Institute (NKI) made a survey with around 1,500 respondents and found a cumulative migration potential of 33% among the young generation (between the ages of 18–40) (NKI 2013). The report of the Research Group of Active Young People in Hungary in 2015 stated that in 2013 33% of the fresh graduates planned to emigrate, while this rate was 37% in 2015 (Szabó 2015). In the data collection of TÁRKI Omnibus, in April 2015 39% of the 18–29 age group wanted to spend a few weeks or months abroad, while around 40% were thinking of a few years and 25% more than a few years abroad (TÁRKI 2015). According to the research of the Hungarian Central Statistical Office (KSH) Hungarian Demographic Research Institute, 35% of the generation between 18 and 40 years of age are willing to go abroad, and 11.5% of the total population of Hungary were likely to implement their migration plans (Gödri 2016).

Along with the strengthening emigration trend in Hungary in the last 5–6 years, the internal migration among the regions of Hungary is also significant, which is the result of different economic factors (wages, employment). According to Bába (2008), internal migration has mainly economic reasons, in which labour

market factors play a prominent role. In addition, internal migration processes are influenced by the real estate market and government actions (Siskáné Szilasi et al. 2018). The biggest geographical realignment of the population was in 2007; in the last 5–6 years the region of West Hungary and the central regions gained population, while the regions of North Hungary and the Alföld lost the largest number of people in the internal migration processes during the last 5–6 years (Bálint & Gödri 2015).

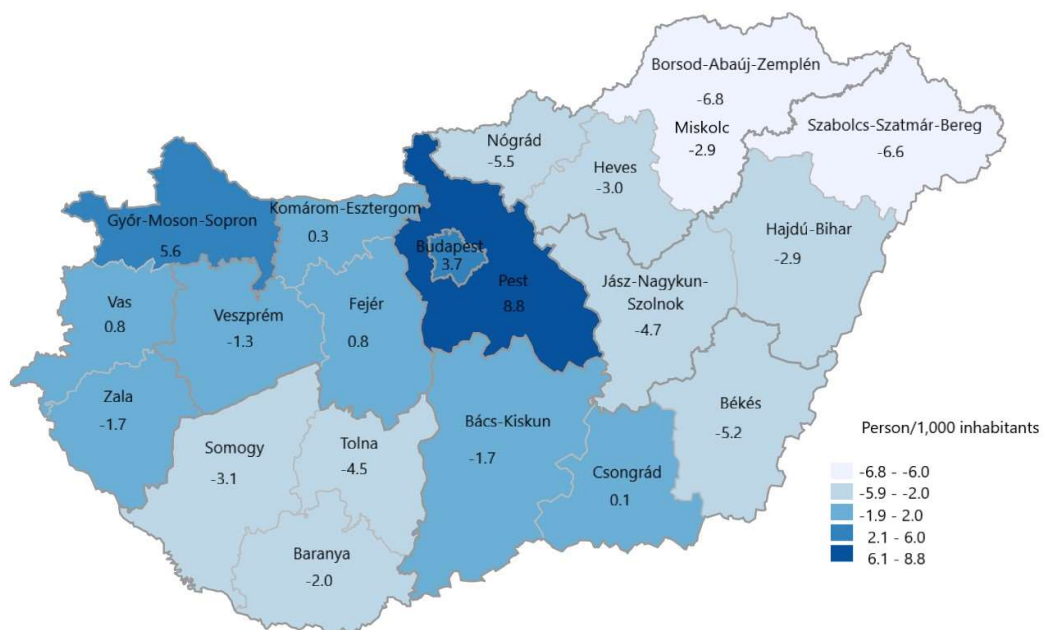
Figure 1 shows the average internal migration margin between 2006 and 2016 (the indicator calculated by the difference between the incomers and outgoers per thousand people, including temporary migration as well). During the investigation period three regions had negative internal migration margins: the regions of North Hungary, North Alföld, and South Alföld. There are especially large minus margins in two counties: Borsod-Abaúj-Zemplén (-6.8 /1,000) and Heves (-6.6/1,000).

If we focus on smaller administrative regions, from 2010 the regions of Budapest, Lake Balaton, Győr and Sopron were advantageously affected as attractive regions. The south, southwest and northeast regions are heavily affected by the decrease in population, for example Miskolc is one of the cities where the population decreased (Siskáné Szilasi et al. 2018). The extensional aspect of the internal mobility of the Hungarian population in 2013 is reflected by the average distance between the sending and receiving areas, which is 50–55 km, meaning that the willingness to move to a further area is not prevalent (Bálint & Gödri 2015) According to the research of GKI Research Institute the direction of the mobility of the Hungarian population is to the north-west (GKI webpage). Siskáné Szilasi et al. (2018) highlighted that the most

important factor behind internal migration is the same as that behind transmigration, the difference between the wages and occupation possibilities. One projection of the effect of the last 10 years' population reduction is the shortage of labour, which affects many economic sectors. The situation is critical in those regions where internal migration and transmigration is negative and the birthrate is also low (Siskáné Szilasi et al. 2018).

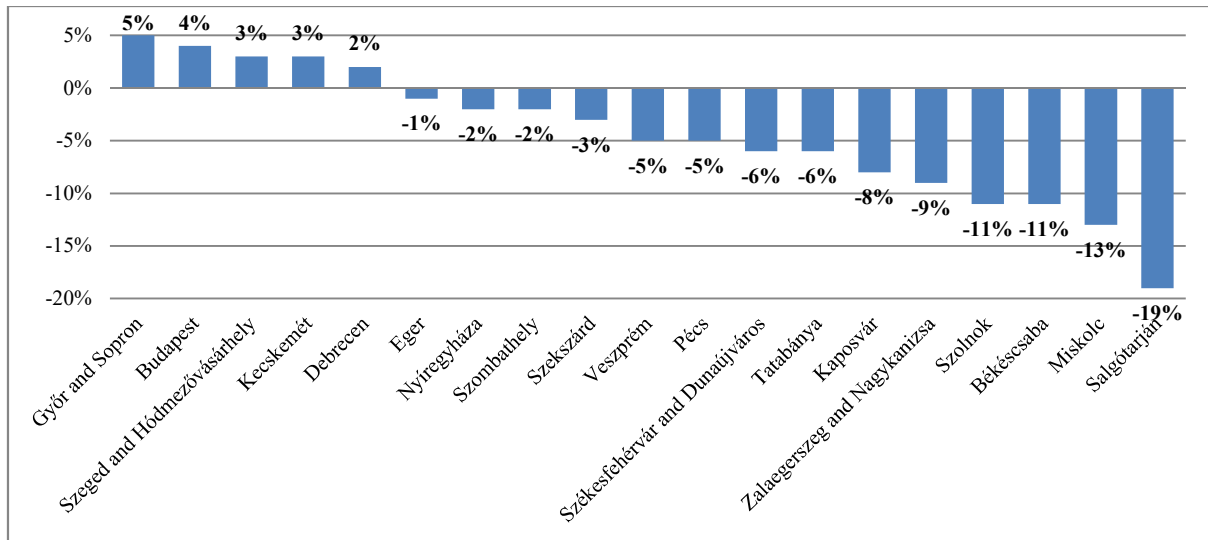
According to the statistics of the Hungarian Central Statistical Office (KSH), the population of Hungary decreased by 2% from 2010 to 2016, which corresponds to about 200,000 people. If we count those who are working abroad and being reported in Hungary as employees, this number is even higher, approximately 500,000 people. Migration tendencies do not affect the regions and cities in the same way. While the population is increasing in several cities, in other parts of the country these numbers are decreasing. The population fluctuates depending on the surroundings of the settlement, the number of work places and the level of the services. The infrastructure, the unemployment rate and the average wage have also a strong effect on the migration inside the country (Világgazdaság, 2017).

If we take these factors into account we realise that the population of settlements in the south and west parts of the country was significantly reduced. On the other hand the regions of Budapest, Győr and Sopron are characterised by gaining population from inner immigration. It is observable that the migration of the population has a northwest direction because of the difference in the wages and the number of the working places. The migration is tending towards developed areas and the bigger cities (Világgazdaság 2017; Geoindex 2017).



Source: Compiled by the authors based on KSH webpage
<https://www.ksh.hu/interaktiv/terkepek/mo/nepmozg.html?mapid=WNVB001>

Figure 1. Average population change per thousand people for Hungarian counties, 2006–2016



Source: Rigó 2017 (based on KSH Mikrocenzus 2005 and 2016)

Figure 2. The change in population in major cities between 2005 and 2016 (percent)

The population of the cities is not growing in every region: among the the 23 cities with county rights the population is growing only in Győr, Szeged, Budapest, Sopron, Debrecen and Hódmezővásárhely (Geoindex 2017). Figure 2 shows the changes of the population in the major cities of Hungary between 2005 and 2016 (Rigó 2017).

Besides the south and south-west part of the country, North Hungary has also lost population. The winners of internal migration processes are those border regions that have variegation of the labor market after the change of the regime (Vas, Zala, and Győr-Moson-Sopron Counties). One of the most important social-demographic variables of migration potential is the age. The younger generation are more likely to leave their hometown than the elder generation (Dabasi Halász & Hegyi-Kéri 2015). Bogárdi (2015) carried out a study in the southern part of Heves County about the younger generation's motivation for migration. Only 33% of the respondents, aged 14–15, said that they would like to work in their hometown when they became older; 68.3% is the rate of those who would like to move. Around 40% of the respondents would like to go to another part of the country, while 23% would like to move abroad. Those 13-to-14-year-old students who do not want to stay in their hometown are mostly likely to want to move to the capital or to the county seat (Eger), while the secondary school students would also consider living in Győr and Debrecen (Bogárdi 2015). Bogárdi also highlighted that in many cases the parents motivate their children to move abroad. Similar findings can be found in Hegyi-Kéri & Horváth's publication: The migration of the younger generation is heavily influenced by the experience of their parents (Hegyi-Kéri & Horváth 2018).

According to Siskáné Szilasi et al. (2018), Hungarians are preparing for for a mobile lifestyle from a younger age and deciding to leave their hometowns. Their research pointed out that after secondary school every third or

fourth student decides to do their university studies abroad, but in most of the cases after their studies they come back to Hungary (Siskáné Szilasi et al. 2018). The study finds that each year during the examined period (2006–2015) the average age of Hungarian emigrants dropped by half a year. As of 2015 % of the migrated population is under the age of 30, while 66% is under the age of 42 (Siskáné Szilasi et al. 2018). From 2009 the number of the Hungarian people under the age of majority emigrating doubled (Blaskó & Gödri 2014; Blaskó et al. 2014; SEEMIG 2014,) which means that in 2015 80% of the migrated population came from this age group (Sik & Szeitl 2016, Siskáné Szilasi et al. 2018).

Seen from an international perspective, the mobility lifestyle of Hungarian young adults is below average. The most important reason for their migration is primarily employment related, secondly education related (Dabasi Halász & Kiss 2018), but the migration processes cannot be simplified; most of the time their reasons are mixed and combined (Dabasi Halász & Hegyi-Kéri 2015). The pull factors of the better facilities are important, but the push factors cannot be neglected, such as the young adults not finding a job or being unable to establish their own business (Dabasi Halász & Kiss 2018). Migration of young people has a strong impact on life-time mobility (Lipták et al. 2018). Examining the Hungarian regional characteristics for migrating potential, the duality between the capital and the rest of the country and between the functionally strong cities and the rural villages is obvious. Going down in the hierarchy of settlements, the determination and strength of the leaving intention decrease, that is, the smaller the settlement the lower the proportion of inhabitants that have strong intentions to leave their hometown (Siskáné Szilasi et al. 2017). While 41% of the respondents living in the capital do not intend to move away, this ratio is 45% among the people living in cities and 44.5% among those in rural regions. Most of the

unsure people live in a village (40%) while 37% of the population of the cities and 35% of the population of the capital are considering leaving the country. The sharpest diversity can be found between the sure-to-leave groups: 23% of people living in the capital have decided to leave their original hometown in the near future; however, this ratio scales down to “only” 16% among villagers and 18.5% among urban population (without the capital) (Siskáné Szilasi et al. 2017).

From the perspective of settlement size, it is common that people living in larger settlements, regionally people from Central Hungary, West Hungary and North Hungary, leave their original hometown in the biggest numbers (Dabasi Halász & Kiss 2018). Molnár et al. reported similar results: practically, the migration rate is high in the whole country, but this rate in the Northeast region of Hungary is even higher than the national average. The smallest migrating potential is showed by the counties in the southwestern and southern parts of the country (Molnár et al. 2015). Siskáné Szilasi et al. (2017) underlined that increased, long-term migration most seriously afflicts the regions affected by industrial restructuring caused by demographic and economic erosion (Miskolc is also classified here) and the regions that are far away from the advanced central regions. Borsod-Abaúj-Zemplén County leads the list both in the number of potential leavers and in the people who have already made their decision to leave – this process leads to population loss in the county (Siskáné Szilasi et al. 2017). The loss of population in the counties with higher migrating tendencies can further be increased by two aspects: the decrease in population (natural decline) and internal migration. From the perspective of these two aspects, the three counties with the highest migration indicators are Borsod-Abaúj-Zemplén, Nógrád and Heves (Siskáné Szilasi 2018).

According to Marien (2018), the satisfaction (or mostly dissatisfaction) among Hungarian citizens with their hometowns has a direct effect on the emergence of the intention to leave. From this perspective, there are significant regional differences in Hungary: in the regions where people have the most serious intent to leave, the general satisfaction of the citizens is lower, while their satisfaction with the job opportunities is significantly higher in the regions with basically low intent to migrate. Marien underlines if people are dissatisfied with basic and essential factors (like job opportunities, public safety, etc.), they are more likely to make the decision to leave their home (Marien 2018).

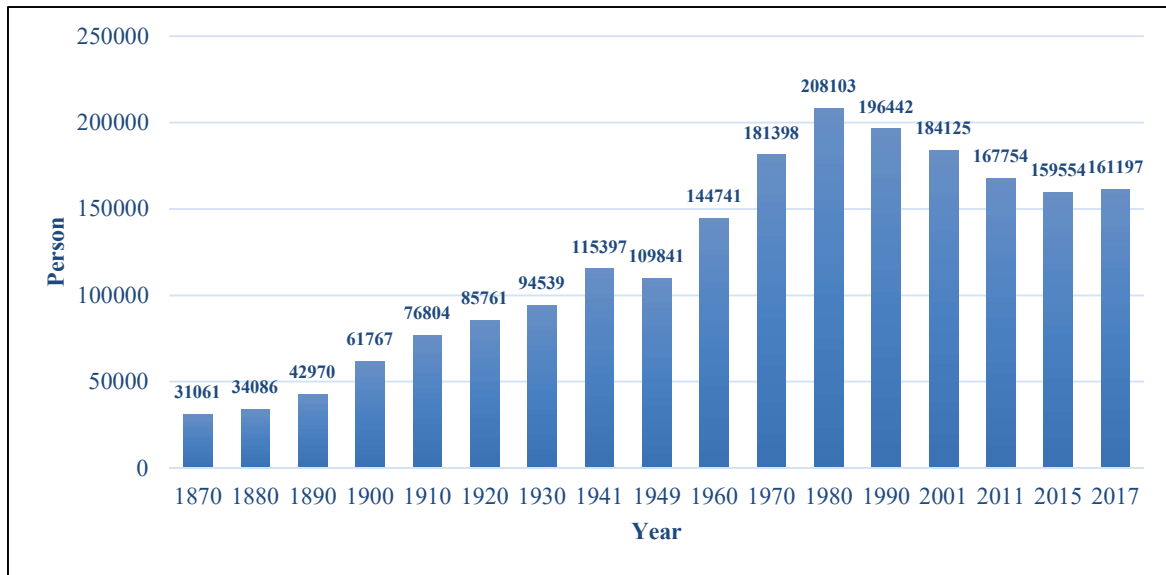
Population Tendencies in Miskolc

Although nowadays approximately 160,000 people live in the capital of the Borsod-Abaúj-Zemplén County, in the 1980s Miskolc was the second biggest and most populous city in Hungary after Budapest. The population of the city reached its highest in the 1980s, around 211,000 (at the end of 1986 it was 211,660). Migration from Miskolc became higher after the change of regime. In this regard the city can be classified as one of the "big losers" of this situation. In the counties of the North Hungary region most of the population was employed by the heavy industry for more than 40 years. During socialism the number of citizens continuously increased. The largest population decline afflicted the city between 2011 and 2015: in this period the number of residents dropped yearly by an average of 1.25, as can be seen in Table 1 and Figure 3. Between 2015 and 2017 this tendency seems to have reversed: the statistics show population growth in Miskolc once again.

Table 1
The yearly change in the population of Miskolc, 1870-2017 (per cent per year)

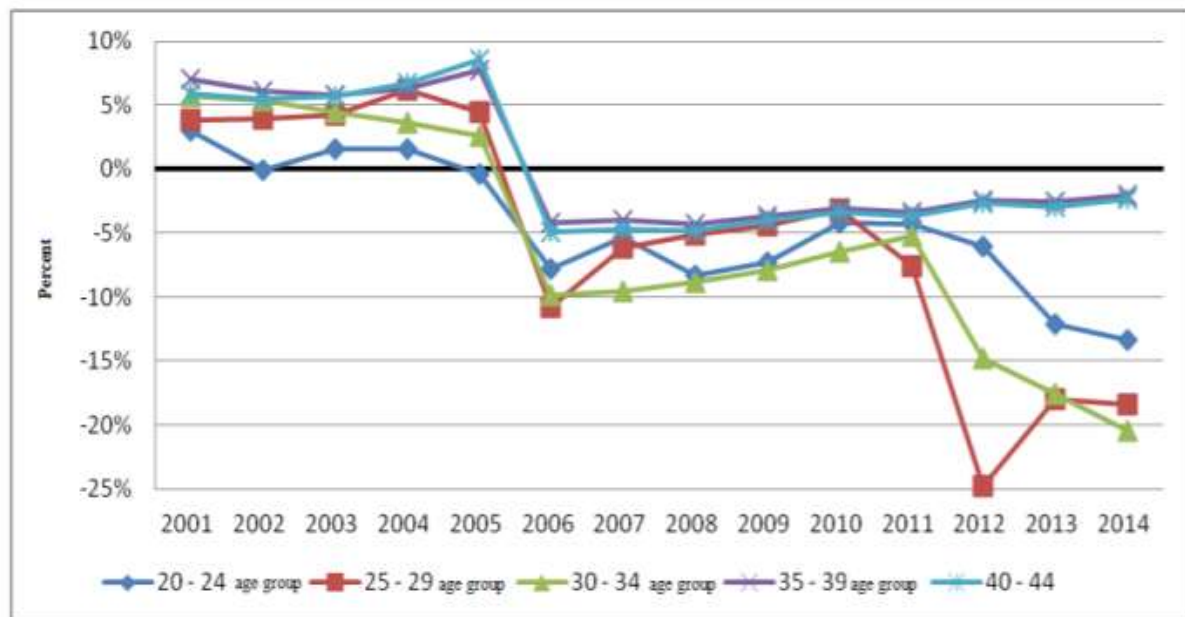
Time period	Yearly change of the population (per cent/year)
1870-1880	0.93
1880-1890	2.34
1890-1900	3.7
1900-1910	2.2
1910-1920	1.11
1920-1930	0.98
1930-1941	1.93
1941-1949	-0.61
1949-1960	2.54
1960-1970	2.28
1970-1980	1.38
1980-1990	-0.57
1990-2001	-0.59
2001-2011	-0.93
2011-2015	-1.25
2015-2017	0.51

Source: Data from nepesseg.com



Source: Compiled by the authors based on data from nepesseg.com

Figure 3. The change of the population of Miskolc between 1870 and 2017



Source: Hegyi-Kéri (2015)

Figure 4. Changes in the population of Miskolc broken down into age groups, based on census data

It can be observed that some groups have decreased significantly more than others. Hegyi-Kéri (2015) analysed the population change according to age groups. Her research highlighted that recent migration is significant in the circle of youths between ages 20–24 and 25–29. (Miskolc's population transformation according to age group is shown in Figure 4.) The change between 2012 and 2014 is rather negative, because statistics show a 15–20% reduction in the 25–29 age group. Although the reduction includes the natural reduction of the population,

this rate is negligible, since the mortality rate is very low in this age group. The migration rate in the 30–34-year-old age group is also continuous, while migration of the 35–39 age group has reduced in the last few years (Hegyi-Kéri 2015).

According to Bába (2018) the migration processes within the country are due to labour market reasons and social and the economic inequalities; the low prosperity and the worsening mood in some regions are strengthening migration tendencies. Behind the tendencies of migrating

from Miskolc there could be many reasons, but the most important is the termination of heavy industry in the middle of the 1990s, which had been the basis of the city's economy; this process had a negative effect on the economic status of the region and on the number of work places. A significant portion of employees decided to move to Budapest, Transdanubia or abroad because of the wage differences and the better living conditions. Many students chose to start their university studies in another city. In this case the chance that they return to Miskolc after graduation is really low (Boon 2015; Rigó 2017).

According to Hegyi-Kéri (2018) the population reduction in Miskolc can be traced back to similar reasons. She argues that the realisation of labour market problems can make the people feel disappointed. Moreover the inhabitants living near the closed-down factories, who lived through the industrial transformation, also have to face the scenery of the empty or underutilised facilities. On one hand they are aware of the imperfect, structurally reformed labour market, on the other hand they see the local labor market and the situation of their own and their children even worse than real. Their visions are affected by their own experiences acquired during the industrial transformation and this depressing labour market perspective is strengthened by the presence of the vacant factories. While their own migratory willingness is low, this depressing picture prompts them to encourage their children to migrate from Miskolc (Hegyi-Kéri 2015). Another study has highlighted that many times parents encourage their children to leave the city: according to a survey made during the SEMIGRA project in 2011, 45% of 116 youths between the ages of 17 and 19 were encouraged to emigrate from the city and from the region, while only 27% were encouraged to stay in Miskolc or in the region, while 17% did not get any parental guidance on this point.

A questionnaire distributed among students majoring in economics at the University of Miskolc yielded similar results: a high number of young people in Miskolc would be willing to leave the city, only 10.3% of the respondents would prefer to stay in their hometowns, and 58.7% would prefer to move to other regions of Hungary if they found better possibilities there. We have to note, however, that the rate of respondents who were undecided was relatively high, 31%. The reasons for moving were higher wages, career opportunities and better living conditions. The experiences of friends and acquaintances have supporting effects: in 67.8% of the responses they showed up among the reasons for the movement. Factors arguing against emigration are difficulties in keeping in touch with family and with friends (Berényi 2018).

The population loss in Miskolc, which is the centre of the region of North Hungary, is not unique. With the exception of three cities (Nyékládháza, Onga and Szendrő), all cities in the region of North Hungary experienced declining populations in the last few decades after the change of regime, of course at different rates. Population loss of settlements located in a big city's

agglomeration is lower; one of the reasons for the increasing population in the previously stated cities such as Nyékládháza and Onga may be the closeness of Miskolc, through agglomeration processes at work (Nagy 2018).

Encouraging Young University Graduates to Stay in Miskolc

The number of the young generation (between 24 and 34 years old) entering the labour market is falling in Miskolc, their numbers are decreasing in the city and their activity in the labour market is declining (Dabasi Halász & Hegyi-Kéri 2015). The change of the population of a city strongly depends on the economic situation of the region, the number of the workplaces and the standard of living and wages. These effects have been influenced by the multinational companies of the region, which are making efforts, along with the University of Miskolc, to keep graduates in the city or region. While residents of Miskolc like living in the city, the economic situation makes them move away (Világ gazdaság 2017).

Besides employing full-time workers, the multinational companies also employ students doing their secondary school or university studies. They are employed as interns, which has positive effects not just on the company, but on the interns as well. Interns are defined as workers of the company who have less than three years working experience and their employment is for an undefined time, for duties in the scope of activities belonging to the main profile of the company (HR Portál 2017). If the company is satisfied with their work, the contract may be extended and full-time work may be offered in the future. This practise is quite common in Hungary, and usually the best interns stay in the company as full-time workers (HR Portál 2017).

EMPIRICAL RESEARCH AND ITS RESULTS

Our research is intended to be an initial, exploratory study, which consists of two different surveys. The target group of the first survey was students of the University of Miskolc, while a subgroup of University of Miskolc students who are interns of the county's most significant multinational company formed the target group for the second survey. The structure and the topics were similar to each other, which simplifies the analysis and offers a look into the internship programme of this particular multinational company from the viewpoint of the university students. The aim of our research was to gain a view of the interns' motivation, satisfaction with their work, and furthermore whether they would like to work for the company and thanks to that to stay in Miskolc. Survey responses provided information on the long-term plans,

job hunting and working situation of students attending the University of Miskolc.

Review of a Multinational Company's Internship Programme

The internship programme has played a significant role in the company's operation during the past few years. This is shown by the fact that in 2017 35% of the company's white-collar workers employees were interns. Most of the interns are students of the University of Miskolc and a low proportion of them are secondary school students. (Our research covered only the interns who are students at the University of Miskolc.) 73% of the interns studying at the University of Miskolc are full-time students and 23% of them are part-time students. Most of them study in engineering and economics fields. According to the company's internship database, the oldest interns have been employed from 2011 by the company, while we can find interns who have been employed less than a year. Between 2013 and 2016 the number of the interns increased by 172%, while in 2016 35% of the full-time employees had previously been interns before.

During exploration of the company's internship programme we have enquired whether, while keeping the corporate culture in sight, employees can reach their aims in all life periods in the multinational company. Within the confines of the dual education, as the member of an internship programme, or as a full-time employee this firm employs students, recently graduated workers, technicians and qualified leaders, according to the HR records of the company. Secondary school and post-secondary vocational students who apply to the company during the school holidays or for their professional practice can get an inside view of the world of work. For students in higher education the company's internship programme offers several opportunities: they can acquire valuable work experiences, they can conduct research for their thesis in the company, and they can prepare for studies at the master level. After graduation, technicians with appropriate qualifications are employed within programmes for recent graduates, and at the same time the applicants can find appropriate challenges at all career levels. The delegated foreign workers, who work with co-operation agreements from few months up to several years, strengthen the diversity of the company.

As we have mentioned before, the company puts significant efforts into the matter of employing more interns, including employing increasing numbers of interns in full-time positions. To motivate the interns, in addition to the three-level internship system, discounts for several services throughout the city and free tickets for concerts and sport events are provided. During our research we investigated how satisfied the interns are with their pay and other benefits, with the motivational factors, or if could they imagine a future for themselves at the company.

Research Method and the Characteristic of the Sample

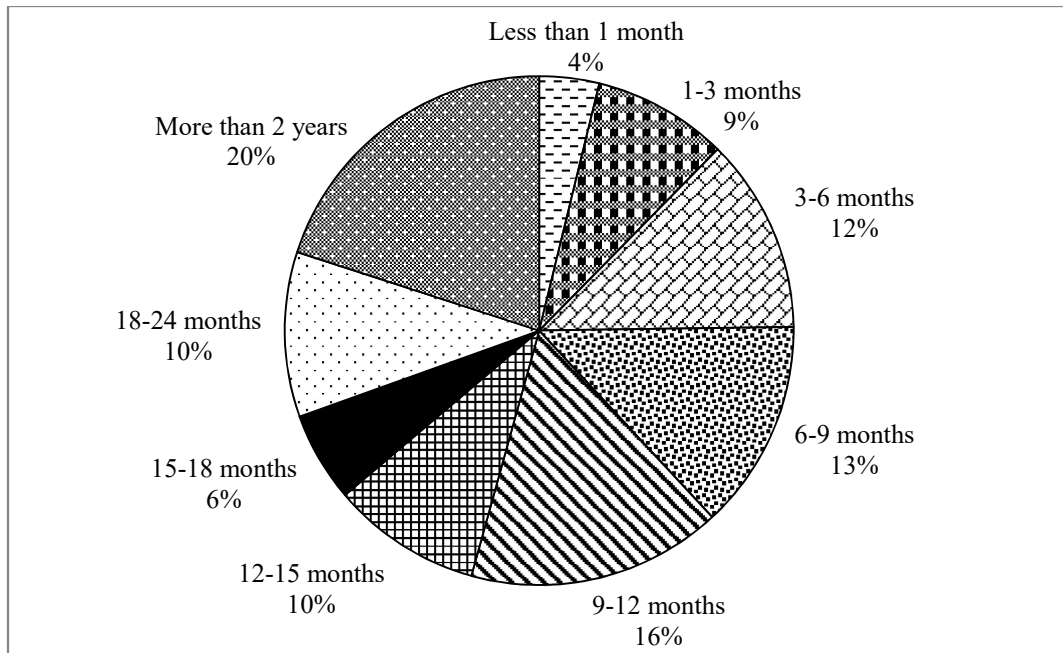
For our research we compiled an online survey about the employment of the interns with the aim to reveal the problems and to find solutions. The research highlights fields and questions posing the main problems in the recruitment, selection and employment of the interns. Proceeding from the fact that there are a significant number of interns at the company who are students of the University of Miskolc (we have no information about the exact numbers and proportions), we created two questionnaires to get a clear view of their working situation motivational factors, expectations and their satisfaction. The comparison of the two surveys makes it possible to understand the whole situation, get an inside view on the topic and find the best solutions.

The surveys were sent out online, using the internal electronic mailing system of the company, the university's student portal and social media. The questionnaire was anonymous because we wanted to get substantive and authentic answers about the problems, deficiencies, motivations and satisfaction.

Both of the surveys have the same structure, consisting of two parts. In the first one, the questions concern the respondents' motivation and their background, which helps to analyse them. In the second questionnaire the emphasis is on the expectations, the aims and the viewpoints of the respondents.

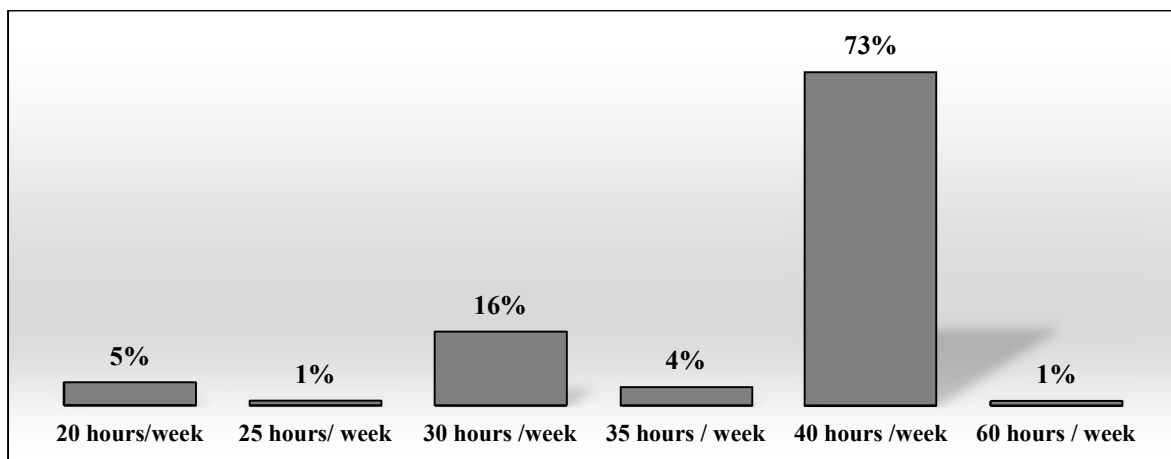
Questionnaires were returned by 121 university students: 57% women and 43% men. Most of the students were in their bachelor studies, with the average age of 23. There was a predominance of engineering and economics students, reflecting the typical majors of the interns.

In 2017 the number of workers in the three plants located in Miskolc was around 6,500 workers, while the percentage of the interns was 37% of the white-collar workers. Since 159 people filled out the survey, we were able to reach nearly 10% of the interns. In gender the predominance of men could be highlighted, which also applies to the distribution of the workers: 53% of the respondents were men, while 47% were women. By position, 68% of them were junior interns, 30% were in the senior level and 2% of them had a superior internship. On the average the interns have worked for the company for 15 months. The lowest value was 1 month, while the highest was 108 months, so he has worked for the company since 2008 and now he is on the superior level (and he has not yet graduated). Analysing the numbers of months spent at the company according to the level of internship, the average among the junior interns is 10 months, among the senior interns 23 months and among the superior interns 52 months. These results show that it takes time to reach the next level of internship. Figure 5 shows the number of months the interns had already spent in the company at the time of completing the questionnaire.



Source: Compiled by the authors based on the questionnaire

Figure 5. The number of months that interns had already spent in the company (per cent) before completing the questionnaire



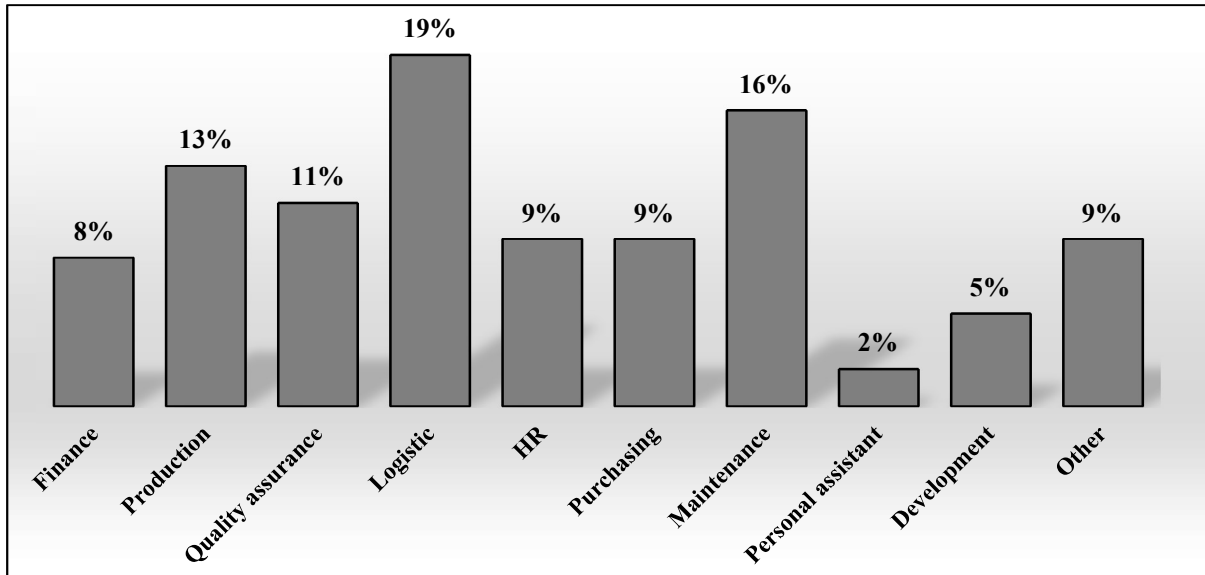
Source: Compiled by the authors based on the questionnaire

Figure 6. Percentage of interns having different weekly working hours

The results of the survey show that most of the interns have a 30–40 weekly-working-hour contract with the company: 94% of the interns work a minimum 30 hours per week and 74% of them are employed for 40 hours per week. Only 6% of the respondents work less than 30 hours per week. However, the high number of working hours makes it difficult to reconcile the work with university studies; that is why internship programmes demand flexibility from the students and from the company as well. Figure 6 shows the weekly working hours of the students.

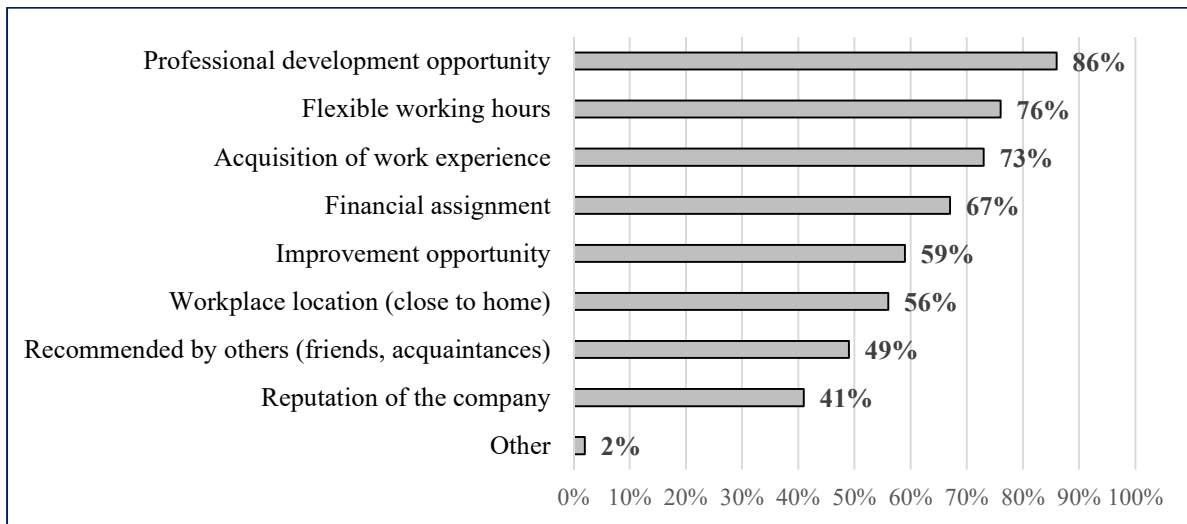
The distribution according to the scope of activities shows a particularly multicoloured picture, revealing that

the interns at the company work in different fields with different scopes of duties, tasks and processes day by day. Most of the students work in the fields of logistics, maintenance, production or quality assurance, but the number of interns who work in the field of HR, finance, purchasing and development is also high. The differences between working fields, duties and tasks have a strong effect on the answers, perspective and satisfaction of the respondents. Figure 7 shows the distribution according to the field of work.



Source: Compiled by the authors based on the questionnaire

Figure 7. Distribution according to the working fields (percent)



Source: Compiled by the authors based on the questionnaire

Figure 8. Important aspects when choosing an internship place

Results of the Research

The first step of the interns' job search is to browse job advertisements, either on the webpages of school organisations or of companies who are offering jobs. After finding the job advertisement, the applicants weigh some aspects up before they decide to submit their CV and application for certain positions. During our research we analysed which aspects the students search for in jobs. The respondents could choose among ten possible items (multiple answers were allowed and the number of the answers was not limited) that may be important for them when choosing a workplace. The closeness of the workplace to their place of residence was also presented among the options. The answers are given in Figure 8.

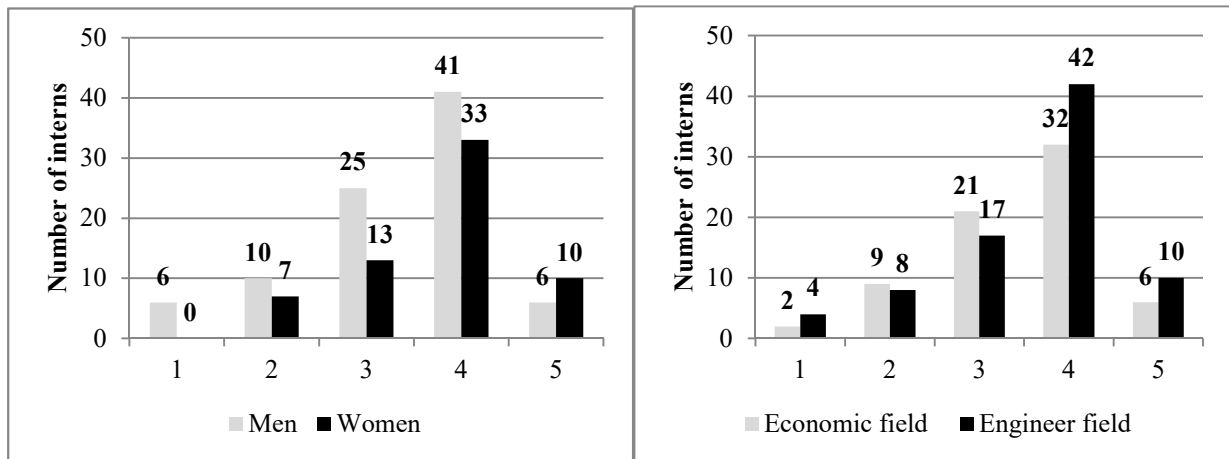
Professional development opportunity was the most important thing for students when choosing an internship place. The flexible working hours is the second most important aspect, namely reconciling the work with the university; the students' graduation can only be ensured if the companies are flexible regarding the interns' working hours. Acquisition of work experience and financial assignment are also important for students. (Wages are necessary for most of the students, because they can only cover their expenses with appropriate payment.) The opportunities to improve themselves and the reputation of the company are also important aspects for half of the respondents, as are the opinions of acquaintances. As Figure 8 shows, 56% of the respondents feel that it is important to be employed close to their home; this is especially true of young women under the age of 23. Those

students at the company who would like to stay in the region mainly come from undergraduate programmes in economics or engineering. Most of them have little work experience, which could explain why they would like to start their careers in a company close to their home. In this case they need not move to a new city that is not familiar for them. This helps to encourage the young graduates to stay in Miskolc.

After the investigation of the motivation for working we wanted to highlight the the working situations, their perceptions of the atmosphere of the workplace and their satisfaction with their colleagues and tasks. In the short term, these factors can influence their attitude towards work, their working morale and their work performance, and in the long term they can be determinative in deciding whether they would like to work for the company after graduation. We found that the satisfaction of the respondents, their points of view and their motivation are

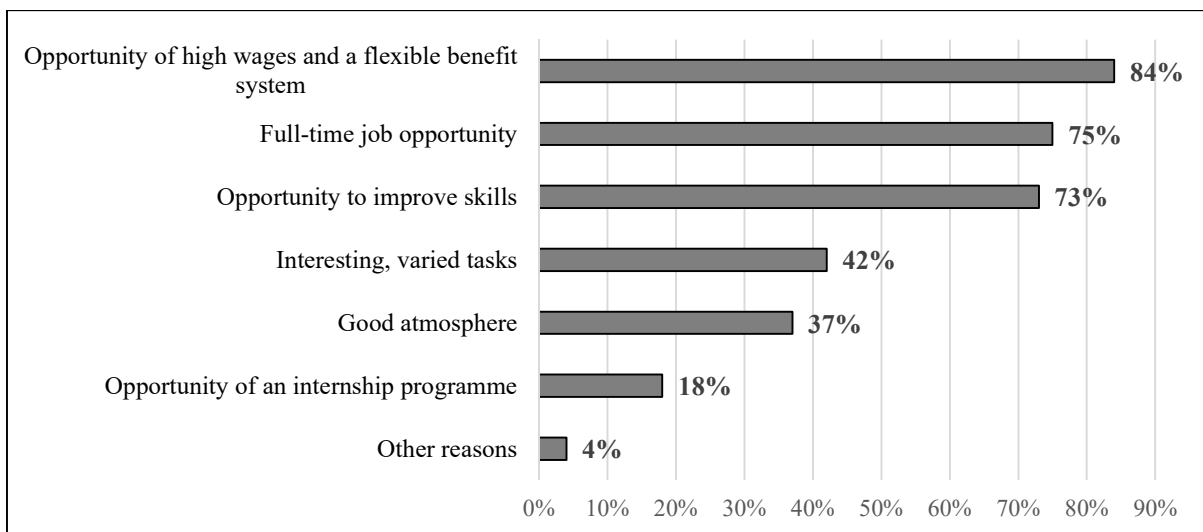
strongly variable, depending on their internship positions, the plant and the department.

In terms of their working field, mostly economics and engineering related jobs could be highlighted. The main fields are HR, logistics, purchasing and finance for the economics, and development, maintenance, production and quality assurance for the engineering students. Those students who are not satisfied with their workplace mostly work as junior interns in engineer fields and have worked for longer than two years. The typical profile for those students who are satisfied with their working conditions is an intern employed more than one and a half years at the company, mostly in economics fields, as junior or senior interns. The most satisfied group is women who have been working for the company for a year as junior interns in an engineering field. Figure 9 shows the satisfaction rates by working field and gender.



Source: Compiled by the authors based on the questionnaire

Figure 9. Satisfaction with the position, based on gender (left) and field of work (right). 1- not satisfied, 5 - very satisfied.



Source: Compiled by the authors based on the questionnaire

Figure 10. The motivations of the interns to continue their internships (per cent)

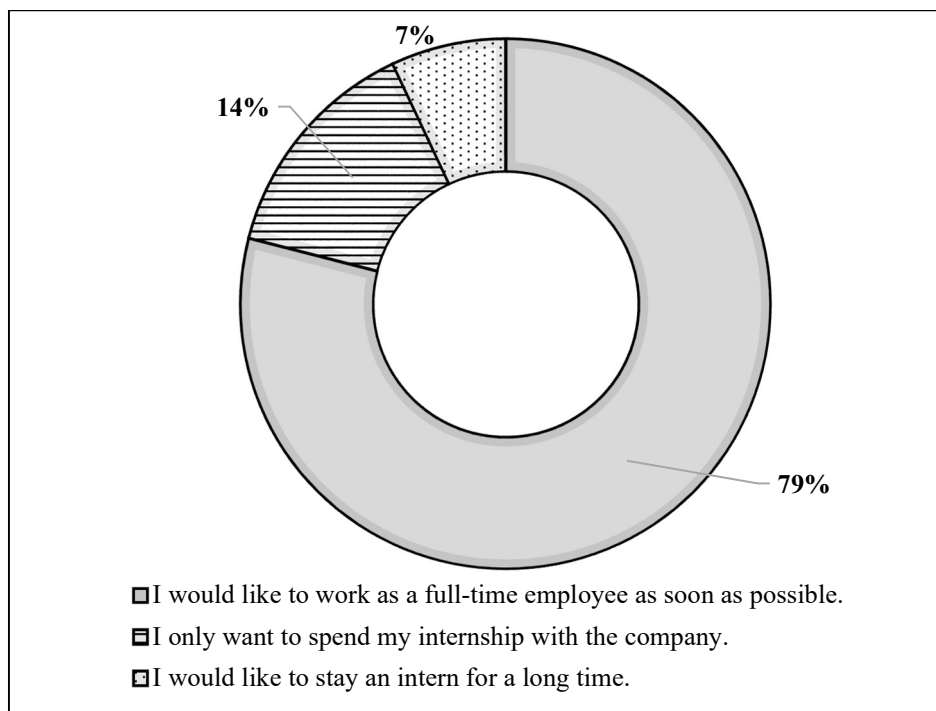
During the investigation of the general motivation while working, besides higher wages, the main motivating factors are a flexible benefit system with a wider range of options, making headway between the different internship levels and later the possibility of a full-time position (Figure 10). Therefore these answers reflect that the interns want to stay at the company after graduation, or rather in the county and in Miskolc. So those students who can find an intern position during their university studies are less likely to leave the county or town.

The importance of opportunities for promotion and the intention to stay in the county is analysed by the question regarding the future role of the interns in the company. According to the answers, 80% of the interns would like to get a full-time position there as soon as possible and have got an aim to stay at the company after the internship programme, so they have got long-term plans at the company. Interns who would like to stay at the company as full-time workers usually have more than 18 months of work experience at the company, which has helped them become familiar with the mission and the culture of the company. As in the whole sample, the dominance of men is also seen among those who would like to be employed as full-time workers in the company. 75% of the interns work as junior interns, while 25% of them are at a higher level of internship, which means that their work is more valuable for the company. Most of them are working in

engineering fields, mainly in development, quality assurance and maintenance, while logistics and HR positions are also popular among those respondents who could imagine themselves as full-time workers at the company.

Another 14% of the respondents would like to work only during their internship years at the company, because they could not imagine themselves in a full-time position there, only till their graduation. This group consists mostly of young men and those who had worked more than one year as junior interns in the company. 60% of the respondents who would like to leave the company after graduation work in engineer fields, development or maintenance positions. 7% of the respondents would like to be a member of the internship programme in the long-term to take advantage of the promotion opportunities.

Nowadays employee turnover heavily affects the corporations (including multinational companies). During the summer holidays, companies are short of human resources. Interns can also help to overcome this temporary labor shortage. Most trainees have long-term plans for the company. 79% of the interns would like to work at the company as a full-time employee as soon as possible. 14% of the respondents do not want to work for the company after the internship programme and 7% of them would like to stay an intern for a long time. The vision of the interns is presented in Figure 11.



Source: Compiled by the authors based on the questionnaire responses

Figure 11. Perceptions of interns regarding their future role in the company (per cent)

CONCLUSIONS

In the last decade Miskolc was one of the cities of Hungary most affected by the migration wave, and unfortunately it lost more than 20% of its inhabitants between 1980 and 2017. The reasons behind this are the lack of workplaces, the level of wages and the low number of services. In this situation, efforts of multinational companies and educational institutions are essential to encouraging young university graduates to stay in Miskolc, but this process can not be measured immediately.

There are more multinational companies in the region than in the previous years, which offer better conditions and wages for the workers in many fields, and it is also very significant that the young people can find jobs to meet their expectations in the region. Besides full-time workers, the multinational companies have started to employ students as interns, giving them the opportunity to work and study at the same time. In this case after graduation students can earn a degree and already have some years of working practise, which can be very useful in the future. For the company this contract also has a strong positive effect, since it is able to teach the company's vision and culture to the students and try to attract the most suitable interns as full-time workers. (We would like to mention that the multinational companies favour the 30-40 weekly working hours internship programmess, which can have negative effects as well; for example, the interns cannot take part in all of their university lessons.)

Our research focused on the interns to explore how the internship programme could encourage the young graduates to stay in the city or region. Despite the survey being based on only one multinational company, most firms of this type have similar programmes and experiences. Our aim was to focus on the motivation of the

student interns, figure out their future visions and expectations and identify their willingness to move from or stay in the region. The answers show that those students who have already started to work at a multinational company as an intern would like to stay in the region and obtain a full-time job as soon as possible, so they have plans for their future here in the region and in the city. Among their motivations, the distance between their residence/family and the workplace is also an important factor.

The internship programme became available as an opportunity for students fairly recently, so it is hard to determine its long-term results. The survey reflects the situation of the interns nowadays and their expectations about the future. The new university system inspires the students to start their working experience during their university years. During this time period many students work as interns to pay tuition fees. After graduation most of them stay at the company as a full-time worker, because they already know the workplace and its culture, the duties, their colleagues, and have better opportunities for improvement.

According to Marien (2015), the population's intention to stay – especially the value-creating population – is an indicator of success in the strong settlement competition. An excessive intention among its residents to migrate can mean a significant risk for a settlement, as well as the mass migration itself. In Miskolc the statistics show that the population decrease has stopped, moreover between 2015 and 2017 the number of residents increased by a half percent each year on average; hopefully this tendency will continue in the next few years. Nowadays Miskolc has more opportunities, which is good for young people in general and students in particular. It is possible that the multinational companies in the city are contributing to the positive population change through their internship programmes. More research is required to confirm this.

Acknowledgement

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