

CAREER MANAGEMENT - COMPARATIVE ANALYSIS REGARDING THE PERSPECTIVES OF GRADUATES ON THE LABOR MARKET BEFORE AND AFTER THE PANDEMIC CRISIS

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Abstract:

Career management has always been an important subject in the field of human resources management. Companies who had invested in and supported their employees or potential candidates in regards to personal career development, in accordance with their abilities, obtained visible results. As claimed by the majority of theories (Maslow, Herzberg, McClelland, McGregor) investment in personnel and offering the chance for career development leads to long term benefits. The pandemic crisis debuting in year 2020 has prompted the appearance of many changes in the labor market with regards to graduates' perspectives and the way in which companies have chosen to rethink their personnel strategy. The present study analyses career perspective differences, available for graduates before the pandemic crisis debut and the present situation on the labor market

Keywords: *career management, labor market, motivations theories, pandemic crisis.*

JEL codes: *M12, M54, J54*