FEATURES OF PERSONNEL RECRUITING

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In modern conditions, competitive advantages in the form of a trend towards an increase in demand for skilled labor are largely associated with the dynamic development of IT technologies and digitalization. The new competencies of employees with their education, qualifications and experience form the boundaries and opportunities for the technological, economic and social modernization of society, it makes possible to reduce the lag behind economically developed countries and ensure global leadership.

Each organization tries to make the most of the available human resources. One of the new trends in the field of recruiting is the system of temporary hiring of employees. And it comes not only about hiring for temporary jobs, such as construction, design ... In the modern world, more and more highly qualified specialists prefer such a "temporary" form of cooperation, which allows them to both solve more interesting tasks for their profession, and remain constantly in demand on the labor market. This, in turn, undoubtedly affects the level of payment of the specialist. If explained using terms the transfer by an organization, on the basis of a contract, of certain types or functions of industrial entrepreneurial activities to another company as an external source (resource) operating in the required area is called outsourcing. It allows to the company to increase the efficiency of the enterprise as a whole and to use the freed up organizational, financial and human resources for the development of new directions or concentration of efforts that do not require increased attention. This form of "employer-employee” relationship, despite its growing throughout the world, undoubtedly collides with factors of the age of specialists, traditions of different countries, as well as with the level of their economic development. Representatives of generations “X” and “Y”, who prevail in the labor market, are less attached to the place of work, in comparison with previous generations. In their opinion, the most acceptable term of work in the same company is 2-3 years. Herewith, undoubtedly, everything depends on the profession. There are professions that require more experience and stable work in one place (welder, driver, cook, security guard, office manager, accountant, HR specialist, etc.). And according to the data of the US Outsourcing Institute, the greatest growth in such optimization of enterprise activities is observed in the field of finance and accounting, personnel management, and the IT industry.

Accounting outsourcing is one of the options for providing accounting and reporting functions in the enterprise. All these functions can be performed by a
specialized company, freeing the main enterprise from performing most of the regular and some episodic volumes of work. The same functions include an inventory audit.

**Outsourcing in the field of personnel management** involves the involvement of professional agencies that have proven themselves in this market for finding and hiring employees, calculating compensation and wages, as well as personnel administration.

**The most dynamically and multifaceted IT industry** is impossible without the use of outsourcing, mainly based on the use of software products, applications and technical means. The simplest example of this practice is hosting a company website. For the correct selection of specialists for this type of activity, it is necessary to take into account all modern trends and changes in the IT field. And, accordingly, the specialists applying for or required to perform such work are unique. The more difficult is the task for a recruiter when selecting a candidate. Firstly, this area is characterized by certain search methods that differ from the traditional ones used for other areas. The main communication tools for such specialists are professional platforms such as LinkedIn, X-Ray search and various job sites, including international ones. And accordingly, the recruiter must have the skills to work in such a network. Of the traditional recruiting schemes, headhunting is the main one. It involves retaining a base of unique and highly qualified specialists who are not interested in changing jobs and are usually successful.

Currently, more than 90% of candidates in this field receive invitations and declare their skills in this way, retaining the interest of proven employers, as well as having the opportunity to practice and grow in other related industries.

And now is the time to mention the factor that still cannot be “broken” by dynamic changes in global trends and the emergence of new directions of human activity. We are talking about traditional schemes of hiring and working in some highly developed countries, the most prominent and widely known representative of which is Japan. For example, traditionally the selection and preliminary recruitment of employees in all areas, including IT, in Japan occurs at the stage of training at a college or university. Immediately after graduation, beginners are involved in the activities of the company and, if they manage to hold out the probationary period, then it is expected that they will not have to work in any other company. The corporation-employer will be engaged in further development, expansion of the scope of activity and training throughout the employee’s professional activity. This scheme has a huge number of advantages for both parties, in the form of super loyalty of employees to corporate interests and their interest in obtaining and strengthening their knowledge, acceptance and dissemination corporate interests and culture, in return for certain advantages and financial incentives.

The same scheme applies to the hiring of employees in giant companies around the world. However, a certain stage of checking a candidate’s adherence to corporate values and ability to work in a team is carried out even at the interview stage and can take up most of the entire interview. A feature and positive consequence of the introduction of such an interview stage is a decrease in staff turnover.

The situation with hiring employees in China is somewhat different, which is also directly related to traditions. There is a clear system of perception of a person and a specialist according to the rating of the university in which he studied. The ranking is due to the fact that due to the gigantic competition it is very difficult to get into a prestigious university in China. Therefore, if a candidate graduated from a university that is included in the TOP of the country’s universities or a faculty related to the TOP in the required field, it is imperative to indicate this during the interview. This is an
important indicator for HR that a given candidate has already passed a certain filter, demonstrating his high abilities.

The adaptation of a new employee to work is the socialization of a new person in the company. The process of acceptance and adaptation is a mechanism and a set of procedures defined by an organization to help a newcomer join the team, acquire the necessary skills and knowledge, and become more closely acquainted with the culture, processes and goals of the company. According to HR experts, the hiring, adaptation of a new employee and the level of his retention in the position largely depends on the first few months spent at the new place of employment. Proper onboarding helps new employees integrate into the organization and become an effective part of the team.

In a constantly changing economic and social environment, the task of a recruiter is to form a base, retain interest in potential employers, as well as the ability of potential candidates to stay in the volatile labor market and draw attention to both their unique skills and the organization of the right interaction between the potential employer and the candidate, is very creative and dynamic, drawing on all modern methods and developing at the same time as the expanding labor market. Taking into account all the trends of changes in the professions in demand and the knowledge acquired is the main task of effective teamwork on the way to achieving the goal, planning the economic development of both individual companies and general welfare.

References:


