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**Keywords:** recruiting, applicants.

### **Introduction**

*Relevance of research. An important element of life is its ability to provide optimum staffing structure. Especially, it is updated by the current economic crisis in Ukraine.*

The practice of counseling Ukrainian organizations in the past five years indicates a serious turn management approaches of most successful firms towards more attention to human, above all, professional and cultural component of their activities. This requires a comprehensive review of the management staff. This analysis is the most important aspect of holistic understanding of organizational and managerial context and functioning of the organization. Today prominent factor in the development of the organization is to ensure the optimal development of human capital. Most Ukrainian companies due to lack of time are unable to provide the organization with qualified staff, so there is need to involve the forced development of different types of businesses. These include recruitment companies that assist organizations in recruiting.

**Analysis of recent research and publications.** In studies on the mechanism of improving recruitment services deserve attention the works of Russian scientists as Kiselev, V.N., Krivov E.S., Kartashov S.A., Bogdanov M., A. Isaev and chief coordinator of the arch in Ukraine Belyaev S.J., but the vast majority of researchers such as Bakalinsky V.S., Belyatsky N.P., Velesko S.E., Peter Royshe focus on the analysis of personnel management, recruitment and not as a separate problem. In the writings of A.N. Sokolovsky, Magura M.I., Kurbatovo M.B., Chizhov N.A. described stage management personnel are taken to the enterprise.

### **Results**

To begin with the definition of the term "recruiting". So, recruiting means search and selection of highly qualified specialists. This technique is effective for the selection of experts and ordinary middle-level managers, middle managers, less senior, but without nominating them unique requirements.

In its development Ukrainian recruitment business passed several stages:

Stage of birth (1995-1997). The main characteristics of this stage are undeveloped market infrastructure services for the recruitment and selection of personnel, lack of technological base of recruitment agencies in Ukraine.

Phase formation (1997-1999). The characteristic features of this stage are dramatically increased the number of recruitment agencies, changing attitudes to recruitment via employment agencies among domestic companies customers.

At the end of 1998 in Ukraine after the August crisis showed increased supply of services recruitment and selection of personnel in connection with access to the Ukrainian market of many new foreign and domestic companies and thus increasing demand for qualified personnel. There are about ten new firms and / or units of multi-companies engaged in recruitment. Total number of providers of this type during the year increased at least half. For two years the number of recruitment agencies increased tenfold. Appeal to the employment agency was true not only for foreign but also for Ukrainian companies.

The Ukrainian economy early twenty-first century is characterized by an aggravation of the situation on the labor market. At that time people first encounter with the phenomenon of unemployment, as well as new requirements, the employer exposed workers. The employer is faced with the task of finding an employee to meet the new requirements dictate as new market, and the problem of effective human resource management company. As such, the personnel of companies that address the needs of organizations for personnel based in the mid-twentieth century abroad as a result of infrastructure development and increased production of the "human factor", appeared in Ukraine. During its development of Ukrainian personnel intensively explored the best technology of the Western model of selection, producing their own techniques and rapidly accumulating experience.

Market research annually selection of newspaper «Employment» Association with advisers in recruitment (ARCA), suggests that a growing number of

organizations in the selection of qualified staff, especially senior staff, turning to recruitment agencies.

It is noted that the level of satisfaction with the quality of services of recruitment agencies in many areas inversely proportional to the quantity. Currently, the background of growing competition in the market for personnel competent staff is conditional division agency for specifics selection, the list of services provided. There are agencies that are, for example, only with oil and gas companies or banks. There are agencies that specialize in specific professional positions: search only financiers, experts in advertising and marketing or IT.

The greatest demand in the Ukrainian economy is currently enjoying massive recruitment services and selection of middle management-level, professionals and line managers on common positions. Due to the high competition in the market services agencies, in order to get the "best customers" services need to continually improve service.

Recruitment of personnel agency begins with a client. Once the client is found, it meets with representatives of the agency and conduct negotiations, during which describes the position (order form), is the price. 90% of agencies in pricing "tied" to select the annual income of the employee. The cost of recruitment is set in an arbitrary manner, which allows the employer to bargain with a wide price negotiations, and risk for the agency to provide unprofitable services.

#### **Conclusions**

The shift to a market economy Ukraine caused the need for the formation of personnel services market. But incomplete structural reforms and integration of our economy into a protracted financial crisis generated a need for personnel services both traditional and specialized type, such as recruiting. Recruiting has become an important part of modern life. It provides companies with the professional workforce. Without highly-qualified specialists, the economical growth of Ukraine will be impossible. Analysis of important aspects of recruiting in general and particularly in Ukraine are the keynote to success in recruiting business.

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