

MODERN MEANS OF CLASSICAL RECRUITMENT

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Abstract. In this article, today's recruitment in our country, its specific aspects and characteristics of the recruitment service, as well as modern tools of classical recruitment, are highlighted by the author, suggestions and practical recommendations are given.

Key words: work, recruitment, recruitment, employment.

One of the distinctive features of the modern economy is business services, including the rapid development of the recruiting sector is important. According to the results of many researches, the lack of qualified personnel is becoming one of the main obstacles for successful business activity. In the current economic conditions, the strength and stability of activities in the field of search and selection of employees are of particular importance for organizations. The economic benefits of hiring qualified candidates in the first attempt are taken into account, which can reach 6-20% of the company's usual performance level. Today, most of the developed countries of the world are experiencing a decline in the working age population, and the economically active population includes the following: the demand for labor force exceeds its supply and the decline in the growth rate of the gross domestic product. In such conditions, it is important not only for business structures, but also for the state as a whole, to provide business entities with employees who meet their requirements. The significant impact on the efficiency and competitiveness of economic entities in this field determines the need for its careful study.

Twitter. Currently, Twitter is not actively used in the recruiting process in Uzbekistan. Twitter is very different from other social networks. An important difference from other social networks is the presence of official profiles of individuals. The rules for

implementing recruiting practices on Twitter are very simple: be specific (write briefly), learn to use hashtags, boldly subscribe to interesting people, post vacancies, create a beautiful and memorable profile, repost interesting people. This tool allows you to search for experts by keywords in their bio if you are registered on the social network. For example, if you enter the query "java developer", you can isolate enough experts:

First, it is convenient. It's free for you, it works like an SMS, which means it won't disturb the candidate, it won't ring the whole office loudly during the working day. Secondly, it allows you to save your communication history, and you can always use instant messages on various convenient devices. Third, you can immediately put a title like "Your name is *company name* recruiter" - and your first message can be a sticker (if you want to start with something slightly provocative or just to attract attention). In general, such a tool can be used even when making cold contacts. A little effort and you will immediately start receiving resumes, and it will be easier for both parties.

In addition, in the West, messengers are mainly used to attract young professionals and students - here it is easier to attract them and they react to such proposals completely differently, in most cases, calls cause them to be rejected and have a negative reaction. You can open special channels on such messengers, and in this way you can easily present your company. The use of video, audio, text, image messages will increase the attractiveness of your ad.

Dreampo.st. You can make beautiful advertising banners for the vacancies you have posted through this site. Notably, it can automatically import your ad data from hh. You can see an example of this site's feature in the image below:

In addition, Canva, Redimag, and Risovach sites are very convenient for making advertising banners with an attractive design.

Extensions for Chrome. It is known that the Google Chrome browser supports extensions. Some of the following extensions developed for it can be the same for the recruiter:

- stream: helps to add candidates from 14 sources (job sites and social networks).

- Connectifier: finds email addresses Mail – works best on LinkedIn and Twitter.
- Email Hunter: an email harvesting tool.
- Mentor-Social Talent: a tool for finding candidates.
- WhoWorksAt: Visit the organization's website to find out who works at the company.

Google AdWords. The best professionals in any field are constantly searching for information and sometimes working. Posting company information and job openings on Internet search pages can yield results. Google Ads is a specialized system for placing contextual advertising on the pages of the Google search engine and on partner sites of the Display Network (CCM). You can choose where to display your ads, determine their effectiveness and how much budget to allocate for them.

Traditional and e-mails. Job seekers today may receive e-mails, but they rarely receive regular letters. Both traditional and electronic emailing to your target audience will make candidates pay more attention to the job vacancy. The Internet allows you to send e-mails to several addresses at once. In today's world, a person cannot imagine his life without the Internet. He helps us in everything. In addition, the Internet is now becoming a great way to find jobs and employees. Today, the Internet is the best way to search for a job. Its main advantage is the regular updating of the database of vacancies posted on the Internet. This makes it possible to send a resume to the employer immediately after the vacancy appears, which significantly increases the chances of successful employment and saves time. As a job search, social networks, thematic forums, blogs are very popular today. In addition to quickly responding to a vacancy, they can leave a comment, contact the employer directly, ie. there is an opportunity to comment. Social networks provide an opportunity to get detailed information about vacancies without going through an interview. This saves time for both the employer and the employee. Disadvantages of searching for work on the Internet - the fact that advertising for fraud is posted on the Internet. Therefore, it is better to use the Internet to search only through reliable and well-known websites of job search agencies, where advertisements

and people who post them are carefully checked for authenticity and safety. The World Wide Web is attractive to the employee of a company aiming at the selection of employees and their further development. Because it gives access to a huge amount of data. There are types of it: - targeted search. Its essence is to find the best candidate for a leadership position. Usually, a leader is found not among those who are looking for success at work, but among those who have proven themselves as successful and active employees. That is, it is common to "attract" the best workers of other companies, to attract them higher salaries and favorable working conditions; placing This is a service based on the employment of employees who have been dismissed from the company. As a result, the dismissal process becomes much easier - additional stress is eliminated and compromise decisions are made faster. The client company pays for this service; hiring employees. The service, according to which the agency provides the company with a "rented" employee. The task of this employee is to perform work in accordance with the position held for a certain period of time. In this case, the mutual calculations of the parties are as follows: the client-company pays the rental company the fee specified in the pre-contract, which in turn pays the salary of the "rented" worker.

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