

JEL CLASSIFICATION: M12, J53, J23, J24

E-RECRUITMENT AS ALTERNATIVE TO TRADITIONAL HUMAN RESOURCE MANAGEMENT TOOLS

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Summary. The article is devoted to the modern tool of human resource management, namely, e-recruitment. As a result of research conducted the definition of the term e-recruitment is deepened,

advantages and disadvantages of electronic recruitment compare with hiring traditional tools are identified, and main trends of its using by domestic organizations are defined.

Key words: *e-recruitment, Internet, human resource management, hiring.*

In current economic conditions the role of the Internet as a modern means of personnel search and selection is increased. In this regard, e-recruitment as a tool of improving the efficiency of recruitment process becomes popular.

In domestic economic literature the disclosure of the essential aspects of e-recruitment and benefits from its use for a company are considered insufficiently.

The aim of the article is to deepen the essence of e-recruitment, compare it with traditional recruitment tools and determine perspectives of e-recruitment application for Ukrainian enterprises.

As a result of studying different authors approaches to the meaning of “e-recruitment” the following conclusions was formulated:

today there is no single approach to the definition of this concept;

use of information technology or the Internet is the essential feature of the term “e-recruitment”, and therefore it can not be used as the key phrase;

some definitions limit e-recruitment only as process of search or search and selection of candidates, but today e-recruitment opportunities more wider and allow to fully realize hiring process;

some definitions focus on the actions through

which e-recruitment is implemented: placing ads, receiving resumes etc.

Morphological analysis allows deepening and formulating the definition of e-recruitment. Thus, under the e-recruitment in this study we mean human resources management tool that involves the use of modern information technologies in order to optimize the recruitment process and increase the efficiency of human resources management.

Analysis of economic literature allowed revealing advantages and disadvantages of e-recruitment compared with traditional recruitment tools.

It should be noted that the e-recruitment benefits are not cut off the use of traditional recruitment tools, but rather with the shortcomings indicate the need for integrated use of both groups of methods.

In current conditions the use of e-recruitment by domestic organizations is influenced by factors. The main trends affecting the use of e-recruitment include: mobilization, socialization, globalization, recruiting automation, visualization, standardization of skills and vacancies aggregators' occurrence.

As a result of this research the in-depth definition of e-recruitment is developed, advantages and disadvantages of e-recruitment use by organizations are analyzed, modern trends of it use are highlighted.

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