

The presence of work experience in the specialty is one of the important factors for the placement on the offered vacancies in the labor market [1]. University graduates have no work experience at all at the time of graduation, and because of this they are not immediately hired or refused hiring at all. In the end, young specialists find themselves in a vicious circle: experience is necessary for work, and work is necessary for experience. But also consider that almost half of the world's young professionals are unemployed because employment is not universal. In developed countries, young professionals find jobs, but not the jobs they want. The number of unemployed young people in the world has been decreasing over time. This is due to the fact that more and more young people are now being educated. However, there are much more people who leave school and go to work in low-income countries.

Conclusion. An analysis of global trends in youth unemployment shows that organizational changes in labor and labor relations, the rapid development of technology, and new forms of entrepreneurship require that new labor market conditions constantly be adopted and better skills be provided to meet the needs of the labor market. In order for young people to easily enter the workforce and gain more opportunities, it is necessary to: fund the high quality education and training that is needed in our time; socially secure, so that young professionals can work productively for their own pleasure, regardless of gender or income level; increase the measure of investment in production and the individuality of labor markets and society as a whole [2].

LITERATURE

1. Проблема безработицы в современном мире : материалы 3-й Международ. мол. науч. конф., Курск, 13 – 14 ноября 2014 г. / Юго-Зап. гос. ун-т. ; редкол.: А. А. Горохов. – Курск : 2014. – 182 с.
2. Вирина, И. Формирование и развитие конкурентоспособности молодых специалистов / И. Вирина, В. Якимов. – М. : Моск. гуманит. ун-та, 2008. – 144 с.

УДК 331.108.2

RECRUITMENT STRATEGY

***Н. В. Кузеванова**, студентка группы 10503321 ФММП БНТУ,
научный руководитель – преподаватель **Е. О. Миронова***

Резюме – в статье рассмотрены современные методы подбора персонала. Указаны два метода: внешний и внутренний. Описаны отличительные черты, характеризующие внутренние методы подбора персонала.

Resume – the article considers modern methods of personnel selection. Two methods of recruitment are indicated: external and internal. The distinctive features that characterize the internal methods of personnel selection are described.

Introduction. Personnel search is a procedure for recruiting specialists who have the necessary qualities for a particular position. Any company from time to time needs to recruit new employees. Recruitment methods are quite different and depend on a large number of factors, such as staff turnover and the professionalism of the recruiting manager. There are two groups of search and selection of personnel – external and internal. The internal method includes the search for personnel directly within the organization, and the external one includes any third-party resources for the selection and search of personnel. The article discusses in detail the internal methods of recruitment.

Main part. Internal recruitment methods:

1. Search within the organization. As the company develops, new vacancies appear. When applying this method, management pays attention to already working employees. This method does not require any additional costs and helps to strengthen the loyalty of the company's staff. But this method is limited, as it does not allow the influx of new employees. This method is suitable for managers who, when hiring an employee, know his potential and are considering career growth within the company. [1]

2. Recruitment with the help of employees. The method is used to select ordinary specialists and recruit workers. This method ensures high psychological compatibility of newly hired personnel. But employees who recommend candidates are not professionals in recruitment. Thus, the "By acquaintance" method is suitable only when the candidate is tested for compatibility with the position, since this is already an objective reason for being accepted for the position. [2]

3. Announcements in the media. This method is popular in medium and large companies. This method guarantees the number of resumes sent, but not their quality. When using this method, managers and HR departments often face the fact that a competent and attractive resume does not guarantee a great specialist. In this method, everything depends on the intuition of the interviewer and the interview with the applicant.

4. Selection of employees through recruitment agencies. This method is quite similar to the method: "Announcements in the media". But the main difference is that here all the main recruitment work is carried out by the agency, and the employer only needs to draw up clear requirements for the candidate and consider the submitted applicants. The main advantage of this method is time saving. [3]

5. Offline applicants. Such candidates are random. Offers come just like that, just in case, but perhaps this is the most needed employee. There are no business costs.

6. Recruitment through the State Employment Service. A rather lengthy method, but promising. Many companies are investing in the training of young staff according to special programs designed for a specific type of activity. Specialist, young, proactive and dedicated.[1]

Conclusion. There are many ways to recruit staff. But which one should be preferred? After analyzing the effectiveness of all recruitment and search meth-

ods, it will be possible to give preference to more suitable ones for your own company, learn how to search for specialists, taking into account the characteristics of a particular vacancy, and thus develop your own recruitment system.

REFERENCES

1. Боронова, Г. Х. Психология труда / Г. Х. Боронова, Н. В. Прусова. – М. : Эксмо, 2012. – 160 с.
2. Веснин, В. Р. Управление персоналом. Теория и практика: учебник / В. Р. Веснин. – М. : ТК Велби, Изд-во Проспект, 2015. – 688 с.
3. Дятлов, В. А. Управление персоналом. Учебное пособие / В. А. Дятлов. – М. : ПРИОР, 2015. – 365 с.

УДК 338.366

SMALL BUSINESS IN THE REPUBLIC OF BELARUS

*Д. А. Крук, студент группы 10503319 ФММП БНТУ,
научный руководитель – старший преподаватель Н. П. Буланова*

Резюме – в статье на основе статистических данных анализируется состояние малого бизнеса в Республике Беларусь. В контексте рассмотрены основные проблемы ведения бизнеса.

Abstract – the article deals with the state of small business based on statistical data in the Republic of Belarus. In the context, the main problems of doing business are considered.

Introduction. Starting small business is very relevant in our time. It can effectively occupy the market niche and quickly adapt to the customer needs. Small business or small production is an entrepreneurship that relies on the activities of small firms. Small business in our time is one of the most important elements in the economic activity of the state and the economy as a whole [1].

Main part. Small enterprises create a competitive market environment, and also solve the social problems of the state, such as unemployment, monopoly, and also contribute to the development of a healthy competitive environment. By hiring not only highly qualified specialists, but also students to gain experience and knowledge, the state thereby reduces the unemployment rate, which has a very positive effect on the level of the national economy. The development of small business in Belarus is one of the priorities. Since the 80s, support measures have been implemented in the country not only for comfortable doing, but also for business development. Compared to the developed countries, the share of Belarusian small and medium-sized enterprises in GDP is approximately 23 % [2]. Every year the number of small businesses is only increasing.

In Belarus, the largest number of enterprises is in Minsk and the Minsk region, and the smallest number of enterprises is in the Grodno region. At the moment, more and more enterprises are being launched in rural areas, since acts