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## **THE CORRESPONDENCE OF CANDIDATE'S PERSONAL VALUES TO CORPORATE VALUES IN THE PERSONNEL SELECTION PROCESS**

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**Abstract.** The article deals with the problem of identifying coincidences of candidate's values with corporate values. The urgency and relevance of this problem in modern studies on organizational psychology and in the human resource management practice are due to, on the author's opinion, the fact that properly organized work of recruitment will help to increase the organizational efficiency level, taking into account the value proposition of the company. The article discusses the existing approaches to the values classification, as well as the current trends in the personnel recruitment, based on the study of the candidates' values. Using the theoretical analysis of scientific sources, the main current methods are highlighted which are used to diagnose the candidates' values; the merits of each method are examined. In conclusion, the author justifies the need of studying the candidates' values, and also points the importance of the correct formation of the Employment Value Proposition; determines the merits of formulating the Employment Value Proposition for both candidates and the employer himself.

**Keywords:** values; corporate culture; professional diagnostics; staff recruitment; Employment Value Proposition.

**JEL codes:** J 31; J 33; M 12.

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