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CONTEMPORARY PROBLEMS OF SENIOR EXECUTIVES- AND NARROW-FUNCTIONED STAFF RECRUITMENT

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Abstract. The present article is devoted to a topic of contemporary problems of senior executives- and narrow-functioned staff recruitment. In the article are highlighted main activity directions of HR manager aimed to optimize problems of senior executives- and narrow-functioned staff recruitment, as well as methods and channels for their advertising. Besides, difference between staff recruitment methods is underlined. Relevance of a problem is caused by mass challenge of Russian HR specialists by high-level and narrow functioned staff vacancies closing. Literature research demonstrated the practical lack of works on complex research of problems of senior executive recruitment that is induced by necessity of expenses reduction in employee compensation, studying of the arising social and psychological problems. The author sees a solution of the highlighted problem in application of extraordinary methods of search and advertising of much-wanted commodity – «Executive Search» and «Head Hunting», as well as in promotion within a company of a so-called program «Business incubator». This article also highlights economic efficiency of each recruitment method.

Keywords: staff recruitment; direct staff search; labor pirating; op-staff; vacancy closing.

JEL codes: J21; J23.

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