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INCREASE THE PERSONNEL SELECTION EFFICIENCY BY USING "BIG DATA" IN NON-FOOD RETAILER

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Abstract. The article analyzes the recruitment methods at various recruitment sites. The analysis was performed using big data. The analysis of such a dynamic process as recruitment was carried out for the federal retail network. Using the latest methods of analytics in business, the introduction of "big data" as a technique and practice, the author solves the issues and problems associated with analyzing a large array of information accumulated in the recruitment process, turning the array from passive cargo into the company asset. A model of data transformation is shown, which at first sight is homogeneous, but still different in its presentation, and therefore, they need to find common ground for analysis. As part of the channels for attracting personnel study, it was revealed that the system being implemented showed significant regional differences in the channels of recruitment, sources of attraction, and in the context of individual positions and professional spheres, which are described in this article. Not only the direct economic effect of optimization process can be called as research results, but also the emergence of a tool for the formation and also the development of a full-fledged dialogue between participants in the recruitment market.

Keywords: business-analysis; big data; online recruitment; hiring; staff attraction channels analysis; regional specifics.

JEL codes: M 51; C81.

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