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EFFECTIVE PERSONNEL SELECTION METHODS IN MODERN ORGANIZATIONS

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Abstract. The article analyzes the recruitment methods used by recruitment agencies at the present stage of recruiting services development in Russia. The definition is given and the types of recruitment agencies are highlighted. The author identified four types of agencies, depending on their activities direction and the services cost: Executive Search and Headhunting agencies; universal recruitment companies; specialized or industry recruitment agencies; employment agencies. The author analyzed the main methods that are offered in the recruitment services market from the point of the interaction peculiarities between employers and recruitment agencies, determining the efficiency parameters for using each method. It is proved that each method requires special communication rules with the customer. The article contains further the author's results of the 14 recruiting agencies study located in the large Russian city Yekaterinburg, conducted to determine the main methods that each agency uses. The author identified four groups of agencies by used methods; however, one of the groups contains large universal recruitment agencies that use almost all recruitment methods. This study develops the topic of studying external recruiting in Russia.

Keywords: personnel selection methods; recruiting; recruitment agencies; interaction with the employer; staff recruitment efficiency.

JEL codes: M 51; M 55.

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