

To cite this paper:

Parfenova N.I., Derbeneva A.A., Valdeeva E.M. (2019) Perfection of staff attracting system: case study «Svyaznoy Logistika» (Svyaznoy Logistics JSC). *Human Progress*. 5 (2): 2. URL: http://progress-human.com/images/2019/Tom5_2/Parfenova.pdf. DOI 10.34709/IM.152.2

**PERFECTION OF STAFF ATTRACTING SYSTEM:
CASE STUDY AO «SVYAZNOY LOGISTIKA»
(SVYAZNOY LOGISTICS JSC)**

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Abstract. The article is devoted to the analysis of the staff attracting system effectiveness and finding ways to improve it. The authors emphasize the importance of the personnel attracting process to the organizational activities in modern conditions of a qualified personnel shortage. The article presents the concept of the staff attracting process, the most relevant attracting methods by using digital technologies, social networks. A detailed analysis was made of the staff recruitment effectiveness in Svyaznoy Logistics JSC using as the example three remote cities: Dobryanka, Perm Territory, Karpinsk, Sverdlovsk Region, and Korotchaevo, Yamalo-Nenets Autonomous Region. These cities are chosen by the authors because they have the lowest response to vacancies posted on work sites. The analysis of the need for personnel satisfaction was carried out in the month preceding the authors' recommendations implementation about the use of social networks. Then a similar analysis was carried out and the applicants' funnel was studied in the month after implementation. It was revealed that as a result of using social networks and additional Internet sources, the applicants' response increased in one of three cities, but the number of employed people did not increase. It was concluded that it is necessary to analyze each stage of the attraction and find out the reasons for the applicants' refusals.

Keywords: personnel; staff recruitment; staff recruitment system; funnel applicants; need for staff.

JEL codes: M 12; M 51.

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