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## **FEATURES AND METHODS OF FORMING KEY PERFORMANCE INDICATORS FOR COMPANY RECRUITERS**

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**Abstract.** The subject of the article is the key performance indicators forming process for recruiters of manufacturing companies. The aim of the study was to analyze the KPI formation features for employees engaged in the personnel selection and hiring, and to determine a methodological approach to calculating performance indicators. Such research methods as analysis of scientific and literary sources, synthesis and classification were applied in the process. The main research results: the author's classification of KPI directions for recruiters is presented with indicators included in each direction and examples of formulas for calculating indicators. In total, the author identified five groups of indicators: growth in labor productivity due to more efficient and highly qualified employees hiring; percentage of failed hiring and damage from hiring ineffective candidates; losses due to poorly organized recruitment and direct recruiter work; the cost of additional hours spent by managers on hiring; economic efficiency of recruitment. The methods of forming key performance indicators are described that, according to the author, are acceptable for the study and the recruiters' work evaluation. These indicators can be used in the practical companies' activities, adapted to the specifics of the activity.

**Keywords:** recruiting; hiring; Key Performance Indicators; efficiency evaluation; Critical Success Factors.

**JEL codes:** M 51; M 54.

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