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## **THE STRUCTURE OF RECRUITING AGENCIES IN YEKATERINBURG IN 2018**

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**Abstract.** The article contains a study of recruiting services supply in a megacity with a population of almost 1.5 million people. The study is based on information available on the Internet (digital information). The digital footprint is the determining condition for the organizations' existence in the super-communicative era, a way of not only to communicate, but also to tell about their own professional activities for everyone who is interested in. Therefore, the study demonstrates the composition and structure of recruitment agencies present in Yekaterinburg and engaged in the staff selection, who left a digital footprint on the Internet. Analytics of the market structure by such sections as agency profiles, means of their communication, territory coverage, and the term of selection process are presented. The market dynamic was also studied, that is, the agencies that were liquidated, and the "profile stability" indicator was calculated based on it, which characterizes the share of agencies that continue to work in each of the market sectors. On the basis of the analysis, conclusions are drawn about the participants (recruitment agencies) specifics in the Yekaterinburg recruitment market, as well as their movement in the digital space.

**Keywords:** recruitment agencies; recruiting information on the Internet; regional specifics of recruiting; Ekaterinburg; recruiting agencies profiles.

**JEL codes:** J 01, J 21, J 54.

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