

To cite this paper:

Avramchuk L.V. (2019) HR-policy as the most important tool for attracting young professionals. *Human Progress*. 5 (7): 3. URL: http://progress-human.com/images/2019/Tom5_7/Avramchuk.pdf. DOI 10.34709/IM.157.3

HR-POLICY AS THE MOST IMPORTANT TOOL FOR ATTRACTING YOUNG PROFESSIONALS

Lyudmila Avramchuk

Forensic Laboratory Engineer, Unified Laboratory Complex

Ural State University of Economics

Yekaterinburg, Russia

Abstract. The article is devoted to HR-policy improving as a tool for attracting young specialists. First of all, the article presents the young specialist definition by law as a graduate of a secondary or higher educational institution under the age of 35 who is starting to work for the first time; the conditions are indicated in which young specialists can receive incentive payments from the state. Further, the article analyzes the situation on the labor market in young specialists' segment. The number of vacancies and resumes, their correlation, including the federal districts and major Russian cities were studied. The study contains the dynamics of labor market indicators, including youth unemployment. The author emphasizes the young specialists' role in the organizational strategic development, highlighted the advantages of this category employment for the company. Since the author considers work with young specialists as an element of HR-policy, the article proposes measures to improve this policy in order to attract and retain young specialists. The author also emphasizes what social effectiveness an organization can get when improving HR-policy to attract young specialists.

Keywords: HR-policy; HR-Management; personnel services; Young professionals; supply and demand in the labor market.

JEL codes: M 12; M 51

References

1. Semin, A.N. About problems and measures to improve the consolidation of young specialists in rural areas // *Economics of agricultural and processing enterprises*. 2009. No. 5. P.: 63-66.
2. Kuzmina, N.M. HR policy of the corporation. Monograph. - M.: INFRA-M, 2017. 664 p.

3. Zhukova, A.S. Criteria for classifying workers as “young specialists” and international experience working with young specialists in enterprises // *University Herald*. 2011. No 9. P.: 80-85.
4. Odegov, Yu.G.; Labajyan, M.G. HR policy and HR planning. - M.: Yurayt, 2016.446 p.
5. Peters, J. IEEE Young Professionals: Making Their Presence Felt // *IEEE Control Systems Magazine*. 2019, Vol. 39, Issue 5. P.: 13-14.
6. Haghghi, H. Young professionals // *IEEE Electrical Insulation Magazine*. 2019, Vol. 35, Issue 6. P.: 49-50.
7. Chandani, S.; Bashir, A. The Use of Social Media in the Recruitment and Selection Of Young Professionals in Pakistan / In: 31st International-Business-Information-Management-Association Conference Местоположение: Milan, Italy, APR 25-26, 2018. Innovation Management and Education Excellence Through Vision 2020, Vols I -XI. P.: 518-533.
8. Kucherov, D.G.; Zamulin, A.L.; Tsybova, V.S. How Young Professionals Choose Companies: Employer Brand and Salary Expectations // *Rossiiskii Zhurnal Menedzhmenta – Russian Management Journal*. 2019, Vol. 17, Issue 1. P.: 29-46.
9. Portela, M.; Signoreto, C. Job Quality and Professional Wishes: What Links with Voluntary Job Mobility of Young People in Permanent Contracts? // *Revue Economique*. 2017, Vol. 68, Issue 2. P.: 249-279.
10. Zintsoya, A. "Social - Professional" Safety of Young Professionals in the Course of Their Professional Adaptation / In: International Multidisciplinary Scientific Conferences on Social Sciences and Arts (SGEM 2014): Albena, Bulgaria, Sep. 01-10, 2014. Book series: International Multidisciplinary Scientific Conferences on Social Sciences and Arts, 2014. P.: 11-15.
11. Sinyavsky, A.D. Social and economic consequences of demotivation of young specialists // *Bulletin of the Russian State Pedagogical University. A.I. Herzen*. 2007. Vol. 19. No. 45. P.: 240-243.
12. Gromov, V.E.; Gromova, G.A.; Ivanova, A.D.; Murugova, O.V. Personnel work with young specialists (on the example of energy complex companies) // *Scientific Review. Pedagogical sciences*. 2018. No. 4. P.: 5-10.

Contact

Lyudmila Avramchuk

Ural State University of Economics

463 - 62, 8th of March Str., 620144, Yekaterinburg, Russia

koval-luda@mail.ru