

MANAGING EMPLOYEE TURNOVER BY IMPROVING HIRING QUALITY

Anna Navrotskikh

Master student in The Ural State University of Economics

Yekaterinburg, Russia

Abstract. The article is devoted to the study of the influence of the quality of the system of recruitment of personnel to staff turnover. Summarizes external and internal factors of employee turnover in relation to staff retail. The article discusses the positive experience of managing a retail chain to reduce staff turnover due to the modernization of the recruitment, selection and hiring of personnel in the company. Further measures are described formation of employee loyalty, as well as tangible and intangible incentives, which together with the improvement of recruitment have led to a significant reduction in staff turnover.

Keywords: Staff Turnover; Recruitment; Personnel Selection; Stimulation of Labor; Retail.

JEL codes: J 63, F 19

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alliteration with Russian

Contact

Anna Navrotskikh

The Ural State University of Economics

70-232, 8th of March Str., 620144, Yekaterinburg, Russia

anutkina_box@mail.ru