

STRATEGIC OUTPLACEMENT, AS A MEANS TO BUILD A DECENT CAREER AND EMPLOYMENT¹

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Abstract. Many industrial enterprises that use hard work, there is an acute problem of staff turnover. Young people working after receiving a degree, come to work, requiring a lot of energy, attracted by relatively high wages, and in the future, most of them without seeing the prospects for further development leave the company. Jobs related to the seasonality, travel and arduous not appeal the large number of applicants. On the other hand, the workers, the process of employment which is more informative and interesting tasks professionally are not at risk of increased turnover. Enterprises suffer significant economic losses from the existing level and structure of turnover of young workers. The article considers the technology of «strategic outplacement» and the program for its implementation – «OUTPLACEMENT CAREER», based on the creation of decent jobs and taking into account a variety of disciplines on work.

Keywords: outplacement; career management; decent work; staff turnover; job satisfaction.

JEL codes: J24; J28; J63.

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