

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

SEMENKOVA Olga Andreevna

**TECHNIQUES AND STRATEGIES IN MODERN PERSONNEL
RECRUITING**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Doctor of Philosophy in Sociology,
Associate Professor
Tatyana V. Kupchinova

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ANNOTATION

The structure of the thesis consists of an introduction, two chapters and a conclusion. The first chapter is theoretical, it reveals the basics of recruiting personnel in an organization. The second chapter is theoretical and practical, which describes the techniques and strategies of online and offline formats in modern recruiting, and also reveals modern Belarusian personnel recruiting practices. The volume of the thesis is 55 pages and includes 2 drawings, 2 appendices and 47 sources used.

Key words: recruiting, recruiting techniques, recruiting strategy, types of recruiting, recruiting methods, online recruiting, offline recruiting.

The object of research of the thesis is personnel recruitment.

The subject of the thesis research is the features of developing a strategy and choosing methods for recruiting personnel.

The purpose of the thesis is to identify features in developing a strategy and choosing methods for recruiting personnel.

The methodological basis of the thesis was made up of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the descriptive method, as well as private scientific methods used in conducting sociological research (expert interviews).

In the process of writing the thesis, the following results were obtained: personnel are described as the most important resource of a modern organization, the importance of systemic and process approaches in recruiting is substantiated, types of personnel recruitment are described, online recruiting techniques and strategies are highlighted, offline recruiting techniques and strategies are highlighted, modern Belarusian practices of personnel recruiting, the features of strategy development and the choice of recruiting techniques in Belarusian practice are identified.

The novelty of the results obtained is due to the lack of research regarding the identification of the features and effectiveness of developing a recruiting strategy and the use of specific recruiting techniques. The results obtained made it possible to identify features in the development of strategy and selection of personnel recruitment techniques.

The materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

The materials of the thesis can be useful to persons who are involved in the selection and selection of personnel, personnel managers, managers and HR specialists, can be used in the implementation of projects aimed at developing a strategy and using techniques in modern personnel recruitment, in the educational

process within academic disciplines «Management», «Human Resources Management».