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IMPROVING THE RECRUITMENT SYSTEM
IN THE DIGITALIZATION OF BUSINESS PROCESSES

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The HR industry is one of the most promising in terms of automation. This process is most effective in mass recruitment. The development of such an area as recruiting bots is first of all an effective tool for saving man-hours. The social factor plays a role: robots free up time for people to develop professionally, to perform more interesting and creative tasks. And robots and chat-bots are delegated the following functions: automatic search for candidate profiles on job search sites and social networks; newsletters; labor market analytics; formation of career trajectories and career forecasting [1].

In this direction not only individual robots, but also full-fledged platforms for recruitment and hiring are being developed. Such platforms take the communication between the recruiter and company managers to a new level. While previously the HR department's information about employees and candidates was quite private, modern digital platforms make it possible to use this information in a convenient and functional way using big data technology.

Another important advantage of digital platforms is the ability to continuously evaluate employees. In modern companies, as a rule, an HR specialist evaluates an employee only twice: at hiring and at dismissal. In large companies - once a year at attestation, which is often conducted formally. But with the increasing mobility of personnel (remote work, freelancing) and the accelerated pace of work, companies need a more clear and flexible system for evaluating candidates and employees to reduce the time and cost of errors. In this case, platforms can both replace the HR-specialist completely and be an additional assistant to him. If we talk about the cost effectiveness of digital technology in recruitment, McKinsey predicts that by 2025 digital recruitment tools will have an effect of 2.7 trillion dollars of annual increase in global GDP [2].

In the process of digitalization and robotization of recruitment there are serious and diverse problems: the high cost of technology, our society is not yet ready for the active integration of robots into everyday life, the possibility of failure, the mandatory protection of digital data [3].

Despite the increasing popularity of digital technology in mass recruitment, we should not forget that automation or digitalization is only a means. Even big data can't provide the answer when developing evaluation criteria. The degree of involvement of the recruiter and manager in the hiring process remains very large. Only human beings are currently capable of making decisions. The development of digital technology is welcomed and funded at the highest level, which means that it will be introduced more and more actively. The problems listed above, except for the technical side of the issue, are temporary and solvable.

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STAFF LEASING: OPPORTUNITIES IN THE DIGITAL ECONOMY ENVIRONMENT

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Digitalization is one of the main trends in the development of society in the modern world.

It applies to all spheres, including the economy. Within the digital economy, the key to production is digital data. On the other hand, company should be as much ecofriendly as it could be – this is one of the main trends nowadays in society. Processing large amounts of data and using the results of their analysis significantly increase the efficiency of many processes. For companies, incorporating digitalization measures into the development strategy is more likely the rule, not the exception. In the manufacturing sector, the Industry 4.0 concept is used. Its distinguishing features are the synergy and convergence of several large- scale technologies: bio-, nanotechnology, artificial intelligence, IT, digitalization, robotics, the usage of cyber-physical systems in production, the creation of new materials and 3D-printing. These changes certainly affect organizations management in new business conditions.

In these conditions, new types of organizational structures, management technologies are formed, the characteristics of the business environment are radically changing. These processes have a significant impact on human resource management in the organization. In their practice, some companies began to digitize their activities and introduce advanced technologies in human resource management.

Information and communication technologies have changed most HR tools. The informatization of managerial activities, the growing importance of IT technologies, providing the processing of an extensive amount of information that is necessary for