

environment / A. Vankevich, I. Kalinouskaya, O. Zaitseva, A. Korabava // 3rd International scientific conference on new industrialization and digitalization (NID 2020). – E3S Web Conf. – Vol. 93. – 2021. – doi.org/10.1051/shsconf/20219303017.

2. Prospects of HR-robots in the field of recruitment: current realities, opinions and experience of experts [Electronic resource] // PVSM. – <https://www.pvsm.ru/boty/239835>. – Access date: 20.05.2021.

3. Kulchitskaya, E.V. Digitalization of recruitment procedures in enterprises as the basis of efficiency: opportunities, challenges, prospects / E.V. Kulchitskaya // Economics through the Eyes of the Young : collection of articles of the XII International Economic Forum of Young Scientists (Minsk, October 11-12, 2019) / [editors: A.A. Bykov (scientific editor), O.A. Morozovich (deputy scientific editor), etc.] ; Ministry of Education of the Republic of Belarus, EEU «Belarusian State Economic University», Young Scientists Council. – Minsk : BGATU, 2019. – С. 275–281.

UDK 331.538

STAFF LEASING: OPPORTUNITIES IN THE DIGITAL ECONOMY ENVIRONMENT

Korabava A., Associate Professor, PhD, DU Jinbo, graduate student

*Vitebsk State Technological University,
Vitebsk, Republic of Belarus*

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

making decisions in the field of HR management, the formation of a new communication system for the exchange of information in organizations, increasing attention to training and development of employees take a place.

At the moment, many companies are changing the requirements for the «input» knowledge, skills and abilities of future employees. All this leads to a change in the requirements on the part of companies for HR specialists in the direction of their complexity, which leads to the need for intellectual capital in the organization.

Accordingly, HR managers need to modernize management tools in such a way that they, on the one hand, meet the expectations and preferences of employees as much as possible, on the other hand, meet the goals, settings and capabilities of the company, and on the third, the realities of the new business environment and technology. Under these conditions, new demands are made on the job and professional suitability of HR managers, which are precisely the task of coordinating the interests of all subjects of social and labour relations both within the organization and beyond.

Today much attention is paid to the discussion of innovation, the digital economy, labour productivity and competitiveness. However, these plans are not feasible without a systematic approach to the development of human capital, including both attracting and retaining the best minds, and providing the conditions for the growth of progressive employer companies.

The world of work is changing. New reports hit the news every day, demonstrating megatrends, such as ageing populations, the rise in automation in the workplace, hanging work preferences and the development of new and diverse forms of work. While these trends are inevitable, it is essential for a well-functioning society that labour markets remain inclusive, provide job seekers with quality work, ensure skill maintenance and offer adequate social protection for workers.

UDK 331.5.024.54

A COMPARATIVE ANALYSIS OF THE HUMAN CAPITAL DEVELOPMENT RATE IN EAST ASIAN COUNTRIES

Korabava A., Associate Professor, PhD, LIANG Linsen, graduate student

*Vitebsk State Technological University,
Vitebsk, Republic of Belarus*

Compared to East Asian countries, other Asian countries need to focus on improving the quality of education and expanding access to education in order to avoid poverty and high disparities in learning outcomes, and have better opportunities to participate in global economic competition. Greater efforts are needed to improve the level of preparation of graduates to meet the changing needs of today's labor market. Integrating education and skills development into national development policy is important to encourage participation and ensure that education and skills development can support the priorities of economic development.

Creating human capital and a skilled workforce for a a modern and competitive economy