

КОРПОРАТИВНЕ УПРАВЛІННЯ ТА КОМУНІКАЦІЙНИЙ
МЕНЕДЖМЕНТ В УМОВАХ НЕВИЗНАЧЕНОСТІ



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Zhang Haozhe, Student of master course Administrative Management (*SNAU, Sumy*)

O. Nazarenko, Doctor (Economic Sciences), Professor at the Department of Accounting and Taxation (*SNAU, Sumy*)

**THEORETICAL COMPONENT OF PERSONNEL SELECTION
AS A COMPONENT OF ADMINISTRATIVE MANAGEMENT**

Recruitment is an integral part of administrative management, determining the quality and competence of an organisation's staff. In today's environment of rapid development of digital technologies, dynamic changes in the labour market and increasing requirements for specialist qualifications, the issue of recruitment is becoming particularly relevant. Improving the recruitment system within the framework of administrative management allows not only to increase the company's efficiency, but also to ensure its stability and competitiveness in the long run.

This study uses data from relevant scientific sources and industry reports, such as LinkedIn Talent Solutions (2022), McKinsey Global Institute (2021), data from publications in the Harvard Business Review and articles on SHRM (Society for Human Resource Management) portals. These sources provide up-to-date information on current trends in recruitment and point to new tools that facilitate the process.

The main stages of the recruitment process: Planning of staffing needs: determining the volume and qualification composition of staff required to fulfil strategic tasks. Searching for and attracting candidates: reaching out to potential candidates through external and internal sources, ensuring a greater diversity of possible choices. Candidate selection: the use of competency assessment tools to determine whether a candidate meets job requirements and corporate values.

According to the Harvard Business Review, more than 80% of executives believe that high-quality recruitment helps reduce staff turnover and increase efficiency. Recruitment methods: Traditional methods include personal interviews, references and CV analysis. However, recently, more and more attention has been paid to innovative methods, including artificial intelligence, data analytics and process automation. According to LinkedIn Talent Solutions (2022), 67% of

recruiters use automation to reduce routine tasks and speed up the recruitment process.

The role of recruitment in administrative management: The choice of personnel has a significant impact on management processes, allowing you to achieve effective task performance and form a cohesive team that meets the goals and values of the organisation. McKinsey reports (2021) confirm that companies with a developed HR management system show 25-30% higher productivity.

Modern innovations in recruitment. The use of artificial intelligence (AI): AI improves the pre-selection of candidates by automatically analysing CVs, conducting testing and preliminary assessment of competencies. According to LinkedIn Talent Solutions, 54% of companies use AI in recruitment, which can significantly reduce the time spent on recruitment and selection. **Advantages of AI:** AI helps to avoid human bias, reduce time spent on routine tasks, and focus recruiters' efforts on selecting highly qualified candidates. **Data analysis and machine learning:** The use of big data in recruitment makes it possible to identify patterns in the behaviour of successful candidates, improving recruitment processes and reducing the cost of finding new staff.

A McKinsey report shows that companies that use data analytics for recruitment improve the performance of their teams by 30%.

Social media and digital platforms: The use of social platforms (LinkedIn, Glassdoor) allows you to reach more candidates and build a strong employer brand.

SHRM data confirms that social media helps to reach a wider audience and attract more competent candidates.

Impact of effective recruitment on the organisation

Cost reduction: Good recruitment can reduce the cost of onboarding and training employees, as evidenced by LinkedIn's data, which shows that effective recruitment reduces training costs by 20%.

Increased productivity: Research by the McKinsey Global Institute shows that employees who meet job requirements are more motivated and productive, which leads to a 40% increase in organisational performance.

Shaping the corporate culture: Recruiting staff in line with corporate values helps to create a favourable working environment and increase employee satisfaction. A Harvard Business Review study confirms that well-matched teams reduce the risk of conflict and increase work efficiency. **Challenges and risks in recruitment**

Shortage of highly qualified specialists: According to a LinkedIn report (2022), 45% of recruiters say that the lack of qualified personnel is a significant problem.

High competition in the labour market: Given the growing demand for specialists in certain industries, attracting and retaining talent is becoming more challenging for administrative management. **Digitalisation risks:** The use of digital technologies in recruitment requires compliance with personal data protection and non-discrimination standards, which is a new challenge for companies. SHRM notes that about 20% of companies note the risk of bias in the use of AI in recruitment.

Recruitment is an important component of administrative management that directly affects the efficiency and stability of the company. The use of innovative tools, such as artificial intelligence, data analytics and digital platforms, helps to

improve the efficiency of the recruitment process, but requires a cautious approach and compliance with ethical standards. To further improve the efficiency of recruitment, it is worth strengthening the cooperation between HR professionals and administrative management, which will contribute to the development of a strong corporate culture and retention of talent in the company.

Sources:

1. LinkedIn Talent Solutions. (2022). The Future of Recruiting: Trends and Predictions.
2. McKinsey Global Institute. (2021). Building a strong talent base in a digital world.
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Shi Lantao, postgraduate student (*State Biotechnological University, Kharkiv*)

N. Yefremova, PhD, Associate Professor (*State Biotechnological University, Kharkiv*)

**THE ROLE OF SUSTAINABLE MANAGEMENT IN THE CONTEXT
OF LIMITED NATURAL RESOURCES**

One of the key factors that make sustainable management a priority for modern economic systems is the limitation of natural resources. First of all, it is about the depletion of oil, gas, coal, forest, and fresh water, which are raw materials for many types of economic activity.

The problem is that, as already mentioned, they are limited and exhaustible. The constant demand for natural resources creates the need for intelligent management and conservation of natural resources for future generations, as this leads to such consequences as economic, environmental, social and others.

Economic factors include losses, disruption of production chains, and increased production costs. For example, as the available mineral deposits decrease, the costs of their extraction increase, because it is necessary to use more complex technologies and look for new deposits, which accordingly increases the cost price, which in turn leads to an increase in price and a decrease in competitiveness. In this context, sustainable management helps to minimize the economic risks associated with the depletion of resources due to their efficient and balanced use.

Limited resources lead to a negative impact on the environment, namely water, soil and air pollution. This leads to the deterioration of the health of the population, the destruction of the ecosystem, and global environmental problems. Therefore, one of the tasks of sustainable management is to minimize damage to the environment.

The limitation of natural resources also requires the search for renewable and alternative sources of energy and raw materials. Thus, replacing fossil fuels with renewable ones allows reducing the load on non-renewable resources and ensuring