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RECRUITMENT IN MODERN CONDITIONS: DIGITAL TRENDS AND ADAPTATION TO NEW LABOR MARKET REALITIES

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Abstract. *The article explores modern digital trends in recruitment and their impact on companies' adaptation to labor market changes. The authors analyze the effectiveness of both traditional and innovative hiring methods, including the use of social media, ATS systems, chatbots, and video interview platforms. The influence of the COVID-19 pandemic on the growing demand for remote recruitment is examined, highlighting the increasing role of digital technologies in human resource management. The focus is placed on the advantages of analytical tools for optimizing candidate searches and evaluating job posting effectiveness. Special attention is given to the use of artificial intelligence and machine learning for automating candidate selection and predicting their adaptation within a company. The key benefits of digital recruitment platforms are identified, including faster hiring processes, broader candidate reach, and increased objectivity in selection. In conclusion, the authors emphasize the importance of integrating digital solutions into HR processes and further research on their effectiveness.*

Keywords: *recruitment, digital technologies, ATS systems, artificial intelligence, data analytics, video interviews.*

The article is devoted to the study of modern digital recruitment tools and their impact on the efficiency of human resource management processes. The purpose of the study is to analyze modern digital platforms and technologies used in recruitment, assess their impact on the quality of candidate selection, and develop recommendations for their integration into companies' HR processes.

The article analyzes the main tools of digital recruitment, including ATS systems (Applicant Tracking Systems), social networks, chatbots for automating candidate communication, and platforms for conducting video interviews. Special attention is paid to the use of artificial intelligence and machine learning algorithms, which enable the automation of resume analysis, the prediction of employee adaptation success, and the optimization of recruitment time and costs.

The main results of the study include the systematization of modern approaches to digital recruitment and the identification of its advantages, such as reducing the influence of human factors in selection, expanding the pool of potential candidates, and increasing the speed of the hiring process. Recommendations are proposed for implementing digital platforms in companies facing high staff turnover or the need for remote recruitment.

Application area: companies from various industries, especially those operating in highly competitive environments or with significant recruitment volumes.

Scientific novelty: identifying the prospects for using artificial intelligence in recruitment and integrating automated platforms to improve the quality of personnel selection.

In conclusion, it is noted that the integration of digital recruitment tools is a key factor in improving the competitiveness of companies in the modern labor market and enables the formation of more efficient and stable teams.

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