

focus on upgrading school infrastructure, introducing advanced teaching technologies, supporting talented youth, and strengthening teacher training. By combining modernization with equal access, Russia seeks to create conditions for the development of a socially responsible and innovative generation.

After researching this topic, I came to the conclusion that education is an investment not only in the individual but also in the future of the entire nation. It lays the foundation for innovative, sustainable, and equitable economic growth. In today's world, the development of the education system should be a top priority of public policy as a key factor of progress. For developing countries, it is especially important to focus on strengthening teacher training, expanding digital learning opportunities, and ensuring equal access to education for all social groups. These measures will not only improve the quality of education but also accelerate economic growth and reduce inequality, creating a solid foundation for long-term national development.

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Трудности при подборе персонала

In today's world, companies face the most difficulties, and one of them is recruitment. Recruitment is a crucial decision for both sides. The most common problem faced by companies is the lack of suitable candidates. The purpose of the study is to describe the difficulties faced by the employer in recruiting staff and ways to minimize them.

Most companies actively train new employees to attract and retain talent. They are also trying to facilitate the hiring process by optimizing search tools, improving working conditions, and developing the employer's corporate culture and brand. And the most unpopular ways of hiring are cooperation with job centers, outsourcing personnel search and the help of recruiting agencies [1].

Also, some candidates «run away» at the final stage. The reasons why this could happen: the candidate's plans have changed; a lack of sufficient business negotiation skills; a discrepancy between the candidate's expectations and the requirements of the employer [2].

There are few responses, perhaps due to the fact that the text about the vacancy is rather poorly written and there is no additional information.

Also, the work is too hard, and the salary is very low. Irrelevant candidates are responding. For example: the job title is too general or, conversely, too creative. People

who have not worked will respond to the «sales manager» without specifying the area; the stated experience does not match the level of the position, and you are looking for someone with more than 5 years of experience; the requirements do not correspond to the position. You want the pastry chef to not only make cakes, but also handle incoming calls.

Employees are too lazy to participate in the selection process.

The involvement of the team is an excellent tool to strengthen hiring in the company: specialists in similar positions will help to make a recruitment application, check the test and share their impressions after the interview in order to strengthen the choice of the head. They're the only ones who have enough work of their own, and it's not always possible to hire them. Here are some sensible phrases for a manager that can help with this:

- «I appreciate every opinion». It's always nice when your opinions have weight – tell employees how important their feedback is to you when forming a team.

- «An interview is a way to switch over and get some rest». Yes, an interview is not always an interruption of work tasks and commitment; it is often a mini-vacation and a way to refresh your head.

- «It's always interesting to listen to a colleague and a specialist». Those who work together often know each other's opinions on various issues and get a little stocking their usual approaches [2].

Each company has its own specifics, its own team and tasks, and the market is also changing – a year ago and today it is different. If you specify the details incorrectly, there is a high chance that the wrong people will come.

Thus, it can be concluded that the selection and hiring of a suitable candidate is often a difficult process, regardless of the organization's experience in personnel selection. From identifying skill discrepancies to addressing communication gaps, recruiters often face a huge number of obstacles on the way to hiring. To improve the recruitment process for all involved, you will need a combination of strategic planning, effective communication, and innovative problem-solving techniques.

References

1. *Brewster, C. Globalizing Human Resource Management / C. Brewster, C. Chung, P. Sparrow. – Routledge, 2016. – 316 p.*

2. *Grigorieva, T. Difficulties in personnel selection: the Belarusian context / T. Grigorieva // Management and Business. – 2021. – № 2.*