

the only third-party organization on the market, then problems may arise both when this organization is ruined and when mutually beneficial cooperation is in its favor.

In general, the development of outsourcing in Belarus has led to the fact that there was a large staff of professional developers. A developed labor market has been formed with a high level of salaries for our country and good conditions for work and professional growth.

But state-owned enterprises are often hindered by the inertia of management thinking or lack of independence in making strategic decisions. The use of IT technology outsourcing is difficult due to the fact that many companies have their own staff of automation specialists, and it is extremely difficult for them to switch to a new type of technology management.

In addition, there is one feature of doing business in Belarus: many companies care about the confidentiality of information. Another obstacle to the implementation of outsourcing processes is that doing business in this mode requires an extremely high level of management organization.

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REMOTE IT RECRUITMENT TECHNOLOGIES

This paper is devoted to a comparative study of remote IT recruitment technologies when interacting with various groups of candidates based on the US market trends. Our special attention was paid to the use of software products based on artificial intelligence algorithms in the recruiting process, in particular during interviews with candidates for positions in the field of IT.

The purpose of our work is to identify the conditions and directions for the appropriate use of artificial intelligence in IT recruiting based on an analysis of the current situation in US IT recruiting and taking into account the various groups of candidates.

The object of the research is remote IT recruitment technologies in the US market.

The subject of the study is the general and specific technologies for remote recruiting in the IT field using AI in interaction with various groups of candidates.

The main research methods are descriptive, methods of analysis (including comparative), synthesis, induction and generalization.

The relevance of the study is determined by the fact that in many companies around the world there is a clear tendency to automate recruiting processes. At the same time, this phenomenon remains understudied, and there are practically no instructions and practical recommendations for the optimal use of appropriate AI technologies. It seems that in the foreseeable future, similar trends will be observed in the Eastern European region, including the Republic of Belarus.

The study was based on the results of an online survey of potential candidates for IT vacancies among US-based users of the social network LinkedIn, an interview with Alexei Kaplun, COO of Chicago-based staffing agency Inavante LLC, an interview with Marina Perla, CEO and founder of Chicago-based recruitment agency Mojo Trek LLC, as well as our own experience in IT recruitment at Mitrix Technology LLC in constant cooperation with American clients.

The first chapter of the paper examines the theoretical basis of recruitment as a business activity; describes the nature and role of the recruiting process in modern companies; operationalizes the concepts of “IT recruiting” and “artificial intelligence”;

The second chapter identifies the main types and stages in the process of selecting personnel for IT positions that are appropriate for the sphere; classifies candidates for relevant IT positions in the US market; identifies interview strategies and appropriate technologies for each of the candidate groups; states the optimal stages and the most suitable groups of candidates for the appropriate use of artificial intelligence in the field of IT recruitment. Thus, an optimal approach is developed regarding the types of recruiting and interview technologies (using artificial intelligence) for a Software Developer/Engineer position in the US.

Among the main provisions derived as a result of the practical part of this research, we highlight the following:

There are two key types of recruiting – internal and external (outsourcing); the best results is achieved through combination of both. Both internal and external recruiting are characterized by a remote form of organization of the work process (in recent years many companies in the US IT sector have been hiring 100% remotely).

The main stages in the process of personnel selection for IT positions include: preparatory, the stage of forming a candidate pool, the selection of the most relevant profiles, establishing contact with selected candidates, an initial interview and the final interview stage in accordance with the requirements of the customer.

The auxiliary instruments used by specialists at each recruitment stage can be divided into electronic (software) and methodological/theoretical (data). Among the latest developments in electronic software, voice chat bots and other AI-based programs stand out. In the meantime, most candidates still prefer interaction with a human recruiter for a number of objective and subjective reasons. Meanwhile, there are certain advantages of using AI in recruitment if this is done appropriately.

The technologies of interaction with various groups of candidates in the process of personnel selection are characterized by an unequal level of personalization. Different applicants require different strategies for communicative behavior, and at the

moment an adequately personalized approach can only be achieved through human interaction, since interviewing strategies with some groups of candidates are highly individualized and interactive. Artificial intelligence is far from completely replacing human interaction in the selection process. The use of AI is advisable at the stage of initial contact with candidates, as well as in the supporting processes that accompany interpersonal interaction, since it allows recruiters to increase the process efficiency.

At the same time, we are aware that only one of the key positions of the IT sphere is considered in the research, while the selection of personnel for other positions may have its own characteristics and require a modified approach. Obviously, there is a need for further development of this topic.

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COMMUNICATIVE COMPETENCE OF FUTURE ECONOMISTS AS A FACTOR OF INCREASING PROFESSIONAL ACTIVITY EFFICIENCY

Current research indicates the presence of various formulaic and methodological approaches. In the most general sense, competence in communication involves the development of an adequate orientation of a person in himself – his own psychological potential, the potential of a partner, in the situation and task [1; 3].

In the process of training future economists, not only knowledge, skills and abilities should be given, but also the necessary competencies should be formed. Such competencies as the ability of constructive interpersonal interaction, the ability to