

Social and cultural factors are elements that permeate all aspects of a society. Therefore, marketers should not underrate its effect on consumer behavior. Global marketers should pay close attention to socio-cultural elements of foreign markets that they are targeting for business success.

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THE USE OF CHATBOTS IN RECRUITMENT

Применение чат-ботов в рекрутинге

In the 21st century the recruiting industry has undergone tremendous changes. New technological environment is reforming the approach of the market and employers to the issue of search and selection of personnel. Attractive positioning of oneself in the labor market require employers to use modern methods in working with future employees. That includes artificial intelligence and robotization of business processes. Along with robots, chatbots are gaining popularity rapidly.

The objective of this scientific work is to analyze the application of chatbots in the process of recruiting and to identify advantages and drawbacks of the chatbots usage. Methods used in the study consist of the review of website articles and reports and the analysis of the empirical data collected by spreading a questionnaire.

Chatbots are artificial intelligence software applications and one of the most promising areas for the development of the modern recruiting market. The flow of work of chatbots is the following: they receive important information from candidates according to a given algorithm, which depends on documents and restrictions on admission to work, personal data and readiness to consider vacancies. Then chatbots process the information and inform the applicant about the decision made based on the responses received. In addition, they can perform administrative work, such as scheduling appointments, generating detailed profiles of candidates, maintaining the lists of applicants. Moreover, calendars can be connected to the chatbots to manage appointments with candidates [1].

Chatbots today conduct a dialogue in various well-known messengers, such as WhatsApp, Facebook Messenger, Telegram, etc. In the world market, the most famous bots of technology developers, such as XOR, Mya Systems and TalkPush. The segment of chat bots for human resource tasks in the Commonwealth of Independent States is represented primarily by the XOR service.

Chatbots are already widely used in international companies. For instance, Heineken decided to apply a chatbot to attract and select interns, while in Nissan

chatbots perform the role virtual recruiters independently getting acquainted with candidates and making appointments with the most successful ones [2].

The questionnaire on the topic was conducted in October and encompasses the results of 107 Belarusian State University students, where advantages and disadvantages of chatbots were discussed. 57% and 43% of respondents were in favor and against chatbots in recruiting market, respectively. Among the main advantages of chatbots the following were mentioned: quick responses to a big amount of applications, thus, keeping the interest of potential employees; high mobility and the ability to integrate into any corporate systems and the low cost of developing chatbots than the maintenance of real employees. The key drawback was the limited number of functions of chatbots, since recruiting is a work with people requiring to solve unforeseen issues occasionally.

The results of the research allow to conclude that chatbots, responding to modern trends in on-demand services, are promising areas for the development of the modern recruiting market. Routine responses to applications can be given to chatbots, which can carry out the initial selection of applicants, saving up time for human resource managers and reducing the load by providing quick responses to potential employees. Nevertheless, upon reaching the limit of technical capabilities, the chatbot should transfer the dialogue to specialists.

References

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KNOWLEDGE OF LANGUAGES IN INTERNATIONAL BUSINESS

Знания иностранных языков в международном бизнесе

Today speaking foreign languages has gone beyond the goal and become a tool of successful international business. Knowledge of foreign languages is a very important advantage – both in terms of career prospects and in terms of personal