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Information Aspects of Digital Recruiting

Abstract: Recruiting tasks involve direct familiarization with a specific situation, or with information about it, or both; knowledge of the goal or a set of goals of the activity, its conditions, regulatory prescriptions, as well as the ways and means of achieving the desired result. Depending on the experience, specialized knowledge of the recruiter, the complexity of the situation, and other factors, the formulation of a task (or a set of tasks) may be a relatively simple procedure or may cause difficulties. For these purposes, typical tasks are specifically developed in science, which can be successfully used in digital recruiting.

Keywords: information; recruiting; personnel management system; task; algorithm; systematization.

Personnel Management Systems have become indispensable attributes of most enterprises in almost all countries of the world, effectively used to ensure optimal workforce management. Personnel management refers to the processes of planning, organizing, directing, controlling, and coordinating the activities of employees within an organization.

In general, personnel management systems are designed to automate processes of recruitment, hiring, training, management, and motivation of employees, personnel record management, as well as to eliminate or reduce possible errors.

Currently, Personnel Management Systems are successfully developed by companies in the United Kingdom (Sage HR, Octavia, BrightHR, Frontier ICHRIS, Oleo Recruit), Germany (SAP SuccessFactors HCM, SAP Success Factors Performance and Goals, SAP SuccessFactors Recruiting, PeoplePath CRM), Denmark (ProMark), Canada (actiPLANS, VidCruiter, Careerleaf, Certn, Humi, MakeShift, The Talent Games), China (HROne, CDP, HCM SaaS+, Kingdee HR System, Kingdee Constellation – HR Cloud), the USA (Adobe Learning Manager, Oracle Taleo Cloud, Spark Hire Recruit, Paychex HR Services, Microsoft Dynamics 365 Human Resources), Japan (SuperStream-NX, Works Application), and other countries [10].

Despite the use of various methodologies, all of them are fundamentally based on working with information. Therefore, in order to understand the essence of ongoing processes, it is necessary first to examine the informational aspects of digital recruiting.

Previously, we noted that the system-forming factors of informational aspects of management, of which recruiting is an element, include the informational background, informational flows, and fields [13]. In this article, we attempt to examine the essence of informational tasks solved in the process of digital recruiting and the methods for solving them.

An informational task is a need, consciously recognized by a person in a particular situation, to achieve a goal through supplementing information and eliminating its uncertainty [7].

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In scientific literature, such tasks are referred to differently depending on the aspect of consideration; however, all of them primarily have an informational nature, as they consist in a lack of information and are solved only through its supplementation and processing .

Recruiting tasks involve direct familiarization with a specific situation, or with information about it, or both; knowledge of the goal or a set of goals of the activity, its conditions, regulatory prescriptions, as well as the ways and means of achieving the desired result.

Depending on the experience, specialized knowledge of the recruiter, the complexity of the situation, and other factors, the formulation of a task (or a set of tasks) may be a relatively simple procedure or may cause difficulties. For these purposes, typical tasks are specifically developed in science, which can be successfully used in digital recruiting [8].

From a psychological perspective, a recruiting task represents the result of recognizing uncertainty in a situation and the need to overcome this uncertainty in order to continue HR activities and achieve the goal. In this case, it is always associated with the qualities of the recruiter, with their ability to act purposefully through internal effort.

From a logical perspective, a recruiting task is associated with the mandatory evaluation of a specific situation and available information, with the expression of the results of this evaluation. The judgment in which the task is expressed has the nature of an imperative, i.e., a mandatory (prescriptive) instruction, which may vary depending on the evaluation of the situation as alternative or hypothetical, or categorical - unconditionally prescribing action in a specific way [3].

The essence of the logical aspect of a recruiting task also lies in its close connection with such a form of thinking as a question - one of the most commonly used logical methods of transitioning from ignorance to knowledge and developing it in all areas of human activity. Recruiting is no exception, since in this field more than in many others, it is necessary to ask questions and seek answers. A question arises in situations where knowledge cannot be obtained directly, when it does not satisfy the goal of cognition and activity - in other words, when ignorance blocks the path to truth.

Depending on their content, informational tasks of recruiting can be divided into:

- search or heuristic tasks arising from the need to identify sources of information;
- tasks related to the recording and preservation of information sources and their content for further research and use as recruiting tools;
- research tasks related to the study of information and its sources, explanation of phenomena, individual facts, features, their origin, interconnections, properties, condition, and qualitative and quantitative characteristics [3].

Research tasks, in turn, can be divided into classification tasks; tasks for verifying information and its systematization; identification, diagnostic, and reconstruction tasks; tasks related to determining the structure of an object (structuring tasks); tasks for establishing the origin of temporal, spatial, and other relationships between objects and phenomena within a specific situation; and the study of individuals.

The sequence of performing recruiting tasks depends on the goals set and the content of specific situations. As a rule, informational tasks that determine the content of work are closely interconnected, forming a system of tasks in which solving one task prepares the formulation and solution of others [9].

The formulation and nature of informational tasks are determined by the nature of circumstances to be established, gaps in information sources, contradictions in their content, and other fac-

tors arising from the specifics of the situation, as well as the experience and knowledge of the recruiter.

Solving an informational recruiting task involves taking into account the actual conditions of its solution and applying a certain methodology, which in some cases has the nature of an algorithm. However, this does not mean that methods of solving informational tasks are fixed. It is necessary to consider that their solution is situational in nature and depends on specific circumstances, which, along with general features, have unique characteristics in each case. Taking these into account determines the tactical and methodological features of solving informational recruiting tasks.

To optimize digital recruiting activities, it is advisable to form a unified information base (system) in which data are systematized according to the following parameters:

- a) structural systematization by levels of information: factual level (events, actions, documents); legal level (norms applicable to these facts); evaluative level (opinions of candidates, conclusions of recruiters); metadata (source, date, author, authenticity of information);
- b) systematization by stages of recruiting;
- c) systematization by type of information source;
- d) semantic (meaning-based) systematization: use of ontologies (hierarchical models of concepts, e.g., subject – role – action – consequence); cognitive maps (representation of relationships between concepts and actions); scenario structures (typical models of behavior or event development);
- e) temporal systematization (chronology): creation of timelines reflecting events, their documentation, actions of subjects, changes in positions; comparison of factual and legal chronology;
- f) systematization by degree of reliability: confirmed facts; unverified information; contradictory data [14].

The essence of the proposal lies in forming a system of flexible, logically structured algorithms synchronized in accordance with the fundamental laws of logic and the basic logical operations derived from them, and most importantly, the correlations between parts of the database, which will allow the system to be adapted to a real user and a specific situation.

Logical connections and contradictions in actions and decisions that form algorithms can be determined through methods of analyzing arguments, goals, motives, and consequences of these actions based on principles for identifying logical relationships and contradictions.

The algorithms may be based on the following provisions:

- the essence of a causal relationship lies in the fact that if one action leads to a specific result, a logical connection is established between them;
- in a goal-oriented relationship, an action is performed for the sake of a specific objective;
- the use of means to achieve a goal constitutes a logical dependency;
- individual actions must logically fit into the overall strategy or value system [2].

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Информационные аспекты цифрового рекрутинга

Аннотация: Задачи рекрутинга предполагают непосредственное ознакомление с конкретной ситуацией, либо с информацией о ней, либо то и другое; знание цели или комплекса целей деятельности, её условий, нормативных предписаний, путей и средств достижения желаемого результата.

В зависимости от опыта, специальных познаний рекрутера, сложности ситуации и других факторов постановка задачи (или их комплекса) может быть относительно простой процедурой, а может вызвать затруднения. Для этих целей в науке специально разрабатываются типовые задачи, которые успешно могут быть использованы в целях цифрового рекрутинга.

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Ключевые слова: информация; рекрутинг; система управления персоналом; задача; алгоритм; систематизация.

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Rəqəmsal rekrutinqin informasiya aspektləri

Xülasə: Rekrutinq (işəqəbul) vəzifələri konkret vəziyyətlə, yaxud onun haqqında məlumatla, yaxud da hər ikisi ilə birbaşa tanışlığı; fəaliyyətin məqsədinin və ya məqsədlər kompleksinin, onun şərtlərinin, normativ göstərişlərinin, arzulanan nəticəyə nail olma yollarının və vasitələrinin bilinməsini nəzərdə tutur.

Rekrutyerin təcrübəsindən, xüsusi biliklərindən, vəziyyətin mürəkkəbliyindən və digər amillərdən asılı olaraq, tapşırığın (və ya onların kompleksinin) qoyuluşu nisbətən sadə prosedur ola bilər, yaxud da çətinliklər yarada bilər. Bu məqsədlər üçün elmdə rəqəmsal işəqəbul məqsədilə uğurla istifadə oluna bilən tipik tapşırıqlar xüsusi olaraq işlənib hazırlanır.

Açar sözlər: məlumat; rekrutinq; personalın idarə edilməsi sistemi; tapşırıq; alqoritm; sistemləşdirmə.

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