CURRENT ADVANCES IN DIGITAL RECRUITMENT OF HUMAN RESOURCE MANAGEMENT

Khalmirzayev Ahmadjon Akhunovich.
Candidate of Geography, Associate Professor, Department of Regional Economy and Management, National University of Uzbekistan named after Mirzo Ulugbek. ahmadjon59@mail.ru
Shavkatova Shokhidabonu Tulkinjon kizi
National University of Uzbekistan named after Mirzo Ulugbek.

Annotation: Complex measures are being implemented in our country for the active development of the digital economy, the widespread introduction of modern information and communication technologies in all sectors and areas, first of all, in public administration, education, health care and agriculture.

In particular, the implementation of more than 220 priority projects aimed at improving the electronic government system, further developing the local market of software products and information technologies, establishing IT parks in all regions of the republic, as well as providing the sector with qualified personnel has begun[1]. In connection with the digital transformation of The Uzbekistan economy, companies are faced with the task of choosing ways to transition from classical methods of human resource management to the "HR 3.0" model, which allows increasing the efficiency and speed of solving the problems of recruitment, retention and development of personnel as a result of using cloud technologies, chatbots and artificial intelligence.

Keywords: human resource management, digital recruiting, automated recruiting system, intelligent dialogue system, chatbot, machine learning.

Introduction

The event that increased the demand for new technologies in the field of HR was, of course, the pandemic that began in 2019. It is known that all organizations had to remotely manage their employees in the 3 quarters of 2020 due to quarantine. At the same time, I would not be wrong to say that it is possible to increase work efficiency through digital technologies in personnel management.

As a result of the gradual introduction of advanced methods and approaches into business processes, human resource management (HR) is undergoing digital transformation. At the stage of transition to a digital economy, artificial intelligence technologies, HR and predictive analytics, tools for working with large data sets, machine learning are introduced into the traditional management model; HR

---

[1] Decree of the President of the Republic of Uzbekistan No. PF-6079 of 05.10.2020, 06.10.2020

management processes are robotized and automated, which in turn requires specialists to master new key skills.

All of the above will further increase the relevance of digitalization in our country. According to statistics, the number of Internet users in Uzbekistan has exceeded 27.2 million people. 25.3 million people use the mobile network. During 2022, 50,000 kilometers of optical fiber lines were laid, their total length was 118,000 kilometers, and about 67% of settlements got high-speed communication. Currently, the total bandwidth of international communication channels is 1.8 thousand Gbit/s. By the end of 2022, this indicator will reach 3.2 thousand Gb/s. 95 percent of the population was covered by mobile internet. About 54 percent of households are connected to high-speed Internet. Mobile internet speed increased 1.5 times, 14,150 stations were installed in 2021. Now their number has reached 45,890[2].

Based on the obtained data, the main features of HR-Digital can be distinguished: HR functions reduce labor capacity, accelerate the process of management and personnel decision-making, increase the quality of analytical data, strategic forecasting and new technological solutions. strengthens the possibility of formation. Key areas of HR digitalization are presented in Figure 1.
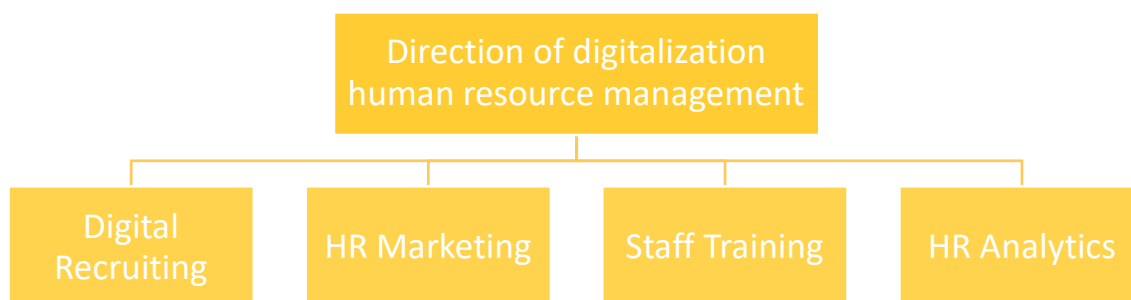

Figure 1. Directions of digitalization human resource management (author's work).

The process of finding, attracting, and choosing competent candidates to fill open positions inside a company is known as recruitment. It is essential to developing and sustaining a skilled and productive staff and is a basic aspect of human resource management.

The process of recruiting and hiring personnel has the greatest impact on the company's business results. The classical form of the recruitment process is being replaced by digital recruiting (Figure 2).

---

[2] https://uz.sputniknews.ru/20220111/naskolko-uzbekistantsy-obespecheny-mobilnym-internetom-22135734.html, n.d.
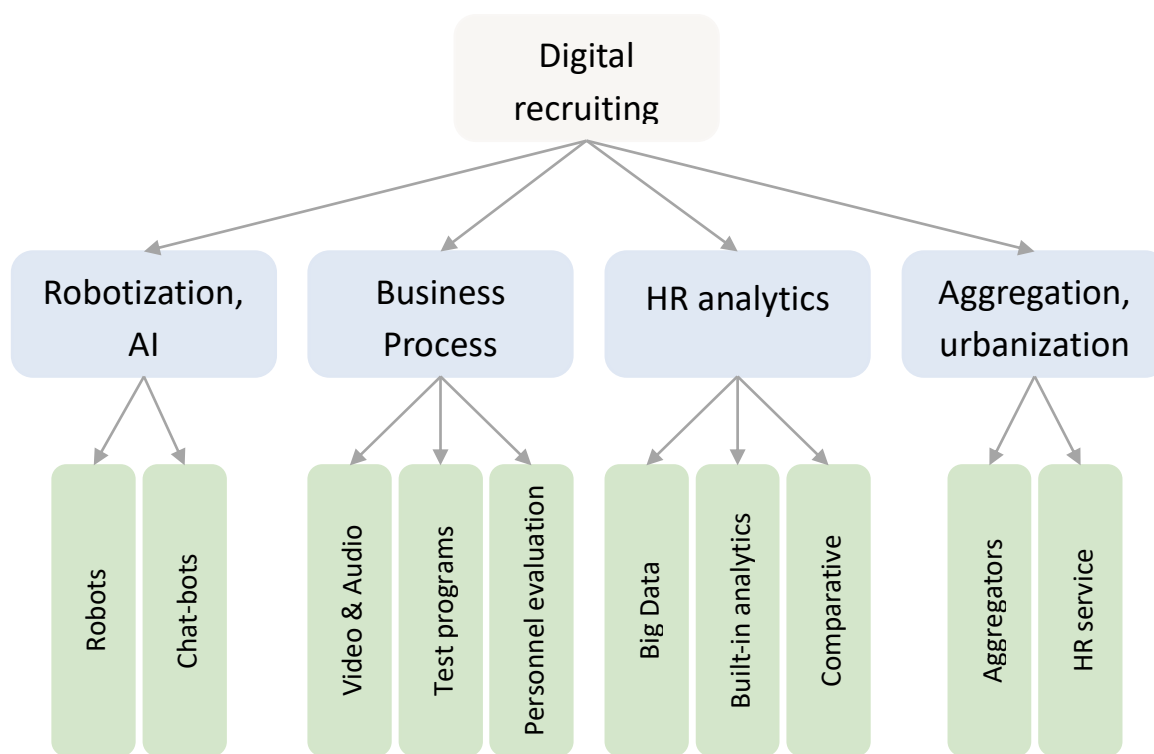
Figure 2. Directions for digital recruitment (author's work).

An company needs to recruit effectively in order to attract and keep talent that supports its objectives and core values. By putting the right people in the proper roles, it helps the business succeed as a whole. Furthermore, a well conducted hiring procedure might improve your company's standing as an employer.

Hiring technology and talent acquisition technology are other names for recruitment technology. The term "technology in recruitment" describes the use of digital solutions, technical tools, and cloud-based or on-premise software to manage and expedite your whole hiring process, from finding qualified candidates to onboarding the best candidates.

"RecTech" is another term for recruiting technology in the context of contemporary hiring. Hiring managers may create a smooth, data-driven recruiting process with its help.

Let's take a look at some of the digital recruitment technologies that are widely used worldwide today.

1. Applicant Tracking Systems (ATS)

An Applicant Tracking System (ATS) is a centralized database used to store and manage candidate data. It assists recruiters in monitoring candidates, communicating with them, organizing the database, and making informed recruiting decisions.

Recruiters and HR professionals may quickly manage job posts, review resumes, set up interviews, and work together with hiring managers and other team members by utilizing applicant tracking systems (ATS) software.

2. Recruitment Advertising Platforms

Recruitment marketing, in fact, assists businesses in using a variety of platforms, including email campaigns, social media, and job boards, to market their employer brand and engage in possibilities.

Additionally, by posting job openings on the recruitment marketing platform, businesses can access a larger pool of possible applicants.
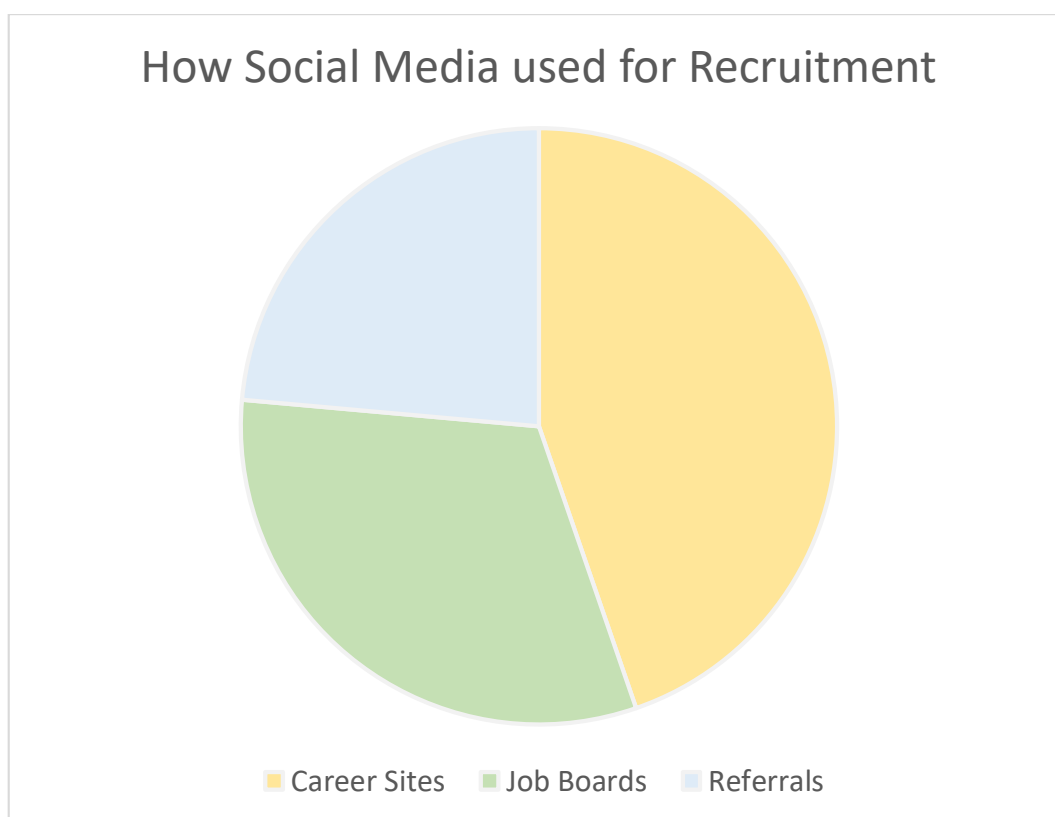

Figure 3. How social media used for recruitment

Top social platforms for attracting high-quality candidates: LinkedIn , Facebook, YouTube , Twitter , Telegram and Instagram.

3. Video Interviewing Software

Video interview software streamlines and manages the interview process by using video communication to conduct remote interviews effectively .

In the early stages of hiring, these video interviews can save recruiters time and energy by evaluating candidates' communication skills and personalities.

Today, the first interview of employees is conducted via Zoom or Google Meets platforms.

4. Automated Resume Screening

Numerous candidate resumes are imported and parsed by the Resume Parser Tool, which also finds and stores all the important information in a candidate database.

In this manner, the resume screening tool swiftly scans resumes and eliminates applicants who don't fit the requirements of the business. This helps recruiters concentrate on the top prospects while saving them time.

5. Recruitment Chatbots

Candidates can ask common questions about the company and available positions, and Recruitment Chatbots can provide the answers. This can enhance the interview process and encourage greater participation from candidates.

During the hiring process, these are a few of the most popular technological tools for recruitment. A company may use one or a combination of these tools to improve their recruitment process, depending on their needs and goals.

Today, the most popular recruiter bots are[3]:

– XOR (xor.ai) – a bot in Telegram, Facebook and HeadHunter (hh.ru);

– TalkPush (talkpush.com) – a bot in Facebook Messenger;

– Wendy (wadeandwendy.ai) – a screening bot

in Slack;

– Skillaz – a system for automating the selection, decision-making, processing and analysis of applicant data on job search sites and social networks.

The chatbot's algorithm is based on the execution of certain stages that are repeated throughout the entire process of communication with the user(Figure 4).
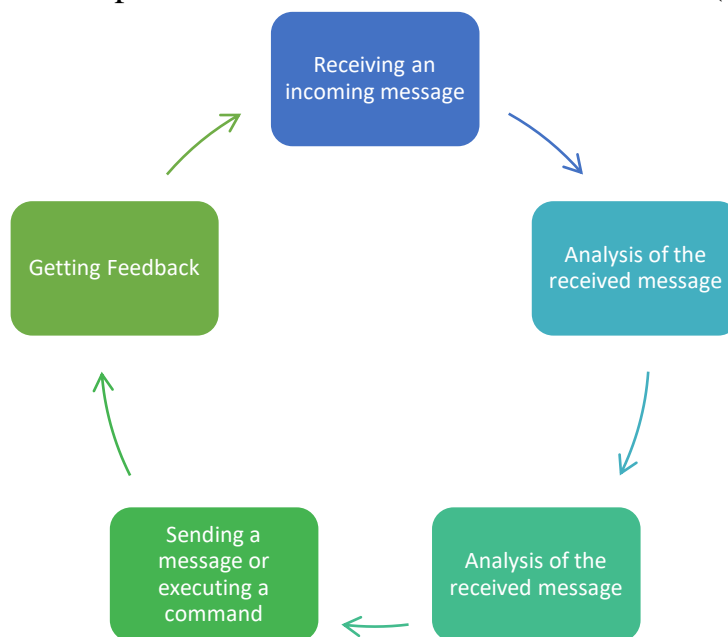

Figure 4. The chatbot algorithm (author's work)

---

[3] Trends in the development of artificial intelligence and the use of intelligent dialogue systems based on machine learning principles 52 mezhdunarodnaya nauchno-texnicheskaya konferenciya prepodavatelej i studentov UO «VGTU» 2019

Above, we looked at the ways in which digital technologies are used in HR Recruitment. But every technology has its downsides.

The advantages of digital recruitment are:

1.   It is cheaper. Posting vacancies on social media platforms is almost free.

2.   Very fast. You can spread the recruitment message instantly at your convenience.

3.   Global. You can search for top talent around the world.

4.   It allows confidentiality. If you don't want to provide information about yourself, you can do it easily.

5.   It's accessible. You can modify your job posting, see how many replies you have and even communicate with candidates directly[4].

The disadvantages of digital recruitment are:

1.   It can be difficult to measure their effectiveness. Not all online recruiting services offer in-depth analysis of your ad, so it can be difficult to understand what's working, what's not, and how to optimize your ad.

2.   It is informal. For some roles, companies believe that online job postings – especially on social media – can create the wrong image of their company. This is especially true for executive-level roles, especially in firms (or industries) that have a strong corporate or professional culture.

3.   Great competition. The main downside to following trends is that everyone else is doing the same. As a result, your post can quickly get buried under a mountain of other job postings, forcing you to either pay more for additional advertising or risk going unnoticed.

4.   This may attract fraudulent applicants. Some hackers may also use scams to collect information about your business.

5.   You may be missing out on great employees. Virtual reality sometimes cannot show all the capabilities and qualities of people[5].

Conclusion.

A common problem when assessing job applicants is the "human factor" (subjectivity of assessment, technical errors, display of emotions, loss of concentration, etc.) and tight deadlines for processing large volumes of information. To solve this problem, HR departments and specialized recruitment agencies are offered their digital counterparts - recruitment bots (recruitment chatbots), capable of: analyzing the data presented in the resume; determining the level of competence and experience; planning an interview; conducting an initial interview; ranking candidates. When implementing a digital HR specialist, it is important to develop principles and metrics for recruitment; a list of questions relevant to the vacancy; a methodology for analyzing the information

---

[4] https://www.hraddict.com/online-recruitment(15.09.2024)
[5] https://www.hraddict.com/online-recruitment(15.09.2024)

received; choosing a software product for collecting, processing and storing HR information. In order to reduce the time and labor costs of HR specialists, and to facilitate the collection, processing and storage of information, Belarusian companies are recommended to implement an automated recruiting system that uses the capabilities of artificial intelligence and allows HR personnel to be freed from routine processes and repetitive monotonous tasks.

In conclusion, digital HR is an opportunity for our knowledge-hungry youth to rise to the top positions in the global labor market.

Used Literature:

1. Decree of the President of the Republic of Uzbekistan No. PF-6079 of 05.10.2020, 06.10.2020
2. Trends in the development of artificial intelligence and the use of intelligent dialogue systems based on machine learning principles 52 Mezhdunarodnaya nauchno-texnicheskaya konferenciya prepodavatelej i studentov UO «VGTU» 2019
3. The Future of HR, 2020. Available at https://assets.kpmg/content/dam/kpmg/ru/pdf/2019/04/ru-ru-future-of-hr-2019.pdf.
4. https://uz.sputniknews.ru/20220111/naskolko-uzbekistantsy-obespecheny-mobilnym-internetom-22135734.html, n.d
5. https://www.hraddict.com/online-recruitment(15.09.2024)