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**RESEARCH ON THE PROBLEMS EXISTING IN THE RECRUITMENT  
OF FOREIGN TRADE ENTERPRISES**

**ДОСЛІДЖЕННЯ ПРОБЛЕМ, ЯКІ ІСНУЮТЬ ПРИ ВІДБОРІ  
ПЕРСОНАЛУ В ІНОЗЕМНИХ ТОРГОВИХ ПІДПРИЄМСТВАХ**

*This article examines the main problems in the recruitment of foreign trade companies. Economic globalization and the development of information technology have made the competition between modern enterprises more and more fierce, mainly the competition of human resources between enterprises, because the development of enterprises cannot be separated from the hard work of employees, and reasonable personnel distribution can bring the lowest Cost of the enterprise and the best interests of the enterprise. As the cell of economic development, enterprises have a growing demand for employees. Employees are the most valuable resources of an enterprise, play a key role in the survival and development of the enterprise, and provide intellectual support for the long-term stable development of the enterprise. Enterprise recruitment can help the enterprise achieving the final development in trade organization to reach plan and*

goals.

**Keywords:** *enterprise, recruitment, human resource management, enterprise development, enterprise management*

*В данной статье рассматриваются основные проблемы при наборе персонала в иностранные торговые компании. Экономическая глобализация и развитие информационных технологий сделали конкуренцию между современными предприятиями все более жесткой, главным образом конкуренцию человеческих ресурсов между предприятиями, потому что развитие предприятий не может быть отделено от тяжелой работы сотрудников, и разумное распределение персонала может минимизировать расходы предприятия и принести максимальную пользу. Как составляющая экономического развития, предприятия имеют растущий спрос на работников. Сотрудники являются наиболее ценными ресурсами, играют ключевую роль в выживании и развитии предприятия и обеспечивают интеллектуальную поддержку для долгосрочного стабильного развития предприятия. Подбор персонала предприятия может помочь предприятию достичь окончательного развития торговой организации.*

**Ключевые слова:** *предприятие, подбор персонала, управление персоналом, развитие предприятия, управление предприятием.*

*У цій статті розглядаються основні проблеми підбору персоналу зовнішньоторговельних компаній. Економічна глобалізація та розвиток інформаційних технологій зробили конкуренцію між сучасними підприємствами все більш жорсткою, головним чином конкуренцію людських*

ресурсів між підприємствами, оскільки розвиток підприємств не можна відокремити від наполегливої праці працівників, а розумний розподіл персоналу може мінімізувати витрати на підприємстві та покращити інтереси підприємства. Як осередок економічного розвитку, підприємства мають зростаючий попит на фахівців. Працівники є найціннішими ресурсами підприємства, відіграють неодмінну і ключову роль у виживанні та розвитку підприємства, надають інтелектуальну підтримку довгостроковому стабільному розвитку підприємства. Набір працівників на підприємства зазвичай здійснюється через організацію та управління підприємством, а набрані фахівці сприяють розвитку та розбудові підприємства, завдяки чому ефективність роботи підприємства може бути добре покращена та має змогу досягти поставленої цілі та остаточного плану розвитку. Управління рекрутингом на підприємстві має основні характеристики вибору фахівців, закладаючи добру основу для довгострокового розвитку підприємств. З точки зору розвитку зовнішньоторговельних компаній зовнішні чинники та внутрішні фактори, ймовірно, впливатимуть на набір зовнішньоторговельних компаній. З точки зору загального розвитку ця стаття визнає поточний стан підбору персоналу, з'ясовує існуючі проблеми та пропонує стратегії вирішення проблем, що значно сприятиме доцільності підбору персоналу. Для підвищення конкурентоспроможності підприємства повинні залучати талановитих та знаючих кадрів. Успішна робота в підборі зовнішньоторговельних підприємств має велике значення для

*довгострокового розвитку підприємств. Треба оптимізувати концепцію підбору персоналу та шукати вигоди для працівників. Необхідність повноцінно реалізувати управління людськими ресурсами відіграє дуже важливу роль, завдяки надання щедрої оплати праці працівників.*

**Ключові слова:** *підприємство, підбір персоналу, управління персоналом, розвиток підприємства, управління підприємством.*

**Formulation of the problem.** This article raises the following questions: Lack of standardization and scientificity. The technical methods used for the interview are backward. The training system for new employees is not perfect. I have supplemented and explored some unsolved problems.

**Analysis of recent research and publications.** The study on the Problems Existing in the Recruitment of Employees in Enterprise is based on the scientific research of such scientists as WANG Ya-wen, Piotr Kuryło; Adam Idzikowski; Joanna Cyganiuk; Radosław Paduchowicz, Dong Yang.

**Setting objectives.** The purpose of this study is to enhance the competitiveness of enterprises. Corporate recruitment is a very important advantage in the development of foreign trade enterprises. For foreign trade enterprises to achieve long-term development and maximize profits, they must attach importance to the cultivation and exploitation of talents and do a good job of human resources. The main problems that need to be solved are: The direction of employees' employment is not clear. The level of education is uneven. The management process is rigid [1, p.2].

The direction of employees' employment is not clear. Influenced by the

employment thought and the social employment system, many people cannot do according to their own characteristics and preferences to engage in and choose jobs and employment direction. External factors make the individual employment exists many problems, really like the foreign trade work cannot be engaged in foreign trade related work, don't like don't understand foreign trade work may have been foreign trade enterprises, thus caused the lack of professional talents and the waste of human resources and delay the development of foreign trade enterprises, the most unfortunately, national professional fields related to input of education funds also creates waste.

The level of education is uneven. At present, the development of education in different parts of the world is not balanced, and foreign trade needs the common development of all countries in the world, so that countries can cooperate with each other and trade in a healthy international environment. However, people in many countries do not receive good education and are still illiterate and semi-illiterate, which hinders the further development of globalized foreign trade enterprises. What is more serious is that many groups engaged in foreign trade still have technology and knowledge cannot keep pace with The Times, many of them are lack of innovative spirit and awareness. This makes foreign trade enterprise senior management talent is very scarce [2, pp.118-125].

The management process is rigid. In the process of employing human resources, some foreign trade enterprises have the problems of rigid thinking, lack of flexibility and lack of innovation consciousness. Performance in the personnel recruitment management is: with a rigid way to recruit staff, no planning, do not

know the scientific recruitment of talent, some foreign trade enterprises only value academic qualifications, do not pay attention to the specific ability to work, hurt the enthusiasm of employees. What is more, some foreign trade enterprises human resource management level of their own quality is not high, unable to recruit suitable employees for the enterprise, which brings adverse effects to the enterprise's employee recruitment.

### **Solutions**

Optimize the recruitment concept and seek benefits for employees. Need to fully realize the human resources management in the process of enterprise development plays a very important role, through constantly to perfect the corresponding working system, completes the strategic deployment, generous worker pay, completes the work environment improvement measures in order to develop talents introduction work, only in this way can realize the good development of human resources, thus to some extent to ensure good distribution of talents.

In the process of continuous development, foreign trade enterprises need to constantly pay attention to the cultivation of talents. Only in this way can employees feel satisfied with their work, so that to a certain extent, employees have better work enthusiasm, and the future development of the enterprise has a reserve force. Also, constantly practice the effective innovative management model, follow the concept of people-oriented, and also allow employees to feel the good management in the enterprise itself has the meaning of development process, it also can to a certain extent, security staff give full play to the potential of its own advantages, so as to realize the goal of human resource management. According to

the above situation, it can be found that foreign trade enterprises need to constantly develop the concept and mode of human resource management, and find more effective human resource management methods, so as to ensure that enterprises can achieve the corresponding management objectives to a certain extent [3, pp.378-383].

Selection of foreign trade enterprise operators. In order to realize the maximum benefit of foreign trade enterprise employee recruitment, it is necessary for enterprise managers and managers to have a very deep understanding and understanding of human resources. Among them, incentive mechanism is one of the most important parts in human resource management. This mechanism has many advantages. The efforts of employees are recognized by the enterprise, which increases the recognition of employees to the enterprise and quickly integrates into the development of the enterprise. It can not only promote the relationship between employees, but also serve as a layer between the upper management and the lower employees, because for the unit staff, only in a more harmonious atmosphere, the staff will be more efficient. Only by dealing with the relationship between the enterprise and its employees, can the benign operation of the unit be realized and the talent flow of the enterprise is realized.

Improve employees' ability. Enterprises in the developing process of human resource management should combine their own specific situations of human resource management, to develop a practical human resource management scheme, scientific formulation and continuously to improve the system of human resource management, and to analyses each employee recruitment selection and feedback,

be reasonably choose and employ persons, effectively to all kinds of personnel assigned to work position can give full play to its own value, and in the process of continuously managed to realize the improvement of quality of the staff, so as to ensure the human resource management of enterprises will be able to get a good development [4, pp.1020-1027; 5, pp. 283-284].

Establish an assessment system. From the enterprise can achieve good development for a long time, it set up a sound system of corresponding evaluation is of great practical significance, in the first ways, need comprehensive consideration of various work, and the corresponding is mission objectives, to carry on the reasonable configuration for different types of employees, only in this way can effectively improve the efficiency of implementation work; From the second aspect, the employee incentive system can be established and improved, and the new era work performance assessment method should be introduced to form a series of accurate assessment mechanism. From the third aspect, in order to enable employees to have higher work passion, an efficient spirit driving mechanism should be established.

**Conclusion.** In modern society, in the process of continuous development of knowledge economy, talents become the driving force of social development. In order to gain more development space, foreign trade enterprises must optimize the utility of human resources, maximize the value of human resources, and provide a steady stream of power for the development of enterprises. The diversification of employee recruitment and development is very important for foreign trade enterprises. The support of enterprises to human resources can realize the



sustainable operation and development of foreign trade enterprises, and make foreign trade enterprises more dynamic and make contributions to foreign trade enterprises. Human resource management is a work of dealing with people, which requires the carefulness and patience of managers, and requires continuous improvement and systematic human resource management. The world is constantly evolving, and companies should constantly change their recruitment strategies according to different situations. Only the enterprise human resource management in the first place, put people in the first place, cleverly combined with the management of people and things, the enterprise human resource management can really do well, for the enterprise and talent can continue to provide. At the same time, the enterprise human resource management should correctly and actively carry out the talent recruitment activities, the talent recruitment system analysis and reasonable setting, so that the enterprise's talent recruitment should play its due value function. In the future, with the development of enterprise practice and various scholars' theories, the enterprise recruitment fair will move forward in the direction of reducing the consumption of resources and optimizing the structure. The flow of foreign trade transactions will be simpler, truly equal to the exchange trade, enterprises and enterprises to achieve harmony.

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