

# ACTIVITIES OF RECRUITING COMPANIES AS INTERMEDIARIES IN THE LABOR MARKET AND DIRECTIONS OF ITS IMPROVEMENT

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The article deals with the problems and features of providing recruitment services in Ukraine. The market for recruitment services in Ukraine is characterized by a significant number of agencies, while not all of them are able to provide clients with the full range of necessary services at the appropriate level in terms of finding and selecting the necessary personnel for customers.

The services of mediation in employment include finding a job and facilitating the placement of a person, the selection of employees in accordance with the orders of employers. The market for private employment agencies is quite developed in the Poltava region, most of which have legal addresses in Poltava and Kremenchuk.

Data sources on the number of recruitment agencies or intermediaries providing services in the field of work now have specialized Internet directories.

The analysis of methods of search and recruitment of recruiting companies has been carried out. The choice of method depends on the purpose of looking for qualified staff and how to choose it. In the process

of recruiting services, the most commonly used direct search – based on talented candidates and their recommendations.

The aspects of the companies providing recruiting services in Poltava are investigated. In the face of growing competition in the market for recruitment services in Ukraine and in particular in the Poltava region, every company or entrepreneur in the field of mediation in employment is trying to improve its methods of activity in order to effectively provide a wider range of quality services for customers and clients.

Recommendations for improving the activities of recruiting companies and agencies are being developed on the example of the city of Poltava in order to effectively provide a wider range of quality services to clients.

Some areas are suggested for improving the recruiting methods used by the company. The offered offers can be used in the company's activities in order to increase the competitiveness of the market of recruitment services of the city of Poltava and the region as a whole.