

## **RECRUITMENT OF RECRUITERS AS A FUNCTION OF HUMAN RESOURCES MANAGEMENT IN THE COMPANY – MEDIA ROLE**

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### **Abstract**

Modern business policy is based upon management of resources, especially human resources. Employment and recruitment are becoming human resource basic functions. Companies and organizations must reconsider their business policies and goals, in order to define and realize optimal business policy, particularly human resources recruitment. Recruitment of internal candidates is almost a rule for solving the problem of shortage in certain profile of employees. Yet, mostly, in the situation of insufficient human resources, we focus our attention to external candidates, through cooperation with media, educational institutions, agencies and other communication approaches. Media have emphasized role. Advertising on the Internet, newspapers and TV depends on many variables. Besides cost aspect there is communication aspect, rising attention onto target group from which we plan to recruit our candidates. Therefore, media role is growing in importance, not only in sales, public relations or promotion, but also in employment, actually, in recruitment of human resources from external sources. Choice of an appropriate media and an adequate message in advertising are becoming more important for the communication effects of employment process, as well as advertising itself. In the Internet domination era and development of new communication approaches (social networks and Internet forums), individuals and organizations are focusing their attention to this media and its potential. Growing number of opportunities and target markets' new value system are recognizable through growing number of Internet sites, portals, but also in the Internet browser influence (Google, Yahoo, Bing...). Campaigns for recruitment of new employees through open employment tender invitations on Internet sites of all sorts of companies and organizations are part of this new approach to human resources. When recruiting the recruiters, we need an additional efforts and attention. Systematic approach, openness to new opportunities and media, development and focus onto new potentials and resources are part of postulates for business survival.

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