BIG DATA USAGE IN TERMS OF MARKET RECRUITMENT: POSSIBILITIES AND LIMITATIONS

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SHORT COMMUNICATION

“Big Data” is gaining popularity rapidly. A number of monthly “Big Data” requests in Yandex (region - the whole world, metric Yandex Word stat) from March 2015 till February 2017 have increased from 6 536 to 12 840.

For example IBM Company has launched free online course on big data. Moscow Government carries out town projects not only taking into consideration big data but also uses it to forecast efficiency of town projects.

Internet Initiatives Development Fund (IIDF) invests in Big Data projects and AI projects as well. Big Data Usage is a topical issue which is requested in scientific and professional society. It is in demand with companies, public authorities and non-governmental organizations.

This essay considers Big Data communication scripts usage in online recruitment. Let us clarify our study with some preliminary remarks: we are going to discuss
communications in online recruitment based on EdTech “Blended Learning”. With respect to recruitment we are going to discuss “Blended recruitment”.

When classical work system was inserted into education, some advantages of human resource had been lost. Researchers and experts tried things out a lot. So gamification, interactivity etc. became popular. The best broadcasting methods research from offline to online keeps going.

Companies which are looking for specialists set up additional training centers. Some of them set up centers in cooperation with universities. For example such companies as Yandex, Microsoft, ABBYY, and Mail.Ru Group, IBM, SAS, Intel, 1C set up and support specialized departments in universities. Others continue as separate companies or as online services. Education integrates into companies work process.

In blended recruitment the forecast enables to track and foresee a dynamic of specific communication for extended period of time among certain public (e.g.: job seekers, who uses particular service) between particular people or special aspects of man-computer communication (MCC) take Centre stage.

Probable interface changes can impact big data collection by restructuring it. It should be noticed that such comprehensive research designed for a long-term and extensive data-harvesting abilities tech renovation data collection and analysis should be covered. So, as to leveling of an influence on the results interpretation statistical accuracy. Big data is focused on service’s optimizing and on user experience improving. It means that while interface renovation, improvement and MCC experience will rise new challenges and work methods. A company aimed to succeed needs it.

This essay considers heighten interest in big data usage through the lens of MCC. The subject of big data use in interpersonal communication analysis, through an intermediary communications in terms of online services is not new. Such internet giants as Google and Facebook have barely started invent forecasting services (e.g.: public place workload, best time to avoid queues) as it took years of highly intellectual and resource-consuming work.

Big data might be dismissed in online-recruitment within the next few years. As in case of researchers and social media services we can assume that in a few years results will be impressive. Education provided by companies is a kind of paradox. On the one hand there is a staff shortage in the labor market. On the other hand many young people have no any job or their occupations mismatch their professional education. So, large and medium-sized businesses are aimed to boost the level of students and their future new-starters. Organization of teaching process in companies and universities, platform creation for online education, championship and case-session execution all these become an integral part of contemporary landscape in HR-industry.

Short-term delivery modes will be more demanded than long-term. In order to be hired you should study for at least 6 months. The process of entering a profession, which is much sought after nowadays is very long: four years to get bachelor’s degree, two years
to get Master’s degree, some students go onto further study to get doctoral degree (approximately three years). Perhaps persons between the ages of 16 years and 18 are aware of what they want to be engage with and whether their profession will be demanded at labor market when they will get a degree.

In modern economic world the speed of technological development (and specialists as well) dictate its own policy: to start getting a profession with short-term delivery mode. First you study for half a year, second, you find a job for example as a copywriter or a journalist, and third, you update your skills in manufacturing environment. And when you realize that the job is really interesting and has good prospects you can go into higher education with peace of mind. So you can try hand in several fields and to choose the right one.

On labor market those companies gain benefits which can provide effective and quick personnel development and knowledge transfer between them. One way or another, employees are taught in big companies as it is an efficient step in employee incentive programme.

In the next five years companies may become “counterpart universities”. Those companies which won’t be able to create knowledge sharing environment and related to employees (horizontal mobility and vertical mobility) will lose the competitive battle. Leaders will have to revise many HR business-processes, including employee screening process.

Employee screening process will have a studying format. Pedagogics enters HR as well as studying enters recruitment.

Companies will teach potential “profession” candidates emulating project team environment and choosing the best during the process. Both parties win. On the one hand candidates gain new skills and expertise and have all chances to qualify for job (results predictability). And on the other hand a company will know for sure that an important business position is holding by the good and motivated person for the work. Let us take a closer look at Big Data for communication research using simulated online-recruitment service.

ADVANTAGES

1. Tracing, systematizing, classifying and interpreting of use cases;
2. Tracing, systematizing, classifying and interpreting of speech situation patterns;
3. Gain an offering to trace dynamic of a vast amount of objects at great length;
4. Spending optimization in long term outlook;
5. Increase results predictability in the course of information gain;
6. The very next step of data collection and analysis becomes cheaper, easier and faster (it is disputing, but in ideal conditions it works);
7. Received data let us to draw specialized sample.
DISADVANTAGES AND RISKS

1. Possibility of misinterpretation because of losing its point (signifier - signified);
2. Misclassified data harvesting can become non-liquid data warehouse.
3. Futility of gathered Big Data in scientific purposes because of research technology obsolescence.

Possible options to amend eliminate defects and risks.
1. A researcher has always used Big Data checks (technically and meaningfully) at every step,
2. Pilot testing when dealing with Big Data is essential,
3. Big Data is a costly affair and requires support of highly qualified specialists.

Expenses on an opening phase will be recovered on the next phases. Research results worth the effort.

CONCLUSION

“Blended recruitment” is going to become recruitment base model. Its main components are user communication and Big Data. Project mode is a key factor of selection. “Blended recruitment” helps companies to cope with real operating tasks. HR enters selection by competencies, taking an approach: action first, information after (“Blended recruitment”). Theoretically elimination round will take place in real-life environment: candidates become a project team, and Human Resources Manager - project manager. Big companies are usually decentralized: offices (and usually functions) can be placed in different regions. State-of-the-art research tools must be used in such conditions. Those companies which can implement operating task into selection process receive additional benefits. Things which don’t work within the walls of university, can work when practices organize training process.

Big Data Usage in terms of online-communication in recruitment doesn’t come cheap. It is a complex, resource-consuming and long-standing decision. The benefit of problem solving will definitely bring more good, than harm (in the form of expense). The key to this game is being able to count.