

## PROBLEMS OF SELECTION AND MAINTENANCE OF GENERATION Z IN THE REALITIES OF PERSONNEL HUNGER IN UKRAINE

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**Key words:** *generation Z, recruitment, adaptation of employees, modern recruiting, shortage of personnel.*

*The article considers the concept of staff shortage in Ukraine, the problems of selection and retention of employees belonging to generation Z. The dynamics of young people moving abroad to study and find work there is analysed. It is established how the problem of staff shortage is related to the theory of generations according to N. Howe and W. Strauss and the peculiarities of the selection of young professionals of the new generation. The dynamics of the basic values of previous generations – baby boomers, X and Y – is considered. by the same rules as previous generations.*

*Several surveys were conducted on the topics: “Important components when choosing a job” and “important components when looking for a job”. Innovative technologies of modern recruitment, which are focused on new sources of finding promising staff and adaptation in the workplace, are also studied. According to the results of the research, trends have been identified that affect the modern labour market due to companies that are interested in attracting representatives of Generation Z*

*When developing a plan to attract and find young professionals, the company should be closer to the desired target audience. Much attention should be paid to finding candidates from the generations of millennials and Z. Their interests are changing rapidly, they are beginning to use new social networks and messengers.*

*An integral part of the content of young professionals belonging to Generation Z is their adaptation. The problem is that modern domestic employers spend little or no time on it.*

*Adaptation of employees is one of the most important parts of personnel management. If the adaptation is successful, the employee joins the team and benefits the company. If not - about 50% of employees change jobs within six months of employment. For representatives of Generation Z, according to the authors, this percentage is much higher.*

*It is proved that the problem of selection and maintenance of generation Z can be solved with the help of developed recommendations based on the experience of foreign companies. Based on the analysis of the current practice of advanced foreign companies in finding and attracting the youngest generation, ways to adapt innovative technologies of modern recruitment to domestic conditions are proposed. If modern Ukrainian employers want to compete for young professionals in the context of modern globalized business, they must change their attitude to the selection and maintenance of Generation Z. There must be a change in approach to staff development and evaluation. More personalization of learning and the transition to lifelong learning, as needed in today's business world.*

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