

- Технології, що використовуються у процесі рекрутингу персоналу. Використання наступних digital-інструментів дозволить пришвидшити процес рекрутингу та підвищити його якість: розробка хмарної робочої мережі, написання та запуск власної ATS-системи, тобто системи управління кандидатами, збільшення рівня використання таргетованої реклами та ліквідація низькоефективних сайтів з пошуку роботи, автоматизація статистичного аналізу процесних показників та запуск власного HR-бота [4, с. 316].

Отже, на нашу думку, для підвищення ефективності рекрутингу персоналу доцільно досліджувати ринок праці для оцінки перспектив рекрутингу та відстежувати і аналізувати дії конкурентів із залучення перспективних кандидатів. Разом з тим варто працювати над позитивним брендом роботодавця та відстежувати і запроваджувати інноваційні технології для більш якісного та швидкого процесу рекрутингу персоналу.

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NEO-RACISM – SKILLFUL FORM OF RACIAL DISCRIMINATION (CASES OF SCANDINAVIAN COUNTRIES)

Despite the fact that the problem of racism has long been the subject of condemnation by the current stage of civilization, as well as numerous resolutions of international organizations and legislation condemning racism in almost every country in the world, racism can be observed everywhere. Racism changes forms, manifestations, and nowadays called as neo-racism.

The Scandinavian countries, which include Norway, Sweden, Finland, Iceland and Denmark, are considered to be the leading countries in terms of human well-being and security.

According to European legislation, legal acts of these countries prohibit racial discrimination, based on biological indicators. At the same time, anti-racist non-governmental organizations record manifestations of racism at all levels – political, cultural, social, in the media and social networks. Moreover, cultural racism, which thrives in the political sphere, directly affects the formation of negative perceptions in all other areas.

In Denmark, negative connotations were formed towards Muslims and they were singled out among the population as “others”. Triggs, referring to Said, writes: “This not new for Muslims, who have faced racialisation in Europe since the medieval period, however in recent decades it has become more prevalent especially in Denmark” [1]. Denmark is home to about 3.7% of Muslims relative to the total population, but these figures may be inaccurate due to the fact that Denmark does not document the religious affiliation of its citizens.

An event that had a significant impact on the racialization of Muslims by politicians who used a negative narrative to gain votes was September 11, 2001. Dominic Triggs notes: “It’s important to recognize the effect 9/11 had on cultural racism, which worsened due to Muslims being associated with terrorism and further racialized as other. Since the terrorist attack Muslims have begun to be viewed as suspects” [1]. In particular, Danish People’s Party and Progressive Party took advantage of this, which were negative about the Muslim population from the very beginning and received popular support in the elections. Coalition parties used this narrative to gain power.

According to Rytter and Pedersen, the period from 2001 to 2011 became the “decade of suspicion”, when the Danish population was “picky” towards Muslims and migrants [2].

Media have also played a major role in racializing Muslims, from the Muhammad Cartoon controversy to portraying Muslims as “others”, who cannot coexist with the Danish population, creating negative stereotypes. ENAR Shadow Report 2011–2012 proved the media's hostile attitude towards Muslims, which was defined “on negative stories, degrading political statements concerning cultural traditions and religious customs of Muslims minorities” [3].

Norwegian scholar Jon Kyllingstad notes that in Norway the term “race” is hardly used in the political and social spheres, and racial categories are not used in statistics, “...Norwegian society during the last decades seem, in general, to have ignored or dismissed any conceptualization of “race” [4]. Norway has signed the UN Convention on the Elimination of All Forms of Racial Discrimination and has made adjustments to national legislation. However, some norms, such as restrictions on the movement of Roma, have been abandoned because they do not discriminate against them as an ethnic minority, but only prohibit certain lifestyles. Jon Kyllingstad comments on the new amendments to the legislation as follows: “...term “race” (defined as a biological fact) was thus included in the Penal code in 1970. In 2008 it was, however,

taken out again, partly based on the argument that race is not a biological fact. Around the same time, “race” was also removed from other laws that address discrimination and it was never taken into the new “Act to Prohibit Discrimination” [4].

Statistics Norway conducted a survey on the opinion of the Norwegian population about immigrants. The results were twofold. On the one hand, Norwegians believe that immigrants bring cultural diversity. On the other hand “...30 % believe that immigrants, in general, misuse the social welfare system and are a source of societal insecurity and about 50% hold that immigrants should strive to become as “Norwegian” as possible” [4].

In general, there is a perception in Norway that neo-racism is a concept that prohibits freedom of expression about immigrants, migration policy, cultural and religious affiliation. Kyllingstad notes that “such an inclusive definition of racism functions as a rhetorical tool to delegitimize sound critique of cultures, religions, immigrants and immigration policy» [4].

In Finland, the phenomenon of neo-racism is manifested at the level of functioning of state institutions and educational institutions. Finnish scientist Tuomas Zacheus writes that the phenomenon of racism is not sufficiently studied in Finland. In 2017, the European Union Agency for Fundamental Rights determined that Finland had the highest level of discrimination against sub-Saharan people (45% faced discrimination). About 79% of hate crimes were related to ethnicity or ethnicity. Also, adolescents who are not indigenous Finns are twice as likely to face discrimination as ethnic Finns. Tuomas Zacheus notes that “people with an immigrant background in that school had to face daily staring, hooting, sneering, derisive laughter, name calling, exclusion and slandering of non-Finnish cultures. The school staff did not take these forms of racism seriously enough. The racism was generally denied or underrated in schools” [5].

In recent years, right-wing and radical right-wing parties have gained popularity in Sweden: first entering parliament with 5.7%; in the future gained 19%. The right-wing radical party Sweden Democrats won almost 18% in the 2018 elections due to a neo-racism campaign against Roma, Muslims and migrants. They see Muslims as a threat to Sweden's existence. However, Sweden uses an open migration policy to meet its own goals. Schierup Carl-Ulrik writes “continued open migration and asylum policy would combine allegiance to humanitarian ideals with forward-looking opportunities for filling gaps in the labour market, for boosting economic dynamism, for redressing a crisis in an undermanned welfare institutional system and for successfully combating a looming demographic crisis” [6].

With the onset of economic growth, Iceland gradually began to accept migrants from other countries. In 2018, 15.2% of Iceland's population are immigrants. As in the cases described above, Muslims became a group of people who experienced neo-racism. In 2012, the Reykjavík City Council allowed the construction of a mosque in the city, which the law allows for all religious

minorities. This decision caused widespread dissatisfaction among the population. Protests and rallies took place in which citizens expressed their negative views on Muslims because they did not want to adapt to local cultures and spread radical Islamism. ECRI Report on Iceland emphasizes that “The protest took a particularly hostile turn in November 2013 when three pig heads and bloodied pages of the Koran were found scattered across the plot of land. A poll in 2014 found that 42.4% of those surveyed opposed the construction of a mosque, while only 29.7% were in favour” [7].

These facts indicate that there are manifestations of neo-racism in the Scandinavian countries. The following conclusions can be drawn: there is no educational component on cultural and ethnic equality of citizens, there is a differentiated attitude to different ethnic groups by the media, which significantly influence the formation of public opinion, and the rhetoric of power structures has a neo-racist discourse.

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