

## **ABSTRACT**

The diploma thesis deals with the topic of current trends in the process of recruiting employees in the organization. Recruiting employees is an important process for HR professionals and for the entire organization. Recruitment is classified as a personnel activity. First the diploma thesis characterizes personnel activities, especially the process of recruiting staff and the individual steps of the activity. Then the latest trends in the process of recruiting are presented, as the trend in the development of information technology is reflected in recruitment. The current era of digitization and development of information technology brings new conveniences and tools that can be used not only in the actual recruitment, but also in the next steps of recruitment. Attention is also paid mainly to the methods, partial methods and tools that are used in this area for individual methods. Significant attention is focused on building the employer's brand and at the same time personnel marketing. Personnel marketing is an important element for building an employer's brand and is key in the process of recruiting employees. Building an employer's brand is an essential activity for creating a good image and awareness of a potential candidate. Part of the thesis is a description of a research survey, which aimed to identify the most commonly used tools in recruiting employees in the organization. Within the research survey, three research questions are answered on the basis of theoretical background and a questionnaire survey. At the end of the diploma thesis, the results of the research survey are analyzed and evaluated. The work offers a survey of current trends in recruitment and a list of methods and tools used.

## **KEYWORDS**

HR activities, recruitment, employer branding, HR marketing, social networks, mobile applications, recruitment agencies