

Отже, пріоритетними напрямками вирішення педагогічних конфліктів є організація колективу освітнього закладу на пошук позитивних наслідків конфлікту, формування культури його конструктивного сприймання, гуманного ставлення до опонентів в конфлікті, розвиток комунікативних здібностей, коректності поведінки, спільної діяльності на засадах співробітництва тощо.

Перспективи подальших наукових досліджень вбачаємо у визначенні засобів подолання та запобігання конфліктів, визначенні шляхів конструктивного розв'язання педагогічних конфліктів у освітньому закладі.

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Xu LIU

Scientific Supervisor – Professor Oksana KIKINEZHDI

THE PROBLEM OF THE COMMUNICATION PROCESS IN RECRUITMENT ACTIVITIES (THE CASE OF CHINA): THEORETICAL ANALYSIS

In today's society, the competition for talents among enterprises is becoming increasingly fierce, and the means for enterprises to recruit talents are also constantly innovating and diversification. As an important channel for enterprises to recruit talents, campus recruitment is facing new challenges after experiencing rapid development. First of all, the enterprise campus recruitment environment is becoming more and more complex, and the recruitment target is constantly changing. Secondly, the knowledge of graduates is expanding, their thinking is more active, the awareness of safeguarding their own rights is stronger, and the requirements for jobs and enterprises are becoming higher and higher. Therefore, in the campus recruitment, there is a situation that enterprises still fail to recruit satisfactory graduates after paying huge costs, and the graduates are also in the face of many choice opportunities, cannot find their favorite enterprises.

The purpose of the article is to theoretically substantiate the content and structure of the psychological contract in the recruitment activities of a university in China.

The subject of research - graduates of higher education institutions in China.

The research method of grasping psychological contract analyzes the problems existing in campus recruitment in China.

In May 2012, 350 graduates were abruptly terminated by a wind power company [1]. The most immediate victims of this incident are newly signed graduates, and their time costs and opportunity costs are incalculable. At the same time, the enterprise has also caused a negative impact on their own corporate image. In addition, according to the China Talent website released according to the 2011 Campus Recruitment New Observation Survey Report, the rising rate of graduates has become a prominent phenomenon, with more than 20 percent of graduates breaking contracts. To analyze the reasons behind these events [2].

In the modern social exchange theory, the most representative ones are Homans's behaviorist exchange theory and Braugh's social exchange theory. According to the social exchange theory, social exchange and

economic exchange are consistent, which are the pursuit of benefit maximization. But he also stressed that individuals will consider their own psychological factors, which is different from the simple social exchange idea that only considers economic interests. Braugh's theory of social exchange is divided into two levels: micro and macro levels. He believed that human social activities are not all for the purpose of exchange, social exchange is due to the attraction between exchange subjects, and economic interests are only a factor of attraction, social exchange needs to be considered Social culture, social ethics and other factors.

Lack of effective communication between enterprises and graduates in campus recruitment. In the limited recruitment time, both the enterprise and the graduates have limited information, and each other is more implicit. Corporate recruiters can perceive the talent of graduates, and graduates can perceive the image of the company through recruiters, recruitment process, and details related to recruitment. Even if the parties are dissatisfied, it will not come forward directly for various reasons, but is hidden in the heart as a follow-up judgment basis.

The status of enterprises and graduates in campus recruitment is constantly changing. Although campus recruitment is a two-way choice between enterprises and graduates, they are in different positions in different stages of campus recruitment. Companies spend more time in the active position, but after the two sides sign the initial employment agreement, graduates are in the active position. If the graduates choose to break the contract, then the enterprise will seize the initiative again.

In such a complicated dilemma, how to make enterprises and graduates express more clear, more smooth communication, more equal status is the urgent solution to enterprise campus recruitment. The standard contract limits the "body" of graduates, while the psychological contract consolidates the "heart" of graduates. Only "body and mind combination", the enterprise and graduation in order to achieve a win-win situation in the campus recruitment. Psychological contract covers a wide range of areas. Different groups, different cultural backgrounds and different stages of development have specific contents and characteristics. In order to give full play to the role of psychological contract in theoretical research and practical application, it is necessary to integrate psychological contract research into specific groups. This study explores the psychological contract of graduates as a specific group, which will be the psychological contract of a specific group.

Levinson (1962) believes that psychological contract is a special contractual relationship between the organization and employees, and this contractual relationship is understood as a perceived expectation. He thinks that some of these expectations are consciously clear and some are more vague [3]. Freese (1995) believes that the formation process of employee's psychological contract is a dynamic balance process, whose balance state is a reciprocal transaction relationship between employees' expectations of the organization and their own efforts, and this «reciprocal transaction» is the subjective understanding of employees. At the same time he pointed out that such as if the dynamic balance is broken, there may be two results, one is that employees actively adjust back to one. A new state of balance, one is the breakdown of the psychological contract, ending the employees' expectations of the organization and their own efforts. Scholars generally believe that the employee psychological contract is susceptible to various factors in the process of formation, which may come from the organization, itself, environment, culture and other aspects [4]. McDonald, Makin (2000) believes that the psychological contract is particularly dynamic point, the individual psychological contract will be gradually enriched, perfected and adjusted with the increase of time [5].

Domestic scholar's research on the concept of psychological contract mostly focuses on the understanding of the definition of foreign scholars, and many scholars have put forward the concept of psychological contract according to the actual situation in China. Chen Jiazhou (2003) will be psychological contract is defined as the subjective and implicit agreement between organization and individual to pay and return to each other [6]. Cao Weili (2007) holds that psychological contract is a hidden contractual relationship formed by both parties to make the other party perceive and admit through the way of psychological implication [7]. He Minrui and Li Yongjian (2011) believe that the psychological contract is a balance between personal commitment and organizational incentive [8]. By drawing on the structural model of foreign psychological contract, domestic scholars analyzed the structure of the psychological contract of Chinese employees, and verified the two-dimensional structure of transaction and relationship to different degrees.

To sum up, there is no clear and unified cognition of the concept of psychological contract at home and abroad, but the key words of the concept of psychological contract have similarities, such as expectation", "understanding", "belief" and so on.

At present, the research on employee psychological contract at home and abroad has a certain theoretical basis. However, the previous research mainly targeted the general employees of enterprises or specific employees of enterprises, took graduates as the research object, and discussed the content and structure dimensions of graduates' psychological contract.

Psychological contract is the expectation of graduates to fulfill their responsibilities and the commitment to their own responsibilities, and the standard contract is a written agreement provided by enterprises or an oral commitment between them. In campus recruitment, the standard contract reached by enterprises and graduates is not strong binding for graduates. Many graduates may break the contract to the enterprises after finding better units or finding various problems in the units that have signed the contract.

Therefore, enterprises can consider developing the campus recruitment plan from the perspective of graduates' psychology in the process of campus recruitment, and pay attention to the details of the recruitment process. In this way, from the perspective of graduates' psychological contract, this paper explores the content and structure dimensions of graduates' psychological contract, and provides countermeasures and suggestions for enterprise campus recruitment solutions meaning.

Conclusions. The study of psychological contract enriches the theoretical basis of human resource management. Psychological contract theory is an important theoretical basis for human resource management, and the study of psychological contract in this paper helps to make psychological contract become one of the more mature and reliable theories in human resource management theory. As a theory of human resource management, psychological contract has been widely valued and concerned by scholars at home and abroad. The prospect of further explorations will be an empirical investigation of the content and structure of the psychological contract and its effective application in the recruitment activities of organizations in China.

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