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Law To Counter Age Discrimination And Hiring By Appearances

By Mark H. Gay

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The recruitment market is expected to become more transparent, with the introduction of laws to ban advertisers from specifying the gender or age of job applicants.

Felix Kugel, vice-president & managing director of ManpowerGroup Russia & CIS said that ''hiring mistakes,'' — when a candidate is chosen mostly for their appearance and age, would become less common.

"Age discrimination overlooks the talent, skills and experience that mature workers possess, and which Russian business needs if it is to remain vital and competitive in this global economy. There are a lot of experienced older workers, women with children, disabled people with a high qualification who are ready to work part-time and full-time and share their knowledge and experience," Kugel said.

The law would help candidates overcome stereotypes about nationality as well as age, said

Yulia Kristova, head of the I.T. Staffing Department at Ventra Employment. "But unfortunately, from my point of view, any employer will still have a chance to evade this law. There is a wide range of skills that an employer can use in order to say no to a particular candidate, such as poor English, when in fact they are thinking of personal reasons."

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