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THE DYNAMICS OF PERSONAL REQUEST FOR THE LABOR MARKET OF UKRAINE: FINANCIAL AND ECONOMIC TRENDS

Abstract. The modern tendencies of labor potential development in Ukraine are considered in the context of the peculiarities of the demand for labor formation in the labor market. The analysis of the dynamics of the distribution of the employed population by types of economic activity is carried out and the structural changes in the labor force demand on the domestic labor market are also shown in order to increase the quantitative indicators. The causal link between the influences of differentiation of labor remuneration on the dynamics of labor demand in all types of economic activity is established. The author's definition of «dynamics of labor demand in the labor market of Ukraine» is suggested.

Keywords: labor market, dynamics labor force demand, labor potential, gender equality, forecasting of labor demand, differentiation of wages.

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ДИНАМІКА ПОПИТУ РОБОЧОЇ СИЛИ НА РИНКУ ПРАЦІ УКРАЇНИ: ФІНАНСОВО-ЕКОНОМІЧНІ ТЕНДЕНЦІЇ

Анотація. Розглянуто сучасні тенденції розвитку трудового потенціалу України в контексті особливостей формування попиту робочої сили на ринку праці. Здійснено аналіз динаміки розподілу зайнятого населення за видами економічної діяльності та доведено

наявність структурних змін щодо попиту робочої сили на вітчизняному ринку праці в бік збільшення кількісних показників. Установлено причинний зв'язок впливу диференціації оплати праці на динаміку попиту робочої сили в усіх видах економічної діяльності. Запропоновано авторське визначення поняття «динаміка попиту робочої сили на ринку праці України».

Ключові слова: ринок праці, динаміка попиту робочої сили, трудовий потенціал, гендерна рівність, прогнозування попиту робочої сили, диференціація оплати праці.
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ДИНАМИКА СПРОСА РАБОЧЕЙ СИЛЫ НА РЫНКЕ ТРУДА УКРАИНЫ: ФИНАНСОВО-ЭКОНОМИЧЕСКИЕ ТЕНДЕНЦИИ

Аннотация. Рассмотрены современные тенденции развития трудового потенциала Украины в контексте особенностей формирования спроса на рабочую силу на рынке труда. Осуществлен анализ динамики распределения занятого населения по видам экономической деятельности и доказано наличие структурных изменений относительно спроса рабочей силы на отечественном рынке труда в сторону увеличения количественных показателей. Установлена причинная связь влияния дифференциации оплаты труда на динамику спроса на рабочую силу во всех видах экономической деятельности. Предложено авторское определение понятия «динамика спроса рабочей силы на рынке труда Украины».

Ключевые слова: рынок труда, динамика спроса на рабочую силу, трудовой потенциал, гендерное равенство, прогнозирование спроса на рабочую силу, дифференциация оплаты труда.

Формул: 0; рис.: 0; табл.: 3; библи.: 14.

Introduction. As it is proclaimed in the Strategy of Sustainable Development called «Ukraine – 2020», approved by the Decree of the President of Ukraine dated January 12, 2015, No. 5/2015, in the current conditions, the key task is to create a positive image of Ukraine as a European, democratic, competitive state with a favorable business climate, with its unique place in the world division of labor and integrated in the global value added chains [1]. One of the important indicators of the labor market democratization is the achievement of gender equality and optimal stabilization of the balance of labor demand in all spheres of activity, which is a factor in the effective process of forming the labor potential in Ukraine. At the same time, the practice shows that the creation of the labor potential in Ukraine has been taking place for a long time and is still taking place in the face of economic crises and social contradictions in society. Among the following social contradictions there are: the unemployment, the spread of illegal employment, the decline of national intellectual and the educational potential due to a significant outflow of skilled personnel for employment in other countries, the significant dispersion of the population by the income due to the lack of progressively-justified system of incentives for remuneration depending on the risks of professional activity and the complexity of the work performed, despite the recent

increase in the minimum wage, etc. This situation directly affects the economic dynamics of labor demand in all spheres of activity and deepens the destabilization processes of social development. In this regard, the study of the impact of financial and economic factors on the formation of labor demand in the Ukrainian labor market is conceptually significant and meets the needs and the demands of the present.

Analysis of research and problem statement. The socio-economic parameters of the productive use of the labor resources of the state in the labor market in the context of the formation of a new European-oriented institutional model of reform transformations were the subject of the study of many leading domestic scientists. In particular, the multidimensional problems of social and financial and economic processes in the labor market were raised by such domestic scientists as S. M. Alupko, V. M. Andriyiv, A. G. Babenko, L. K. Bezchasny, S. Y. Vavzhenchuk, V. V. Volynets, N. D. Hetmantseva, O. A. Grishnova, G. T. Zavinovska, S. I. Zapara, P. I. Korenyuk, E. M. Libanova, O. I. Protsevsky, T. A. Fedotova, L. A. Yankovska and others. However, the newest transformational processes, taking place in the social, financial and economic spheres of the labor market, necessitate the constant intensification of the attention of the scientific community to the peculiarities of the economic situation of the labor potential of Ukraine as the main driving force of the social development towards the implementation of European standards of living.

The purpose of the study is to analyze the financial and economic features of the functioning of the Ukrainian labor market as part of the evolution of the labor demand dynamics in the current socio-economic conditions.

When writing a scientific article, dialectical, formal-logical, system-structural, statistical methods of scientific knowledge were used.

Results of the research. In the economic doctrine the labor demand is divided into the two: the cumulative and the individual. The cumulative demand is considered as the demand that was developed in all branches of the economy. The specifics of the individual labor demand, that is, the need for employees of a particular employer depends on a set of factors, which should primarily include the following: the quality of the workforce (the level of education, productivity and professionalism of the employee); the demand for the products of the employer (increasing the demand for products entails the need for hiring the additional labor); the specificity of production (the size and profitability of capital, the organization of production and labor, the features of technological and economic process); the marginal labor costs (the more employers can allocate to the salary, the more employees it can hire); the level of salary (the higher the average salary is, the fewer employees an employer can hire within the boundary fund salary) [2, p. 60].

The study of the evolution of the financial and economic trends in the development of the Ukrainian labor market allows us to observe the dynamics of the distribution of the employed population by types of economic activity at the beginning of the formation of the labor potential of the independent Ukraine. As it is mentioned in the Main directions of the labor potential development in Ukraine for the period up to 2010, approved by the Decree of the President of Ukraine dated August 3, 1999, No. 958/99, the number of the employed population in 1990–2001 has decreased by 5.4 million people, or by 21,4 percent, comparing to the previous decade. The increase in employment, which began only in 2002, was slow, the supply of labor remained virtually fixed. At the same time, almost one-third of the total employment was self-employed, in particular, 4.7 million people carried out unregulated activities. In addition, the distribution of the employed population by types of economic activity did not correspond to the innovative model of the economic development. As a part of the employed population, professionals and specialists were only 24 percent, while the low-skilled workers were 24.7 percent. The tendency to the shortage of well-qualified workers has increased [3]. There was a problem of inconsistency of existing labor potential with modern requirements of economic and social development of the country, which necessitated the state to take systematic measures to maintain, restore and develop the labor potential in the conditions of the financial crisis and at the stage of stabilization of the economy. In this regard, the Decree of the Cabinet of Ministers of Ukraine dated July 22, 2009 No. 851-p approved the Concept of the National Target Social Program for the Conservation and

Development of the Ukraine's Labor Potential for the period up to 2017, according to which the main reasons for the emergence of problems related to the maintenance, the restoration and the development of labor potential, which is particularly acute in the period of the financial crisis, are the following: the demographic crisis, in particular the high level of premature mortality and critically low birth rate; mismatch of the labor quality to the needs of the modern labor market; understated the labor force price, which has formed a low income level of the population; the disproportions in wages, which resulted in the excessive differentiation of incomes of the working population and reduced the motivation to the high-yielding labor; the labor migration of the qualified labor abroad; the violation of the labor rights of workers, the shortcomings in the system of the labor protection; the presence of the unregulated employment; the insufficient development of social dialogue [4]. It should be noted that the situation on the infrastructure of the Ukrainian labor market was seriously affected by the military actions in the East of Ukraine according to the aggression of the Russian Federation. Under these conditions, the problem of implementing the legally established guarantees for the implementation of the right to work of internally displaced persons has become particularly important. As it is emphasized in the Integrated State Program for Support, Social Adaptation and Reintegration of Ukrainian Citizens who moved from the temporarily occupied territory of Ukraine and areas of anti-terrorist operation to other regions of Ukraine for the period up to 2017, approved by the Decree of the Cabinet of Ministers of Ukraine dated December 16, 2015, No. 1094, the analysis of the situation with the resettled citizens indicates, first of all, the imperfection of the mechanism of providing the migrant workers with jobs, the limited information on their employment possibilities [5]. According to the study called «The assessment of the labor demand for occupations needed in the labor market» prepared due to the project «Economic and Social Rehabilitation of Donbass», which is being implemented by the United Nations Development Program in Ukraine for financial support of the Government of Japan, in recent years among the specialties, for whom the State Employment Service of Ukraine had the most unoccupied vacancies, most often there are the sellers of food and non-food products, the drivers of motor vehicles, the auxiliary workers, the guards, the cashiers, the cleaners, the cooks, the nurses, the seamstresses, the qualified workers of various specializations, the accountants and also the specialists of the public service. In the list of the most critical from the position of the unemployed on one vacancy in terms of professions most often there are the following: the salesmen, the accountants, the security guards, the managers; also in some areas there is a large load on such vacancies as the cleaners, the auxiliary workers, the cashiers, the cooks and some others. On the contrary, the least burden on the relatively popular specialty is observed for medical personnel (medical sister, general practitioner, pharmacist), skilled workers (tower, electrician, electric gas welder, railroad monitor, preparator of solutions and mixtures, station worker) or drivers / machinists of specific types of transport (tram driver / trolleybus, drivers of the road construction machinery) [6]. According to the State Employment Service of Ukraine, at the end of 2017, the following dynamics of labor force demand by types of economic activity was observed: in agriculture, forestry and fisheries – 2.2 ths., in the industry as a whole - 15.1 ths., in particular, in the extractive industry and the development of carriers - 0.6 ths., in the industrial enterprises - 11.6 ths., in the construction works – 2.2 ths., and in the wholesale and retail trade; repair of motor vehicles and motorcycles – 8.1 ths., in the transport, warehousing, postal and courier activities – 5.4 ths., in the temporary placement and organization of food – 1.4 ths., in the information and telecommunications – 0.4 ths., in the financial and insurance activities – 0,5 ths., in the real estate transactions – 0,6 ths., in the scientific and technical activities – 1,1 ths., in the activities in the field of administrative and support services – 2,0 ths., in the state management and defence; in the compulsory social insurance – 4,2 ths., in the education – 2,7 ths., in the health care and social assistance – 3,4 ths., in the art, sports and entertainment and recreation – 0,5 ths., in the providing of other types of services – 0.5 ths.[7]. The given data allows us to state that the leading positions in the number of vacancies in the labor market of Ukraine are held by the following types of economic activity: the processing industry; the wholesale and retail trade; the repair of motor vehicles and motorcycles; the transport, the warehousing, the postal and courier activities; the compulsory social

insurance. Accordingly, the information and communication spheres; the financial and insurance activities; the art, the sports and the entertainment are most in demand, resulting in a minimum number of vacancies. As practice shows, the specified state of affairs is due to the differentiation of salaries by the type of activity (see Table 1).

Table 1

Average salary by the types of economic activity in 2017

The type of activity	Average salary in 2017
Agriculture, Forestry and Fisheries	7200
Industry	9323
Construction	7447
Wholesale and retail trade; repair of motor vehicles and motorcycles	8978
Transport, warehousing, postal and courier activities	8921
Ground and pipeline transport	8102
Water transport	8767
Air transport	33322
Warehousing and auxiliary transport activities	10105
Postal and courier activities	4487
Temporary placement and organization of food	5880
Information and telecommunications	13833
Financial and insurance activities	14899
Real estate operations	6996
Professional, scientific and technical activities	12682
Education	7166
Health care and social assistance	6163
Arts, sports, entertainment and recreation	9144

The source: based on the material [7].

The outlined situation directly affects the unemployment statistics. In particular, the official statistics shows that among the registered unemployed by professional groups in 2017, the highest share was composed of senior civil servants, managers – 50.3 thousand, the least – technical employees – 18.9 thousand [8] (see Table 2).

Table 2

The amount of the registered unemployed by professional groups in December 2016/2017

The type of economic activity	The amount of people in December 2017 (ths.)	The amount of people in December 2016 (%)
Legislators, senior civil servants, managers (managers)	50,3	78,0
Professionals	29,5	89,0
Specialists	32,4	88,5
Technical staff	18,9	92,7
Workers in the field of trade and services	52,5	95,7
Qualified workers of agriculture and forestry, fish farming and fish farming	20,3	93,7
Qualified workers with a tool	31,5	87,6
Workers on maintenance, operation and control over the work of technological equipment, assembly of equipment and machinery	67,4	95,7
The simplest professions	51,6	96,9

The source: based on the material [8].

As we can see, the labor market of Ukraine has a tendency to increase the labor demand in many types of economic activity, if we compare the indicators in 2016 and 2017. This indicates the significant structural changes that take place in the domestic labor market, which must be

necessarily taken into account when forecasting the labor demand. It is worth agreeing with the specialists of the National Institute for Strategic Studies that in order to improve the system of monitoring and forecasting the situation on the labor market, the State Employment Service needs to provide an analysis of the labor market, in particular, to determine the volume and vocational qualification structure of the additional employers' needs in labor resources in connection with the realization of the priority national projects, the state target programs, the state investment projects; to forecast the professional qualification indicators of labor supply taking into account the demographic processes and the existing structure of vocational education; the formation of the state register of recipients of social services for the promotion of employment [9].

Also, the analysis of the financial and economic dynamics of labor demand in all spheres of activity, the problem of gender equality with the tendencies of demand in the labor market of representatives of different professions and the influence of sex on the differentiation of wages cannot be ignored. The gender system of the society in the scientific literature is interpreted as a set of mutually related institutions and organizations, through which the social, ideological and organizational relations between woman and man are built, the society's attitude to gender issues, the real gender inequality or equality is formed, the conquests are implemented, the real affirmation of the rights, freedoms and responsibilities of women and men is guaranteed, the real opportunities for their self-realization in accordance with the achieved level of gender culture are provided, the study of the objective social, economic, political and cultural conditions that generate, determining and reproducing inequality, gender detection due to the nature of social and institutional relations [10, p. 21]. The gender system of the society of a particular state reflects the effectiveness of anti-discrimination policy, which is an inalienable feature of progressive civilizational processes in the state and society. As it is stated in the preamble of the Law of Ukraine «On the Guarantee of Equal Rights and Opportunities for Women and Men» dated 08.09.2005, No. 2866-IV (as of January 7, 2018), one of the main tasks is to achieve the parity of women and men in all spheres of society through the legal provision of equal rights and opportunities for women and men, the elimination of gender discrimination and the application of special temporary measures aimed at eliminating the imbalance between the opportunities of women and men to exercise the equal rights, provided by the Constitution and laws of Ukraine [11]. However, nowadays, in Ukraine there is a situation where there is a deepening of the negative phenomenon of gender gap in the income between women and men and the acceleration of the feminization of poverty in the state. According to the Concept of the State Social Program for ensuring the equal rights and opportunities for women and men up to 2021, approved by the Decree of the Cabinet of Ministers of Ukraine dated April 5, 2017 No. 229-p, a significant gap between the average monthly salary of women and men leads to unequal access opportunities to economic resources, as well as the differences in the qualitative characteristics of employment and social status of women and men, and as a consequence – to the increase in the level of poverty of the population [12]. According to the information provided by the State Statistics Service of Ukraine, the average monthly salary of women and men by the type of economic activity in 2017 amounted to 8271 UAH for men and 6414 UAH for women. [13] (see Table 3).

On the basis of the comparative analysis presented in Tab. 3 data, we can state that in general the size of the average monthly salary of women in 2017 was 25.1 percent lower than of men. This is in essence contrary to ILO Convention No. 100 «On the Equal Remuneration of Men and Women for Work of Equal Value,» dated 29.06.1951, according to which each Member of the Organization shall comply with the applicable methods of fixing the remuneration rates, encourage and, to the extent that it combines with the abovementioned methods, ensure the application of equal pay for men and women to equal value for all workers [14]. Taking this as a basis, the problem of gender equality in the part of motivation to work remains very relevant on the Ukrainian labor market and it needs an urgent solution. As the equality on a gender basis is one of the important indicators of deepening in European integration processes in society and the state.

Table 3

The average monthly salary of women and men by the types of economic activity in 2017

The type of economic activity	Accrued on average (UAH) for full time employee (woman)	Accrued on average (UAH) for full time employee (man)
Agriculture, Forestry and Fisheries	5438	6775
Industry	6557	8594
Construction	6050	6615
Wholesale and retail trade; repair of motor vehicles and motorcycles	6725	8669
Transport, warehousing, postal and courier activities	6956	8966
Warehousing and auxiliary transport activities	7998	9486
Temporary placement and organization of food	4785	5556
Information and telecommunications	10809	13021
Financial and insurance activities	11220	17207
Real estate operations	5753	6286
Professional, scientific and technical activities	9460	11177
Activity in the field of administrative and auxiliary services	5699	5710
Public administration and defence; compulsory social insurance	9600	10421
Education	5657	6216
Health care and social assistance	4892	5448
Arts, sports, entertainment and recreation	5438	8910
Provision of other types of services	6130	7281

The source: based on the material [12].

Conclusions. Taking into account the abovementioned, we should conclude that the dynamics of labor demand in the labor market reflects the crisis phenomena, which may be the characteristic feature of the transitional socio-economic stage of social development. The dynamics of labor demand in the labor market of Ukraine is an indicator of all processes taking place in the labor market in order to change the employers' interest in the workers of certain professional qualification groups. Accordingly, under the «dynamics of labor demand for labor in the labor market of Ukraine,» we suggest to understand the fluctuations of quantitative vocational and qualitative indicators of the needs of employers in workers in all types of economic activity.

In the difficult conditions of the transformation of financial and economic processes taking place in Ukraine in the labor market, the tendency of increasing the labor demand in many types of economic activity is a hallmark of structural changes. This indicates the need to introduce the innovative approaches to solve a strategically important task to ensure the effective prediction of the dynamics of labor demand, which will create the right conditions for a complete reproduction of the labor potential of the state. The preconditions for improving all the parameters of the formation of labor potential in the country that chose the European path of development should be to create the opportunities for the productive use of labor on the basis of gender equality, based on the appropriate economic basis of incentives for work, as well as the implementation of social guarantees of the employed and unemployed population in conditions of formation of market relations.

Література

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