

REGULATION OF THE SOCIO-ECONOMIC ACTIVITY OF EMPLOYMENT PROCESSES IN UKRAINE

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The article considers the essence and importance of factors of socio-economic activity that affect the employment processes of the region and the country. An analysis of publications on related issues reflects the study of employment processes. Understanding the systemic nature of the labor market and employment as its integral part of the market system of management is outlined – differentiated indicators of socio-economic activity that affect work in certain forms: regulated, unbalanced. The goals and strategies of the regulation mechanism of employment processes as the influence of socio-economic factors are specified. The objectives of the study are outlined. It is the regulation of employment as a process considered in two ways. The first of them is manifested in support of a regulated form of work by introducing active actions to improve the level of vocational training, skills, and abilities. As for the second direction, it adds the causes of unemployment in essence. Effective macroeconomic policies are considered, ensuring regulatory, social, stabilizing, and distributive functions of economic growth, achieving optimal proportions in the distribution of the working population in intersectoral proportions, the possibility of labor mobility, and migration. Several principles have been developed that determine the impact of socio-economic activity in the region: balance and systematics, balance and structure, indicativeness; long-term orientation, adaptability, flexibility, rationality, efficiency, democracy, and freedom of economic activity of subjects in the labor market; social manifestations of adaptation and psychological support when changing jobs; ensuring the right of every employee to fair working conditions. Recommendations are theoretical and methodological and designed to increase employment in the region and the country.

An essential component of the employment process should be given to the resource provision of the region, which should include quantitative and qualitative characteristics of the labor potential of the area. Quantitative attributes of labor resources include the working-age population, its gender, the number of employed and unemployed. Qualitative characteristics are manifested in the qualification level of education, conditions of providing the people with the necessary benefits, intersectoral structure of labor resources, moral and spiritual level of the population, creativity, needs for labor mobility, and available incentives and motives for work.

Keywords: market, employment, macroeconomic policy, labor, competitiveness, socio-economic activity.

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FORMULATION OF THE PROBLEM IN GENERAL AND ITS CONNECTION WITH ENTERPRISES BY SCIENTIFIC OR PRACTICAL TASKS

Employment is a complex socio-economic form of relations between actors in the labor market. As an economic category, employment determines the proportions of the market relationship between commodity and money circulation and forms a highly competitive position in those regions approaching the absolute (complete) form.

At the same time, employment is measured by social parameters, as it reflects the place and status of a person in society. Quite often, social conflicts in the country arise due to the low working capacity of the population due to unemployment. Therefore, it is first necessary to understand the actual content of employment, the causes of imbalances in the labor market, and mechanisms to combat the consequences.

ANALYSIS OF RESEARCH AND PUBLICATIONS

The analysis of publications on related issues is a consequence of the work of many researchers and scholars. In our opinion, among the most thorough works, Yu should be noted. Marshavin, E. Libanoa, O. Strishenets, O. Tarshin, L. Shchetinin, I. Petrov, and others [4, 5, 9, 10, 11, 12, 13, 14, 15].

All of them, at different times, studied the employment of the population, sectoral differentiation of workers, the causes and consequences of unemployment, and more. However, several issues are still of interest to the community in the context of the prism of the dominant socio-economic processes taking place in the regions and the need for proper coverage.

In particular, researcher O. Yarosh believes that the mechanisms of labor market regulation are: "a set of principles, methods, and tools to influence the formation, movement and use of labor potential of society, covering all phases of reproduction of labor aimed at improving labor market efficiency and reduction of social costs of the market mechanism in the field of employment "[15].

FORMULATION OF THE GOALS OF THE ARTICLE

Based on several studies already conducted, the authors of this scientific article aim to identify possible ways, methods, and approaches to regulating the country's economic and social activity of employment processes.

PRESENTING MAIN MATERIAL

There is a clear understanding of the systemic nature of the labor market and employment as an integral part of it. The intertwining of indicators of socio-economic activity allows for other employment in certain forms:

1) "regulated form of employment", which is based on the Keynesian model of economic regulation;
 2) "unbalanced form of employment" is the result of self-regulatory dynamics between supply and demand, according to which there is no external environment influencing these components. This can be achieved by stimulating all forms of labor mobility, including territorial, professional, etc.) [11, 12, 13, 14].

As for the mechanism of employment regulation, its regional socio-economic affiliation should be noted. At the same time, given the significant structure of the labor market, the place of employment should be pointed out as an orderly element in the system of other interrelated components. Here a special place belongs to the clarity of the purpose and strategy of their further coexistence. The regulation of employment is considered in two directions.

The first of them is manifested in support of a regulated form of employment by introducing active actions to improve the level of vocational training, skills, and abilities.

This includes informing the public about educational programs and counseling, creating a transparent environment for targeted job search, developing and implementing employment promotion programs, particularly for socially vulnerable groups, encouraging the opening of small innovative forms of entrepreneurship, etc.

As for the second direction, it adds the causes of unemployment in essence. Of course, effective macroeconomic policy is taken into account in this case, which will provide regulatory, social, stabilizing, and distributive functions of economic growth, achieving optimal proportions in the distribution of able-bodied population in intersectoral proportions labor mobility and migration [16].

Therefore, the generalized goal of regulating employment is to increase the working capacity of the labor force, ensure effective employment of the region's population, and solve the problem of unemployment. Achieving the primary goal is possible by solving several tasks:

- 1) creating conditions for the formation of ever-increasing demand for labor and its elasticity of supply;
- 2) preservation and creation of jobs in business structures;
- 3) promoting the development of entrepreneurship in innovative forms of employment;
- 4) promoting job creation for people with disabilities;
- 5) development of the system of vocational guidance for the population;
- 6) development of the system of education, retraining, and advanced training of unemployed citizens;
- 7) initiation of self-employment processes;
- 8) legislative regulation of the working day;
- 9) regulation of migration flows and combating illegal migration;
- 10) organization and conduct of public works for unemployed citizens [6, 7, 8, 9].

The purpose of regulating the employment market is to achieve a sufficient level of the working capacity of the region's population. The direct object of labor market regulation is the region and the state.

The formation and implementation of the mechanism for regulating the labor market should be guided by the principles underlying the socio-economic activity of the region and several related forms of cooperation between industries. Typical principles that determine the impact of socio-economic activity in the area include the following:

- balance and system
- balance and structure;
- indicative;
- long-term orientation;
- adaptability;
- flexibility;
- rationality;
- efficiency.

- democracy and freedom of economic activity of subjects in the labor market;
- social manifestations of adaptation and psychological support when changing jobs;
- ensuring the right of every employee to fair working conditions;
- mobbing and forced labor with elements of discrimination [5].

As a rule, there are direct and indirect methods of regulating the employment market. Natural methods are in the legislative field, and indirect is the result of the influence of economic levers. Due to the existing methodology, we offer the following order of tools:

- administrative instruments focused on public authorities and include measures of prohibition, permission, or coercion (covering the legislative regulation of labor relations and migration; licensing of enterprises and organizations; quotas for jobs);

- organizational and economic tools used by the state to create favorable socio-economic conditions for labor market participants, in which it is easier for them to conclude employment contracts, for example, organization of employment services; career guidance work; ensuring the availability of information on the state of the labor market (maintaining unified databases on vacancies in the regions, creating an information Internet portal "Work in Ukraine");

- opportunistic tools designed to create economic incentives for all labor market participants and thus manipulate their behavior to achieve full employment (payroll taxation; providing tax benefits to businesses that create and maintain jobs; government spending to finance activities in the field of employment promotion); public investments, government orders to enterprises, soft loans; grants, subventions, and subsidies to the subjects of the country) [4, 5].

The following subjects of regulation of employment processes in the region or the state should be identified: government and administration bodies, local self-government bodies, employees' representatives, and employers' representatives.

However, given the peculiarities of the current stage of development of society, characterized by the transition to a knowledge economy, where one of the main factors of economic growth is: the application of innovative approaches, expanding the regulation of employment processes, Integral components of the innovative model of employment should be: government agencies, business circles, and research institutions [11, 13].

Given the crucial role of employment in providing an innovative model for economic development in the region and the country, it would be appropriate to expand the network of actors regulating employment processes to include educational and research institutions, research and development institutions, and institutions and associations.

As a result of the implementation of means of regulating employment processes in the region, it becomes possible to obtain the following types of socio-economic efficiency, such as:

- achieving the desired level of employment in the region's economy;
- limiting the unemployment rate of certain activities;
- the creation of research and production clusters;
- increasing the number of innovation and technological jobs;
- formation of the social security system in the region [2].

Therefore, consequently, implementing these tools of socio-economic activity of labor market regulation is a practical direction that allows for reconciling the regional labor market's interests and achieving their goals.

Successful regulation of the labor process should take into account the following criteria: balance and systematic scientific validity, timeliness, flexibility, complexity, and systematicity, and should provide for the use of progressive management approaches that can provide favorable conditions for effective and balanced development of innovative techniques.

The process of improving the employment process of the labor market should take into account several factors that have a direct impact: organizational and regulatory, economic and environmental, regulatory and resource.

Organizational and regulatory factors are represented by organizations and institutions that directly ensure the functioning of employment processes. Its essential components are:

1. regional employment centers;
2. vocational and technical and advisory institutions engaged in qualified training and retraining of persons wishing to be employed;
3. popularization and research centers;
4. non-governmental centers engaged in employment. [1]

5. functioning of state executive bodies to develop and apply innovative means of employment regulation in the region.

It should be noted that these factors affect the effectiveness of the labor market in the region, as they facilitate the infrastructural functioning of employment.

Among the economic and environmental factors influencing the development and implementation of regulatory processes of employment in the region, it is proposed to take into account the economic and ecological situation in the area, with available natural resources, implementation of relevant employment programs, and regional measures to combat unemployment – proposals for the available working capacity of the region.

Regulatory and legal factors directly impact the development and implementation of means of regulating employment in the region and include regulated norms and rules of conduct that ensure the effective functioning of employment processes.

The primary documents that provide the vector of competence of the region are:

- Law of Ukraine "On Employment", VVR of 05.07.2012, No. 5067-VI;
- Law of Ukraine "On the Fundamentals of National Security of Ukraine", VVR of 19.06.2003, No. 964-IV;
- Law of Ukraine "On Professional Development of Employees", VVR of 12.02.2012, № 4312-VI;
- State programs of socio-economic development of the region [10].

Detailing these documents, it should be noted that in 2012 the law "On the Law of Ukraine" On Employment "was adopted, which is amended annually to make changes in legislation and terms of socio-economic transformations. The Law regulates certain relations in the field of employment and determines the powers of the authorized body of the region in the implementation of employment policy.

The Law defines several actions to increase the competitiveness of persons in the labor market who have not reached working age, establishes additional guarantees of employment potential, and provides social support for unemployment of specific categories of citizens (orphans, children left without parental care). The Law regulates the provision of public services and public functions in employment promotion [1, 3].

The development and adoption of this Law should be attributed to creating and improving regulatory and legal conditions for regulating employment.

An essential component of the employment process should be given to the resource provision of the region, which should include quantitative and qualitative characteristics of the labor potential of the region. Quantitative characteristics of labor resources include the working-age population, gender, number of employed, and unemployed. Qualitative factors are manifested in the qualification level of education, conditions of providing the people with the necessary benefits, intersectoral structure of labor resources, moral and spiritual level of the population, creativity, needs for labor mobility, and available incentives and motives for work.

CONCLUSIONS FROM THIS STUDY AND PROSPECTS FOR FURTHER EXPLORATION IN THIS DIRECTION

In our opinion, these methods of socio-economic activity are crucial in the development and implementation of employment market regulation processes and will help increase their efficiency.

Therefore, when analyzing the factors influencing the regulation of employment processes, the socio-economic component in a specific systemic combination should be considered. This will allow timely and effective management decisions that will contribute to the reproductive cycle of employment in the region and the country. Employment markets bring together such links as the employment service, recruitment agencies, employers, jobseekers, and trade unions.

These parts of the labor market do not operate autonomously but in cooperation with other subsystems of the region. Outlining the identified problems related to employment creates the need to apply a system of measures to improve the mechanism of regulation of employment centers in Ukraine.

In turn, socio-economic factors of activity allow applying the mechanism of employment regulation, which will realize the labor potential of the region's population, improve the employment centers, organize close cooperation between different market participants, which will equalize disparities between supply and demand.

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РЕГУЛЮВАННЯ СОЦІАЛЬНО-ЕКОНОМІЧНОЇ АКТИВНОСТІ ПРОЦЕСІВ ЗАЙНЯТОСТІ НАСЕЛЕННЯ В УКРАЇНІ

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В статті розглянути суть та значення чинників соціально-економічної активності, які чинять вплив на процеси зайнятості регіону та країни. Зроблено аналіз публікацій суміжної проблематики, які відображають дослідження процесів зайнятості. Окреслено розуміння системності ринку праці та зайнятості, як її невід'ємної складової ринкової системи господарювання. Диференційовано показники соціально-економічної активності, які чинять вплив на зайнятість за певними формами: регульованою, незбалансованою. Конкретизовано цілі та стратегії механізму регулювання процесів зайнятості по мірі впливу соціально-економічних чинників. Окреслено завдання дослідження. Саме регулювання зайнятості, як процес розглядається згідно двох напрямів. Перший з них, проявляється в підтримці регульованої форми зайнятості населення шляхом впровадження активних дій, що стосується підвищення рівня професійного навчання, кваліфікаційних навичок та вмінь. Щодо другого напрямку, то він додає причини безробіття у сутнісному прояві. До уваги береться ефективна макроекономічна політика, яка забезпечуватиме регулятивну, соціальну, стабілізуючу та розподільчу функції економічного зростання, досягнення оптимальних пропорцій у розподілі працездатного населення в міжгалузевих пропорціях, можливість трудової мобільності та міграції громадян. Розроблено низку принципів, що визначають вплив соціально-економічної активності регіону: зваженість та системність, балансовість та структурованість, індикативність; довгострокову спрямованість, адаптованість, гнучкість, раціональність, ефективність, демократичність та свободу економічної діяльності суб'єктів на ринку праці; соціальні прояви адаптації та психологічна підтримка при зміні місця роботи; забезпечення права кожного працівника на справедливі умови праці. Надано рекомендації, які носять теоретико-методологічний характер та покликані підвищити рівень зайнятості регіону та країни.

Важливу складову процесу зайнятості слід віддати ресурсному забезпеченню регіону, до якого слід віднести кількісні та якісні характеристики трудового потенціалу регіону. До кількісних характеристик трудових ресурсів можна віднести: чисельність населення у працездатному віці, ідею гендерну приналежність, кількість зайнятих та безробітних. Якісні характеристики проявляються в кваліфікаційному рівні освіти, умов забезпечення населення необхідними благами, міжгалузева структура розміщення трудових ресурсів, моральний та духовний рівень населення, творчий спроможність, умови до трудової мобільності, а також наявні стимули та мотиви до праці.

Ключові слова: ринок, зайнятість, макроекономічна політика, праця, конкурентоспроможність, соціально-економічна активність.