

FEATURES OF FORMATION AND DEVELOPMENT OF THE YOUTH SEGMENT OF THE REGIONAL LABOUR MARKET

Statement of the problem. In recent years, the Ukrainian labor market is in a state of transformation, which is accompanied by some negative consequences, in particular associated with declining productivity, deteriorating employment conditions, the distribution segment of non-standard employment and so on. Particularly acute in the labor market raises the question of youth employment, which has specific features and feels certain barriers to enter the market specified. In modern conditions of economy development there are many challenges in youth employment, namely the imbalance of supply and demand in the labor market due to the lack of informed state order for staff training; the reluctance of employers to hire young specialists; the unsatisfactory level of realization of the state youth policy. Youth unemployment is an urgent social problem and requires the development of effective measures to deal with it.

Analysis of recent researches and publications. A significant contribution to domestic economic research of the labor market and youth employment made by S. Bandur, D. Bogynya, L. Beztelesna [1], V. Vasilchenko, S. Vovkanych, O. Grishnova, M. Dolishniy, T. Zayacz', S. Zlupko, L. Ilyich [2], A. Kolot, M. Krymova [3], E. Libanova, L. Lisogor [4], G. Nazarova, V. Onikienko, V. Onishchenko, I. Petrova, V. Petyuh, N. Titova, U. Sadova, L. Semiv, O. Homra, M. Shalenko, V. Shamota, L. Shaulska [5], L. Shevchenko, N. Yakimova [6] and others. However, the problem of research of features of formation and development of the youth segment of the regional labor market remains relevant and needed revision of existing and development of new measures to tackle the issue of youth employment, which should become the basis of providing professional and qualification balance on the labor market.

The aim of the article is research of features of formation and development of the youth segment of the regional labor market, assessment of the status of youth employment in the Donetsk region, identification of problems of youth employment in terms of socio-economic imbalance and the development of measures to tackle the problem of youth employment.

The presentation of basic research materials. Today, youth employment is one of the most urgent socio-economic problems of the ukrainian society. It is young people account for almost 40% of global unemployment. According to statistics of the European Union, unemployment among young people is 2.4 times higher than among adult population groups. Experts say that the earlier a youth enters the labor market, the higher the instability of her employment, high turnover,

which leads to direct moral and material losses both for youth and for society as a whole. On the one hand, the youth has a fairly large and significant advantages compared with other age categories of the working-age population: a longer uptime, better health status, high level of education and mobility. On the other hand, young people lack relevant experience, to feel competitive in today's job market.

Youth integration into the labor market occurs mainly after graduation. In conditions of considerable excess labor supply over demand into effect the laws of market competition: the employer has the choice of labor market those who meet his exact requirements regarding qualification, work experience. Young people do not always these criteria is able to compete in the labor market for the existing vacancies. And this is the cause of complications in future employment, reduction of labor force quality and productivity of public production. As a result, unemployed youth decreases motivation for socially useful work.

Thus, the determinants of the development of the youth segment of the labor market due to certain features of the social situation and the employment behavior of young people: a qualitative and quantitative imbalance of supply and demand of labor force; high educational level; low adaptability to economic and social environment; higher requirements for employment (prestige, income), the content, nature and conditions of work; high professional and territorial mobility, due to the weakness of economic and social relations of the young man. And in this context, the study of the problems of youth unemployment, the search for ways of its decision are extremely important and relevant.

With the aim of studying the peculiarities of formation and development of the youth segment in the regional market of labor analyze the labor market of Donetsk region.

Today the situation on the labor market of Donetsk region is quite tense and is characterized by negative trends that are associated with the lack of a sufficient number of quality jobs, narrowing the scope of application of labor, the growing strain on local labor markets due to increased internal migration of the population.

According to the latest data of household survey on methodology of the International labor organization (ILO) on average for 9 months 2015 the number of employed people in the Donetsk region, in comparison with the similar period of 2014 decreased by 58.1% and amounted to 760,7 thousand persons. The employment rate of the population in the Donetsk region decreased

from 56,1% to 50.6%. The unemployed population aged 15-70 years on average for 9 months of 2015, compared with the same period of 2014, in the Donetsk region decreased by 41.9 % and totaled 119.5 thousand persons. The unemployment rate in Donetsk region of economically active population grew by 3.4%, from 10.2% to 13.6%. The Ukrainian average level of unemployment for 9 months of 2015 is 9.0% [7].

The volume of production declined on average by half compared with last year: total – almost 4 times – in the chemical industry; 3 times – in the food industry; 2.5 times – in an easy and extractive industries; almost doubled in mechanical engineering and metallurgy. Reduces the demand for workers in almost all economic activities. There is a narrowing of the scope of application of labor. The number of vacancies which the employers have informed the employment centers, as of January 1, 2016 amounted to 355 units and compared with the corresponding period last year, dropped three times (on 1 January 2015 – 1.1 thousand). There is a growing imbalance between demand and supply of labor. As of 1 January 2016 for the vacant working place claimed 60 unemployed (on 1 January 2015 – 25 people) [8].

Unemployment defined by the ILO, among young people aged 25-29 for the first 9 months of 2015 was 10.8%. Among those aged 15-24, this index was 21.8% and was twice higher than the figure among all age groups. High unemployment due to the fact that many young people lack the relevant professional skills and experience.

In conditions of radical changes in the labor market the most affected is the youth. The total number of youth up to 35 years, which was registered with the employment service of Donetsk region in 2015 was 31.5 thousand people, which is 36% less than in 2014. But it accounted for 43.8% of the total number of people who were given the status of unemployed, that is, almost every second [8].

As of 01.01.2016 the number of registered unemployed with the employment service of the region was 21.2 thousand people, of which 39,8% - young people under 35 years. More than 60% of youth registered with the employment service are women. In the professional section 46% of young people under 35 years old held jobs, 43% were office employees and 11% of places that don't require special training.

It should be noted that the educational level the greater the number of unemployed who were registered in the course of 2015, had higher education levels (50% - basic higher, incomplete higher and complete higher), 35% had vocational training, 11% overall, 4% of basic general secondary and elementary.

Ratio analysis of the professional composition of the persons to the needs of employers, indicates structural heterogeneity of the regional labour market. The biggest difference between supply and demand is noted

in the following occupational groups: 4.1 times supply exceeds demand employers of legislators, state employees, leaders, managers (managers); 3 times – technical employees; more than in 2 times – in the professionals, specialists, elementary occupations, skilled workers with tools, the workers in the sphere of trade and services [7].

For 2015 registered in Donetsk regional employment center there were almost 2 thousand graduates. Almost every second (i.e., 72% of the total number of graduates) graduates of higher educational institutions (HEI), one in four (i.e. 25%) – graduate vocational education institutions (VEI) and 3% were graduates of secondary schools (SS) [8].

Modern realities, unfortunately, prove that the education system and the needs of the labor market are two parallels, which, it seems, will cross soon. The government spends considerable funds for training in high school for so-called "prestigious" professions (lawyer, economist, accountant, manager, etc) and at the same time, considerable costs are used to pay allowances to graduates already unemployed.

Since 2012, Donetsk regional employment center embedded sociological surveys of young people (using questionnaires and short-term monitoring) with the purpose of building feedback with young people of the region regarding their needs. Main areas of research relate to: the needs of young people related to the field of professional self-determination; identify the level of professional self-determination of students; self-assessment of youth situation in the labor market; life position of youth and the level of readiness to change; level of development of the technical skills of job search and self-presentation to the employer.

In Donetsk region the survey was carried out 10096 people aged 15 to 35 years. Analysis of survey results enables to draw the following conclusions: (2014-2015) [8]:

1. Peculiarities of self-assessment by young people of their situation in the labor market: 87% of the respondents though not satisfied with the current state of their unemployment, but continue to occupy a passive position and, in most cases, not planning any specific steps of changing the situation. Position in life – passivity and the waiting for suitable vacancies.

2. Job searching methods. About half of respondents (50%) when looking for work appealed to a narrow range of sources of information about job openings (people close, directly to the enterprises and ads on the Internet). Almost 65% of unemployed youth there is no resume.

3. The choice of a profession. This trend has been analyzed in 2012-2013. In the latter studies was collected information, which generally corresponds to the preliminary data and echoes the results of the survey "Youth of Ukraine-2015" commissioned by the Ministry of youth and sports of Ukraine Young people remain

the trend for choosing professions "white collar" than workers. When choosing your specialty, only half of youth representatives of the region focus on the specialty that fit the interests, hobbies, abilities. 30% focus on specialties that can provide a decent income.

4. The main principles in choosing a school: the high level of teaching – this was indicated by 25% of respondents, convenient location – 24%, the ability to get education for free – 21%.

Among the main motives is the desire to improve education: a personal need for a higher level of education – 53%, possibility to apply for a more prestigious job – 53%, the possibility of higher earnings – 50%.

5. The selection criteria of vacant positions youth. The most important aspect in young people have got a good pay – so says 87% of the employed respondents, only 35% said interest in the work, and 24% – the ability to achieve something.

6. Active provision of employment through opening their own business. Answering the question, would they have to become entrepreneurs, to start their own business, more than one third of the number of young people noted that they would like, but they are hindered by various circumstances (35%). The majority of respondents obstacle to their own business consider a difficult economic and political situation, the lack of initial capital and high taxes.

Sociological studies show that the main causes of youth unemployment are: insufficient information about the requirements set by employers for professional and personal qualities of the future employee; a wrong choice of profession.

Acquired a graduate profession is often such that there is no demand in the labour market. Thus, the survey of students of psychological and pedagogical specialties have shown that they intend to work in their chosen profession for 77.3% of the surveyed students of the first course; 17.3% are still undecided; and only 4.0% have no such intention. But among students of the fourth year only 50% are willing to work in your chosen profession. A higher percentage of fourth-year students (nearly half of first-year students) who are still undecided – 37.9%; and 12.1% of respondents do not intend to work in their chosen profession.

The survey of employers showed that only 21.1% of them in employment provide benefits to employees aged 18 to 25 years. A significant proportion of employers (62,7%) prefer to have employees aged 26 to 30 years. At that 72,8% of employers are choosing employee with experience in the specialty. Graduates of HEI and VEI provide the advantages of only 17.4% of employers).

Another trend is the high unemployment rate is partly explained by the fact that young people prefer to work at home, the advantages of which are obvious: convenient schedule, no attachment to a particular place of work (office) – hence the lack of travel expenses,

meals. Of course, such work is not always legal, and payment usually passes tax. For example, the house employs translators, teachers, and representatives of the service sector – hairdressers, chefs, tailors, etc. Best of all – and in the office and at home – feel, of course, IT professionals. And the reason is not only in the economic problems of the state and individual enterprises, firms and companies, but also in the formation of a new business psychology in youth. Or rather – in a fundamentally new attitude towards working hours. Many who wants to combine work and education or training. But employers don't ready for that.

Thus, we can conclude that young people cannot find an appropriate job for the following reasons: overall reduction in the number of jobs has provoked the emergence of the labor market a large number of qualified professionals who make competition very difficult; even in a period of stability, employers were not enthusiastic to work for young professionals, and in times of crisis they are, if need frame, only a highly qualified and with some experience. That is, everywhere looking for experienced; on the one hand, the competence level of young specialists does not meet the requirements of employers, on the other, the needs of young people do not meet many of the proposals that exist today in the labour market.

In this context, the main stages of work to promote youth employment, improving competitiveness can be defined as follows: use active measures to promote employment; forming an active behavior on the labor market; career guidance support young people in the labor market; training in effective self-presentation; expansion of social dialogue and international partners in the area of activation behavior of young people in the labor market.

It should be admitted, that youth competitiveness include not only professional knowledge and qualification, and is formed of motivation for achieving broader skills: organization, communication, team work, decision making, self-confidence. According to a survey of employers these skills are the most wanted, and they are formed by participation in youth, volunteer, public organizations and by involving young people in training.

To enhance the employability of young people, build an effective system of career guidance Donetsk regional employment agency initiated the development of an action plan on vocational guidance in Donetsk region until 2018, approved by the head of regional state administration of February 29, 2016 № 131. Within these measures planned to strengthen following areas [9]:

1. The accelerated work with school pupils, their parents and teachers. The aim of this work - professional self-activation based on a clear understanding of their professional capacity (interests, inclinations, abilities) and the requirements of the regional labor market. Methods: informing about professions, giving advices about professions, the use (or not use) psychodiagnosis. In

practice, the Donetsk regional employment center is a long tradition - of career guidance activities such as lessons choice of professions, meetings that introduce the content of the profession, real working life lessons, days of career, vocational workshops, open days, fairs professions.

2. Career planning technology, namely the establishment of Portfolio career advancement. The current trend for students. Portfolio construction provides effective steps to career college graduates and young professionals self-employer. The goal - to convince a potential employer in its prospects.

3. Building skills of self-presentation in young people by involving them in training on job search techniques. Effective tool for unemployed youth. In this area the Donetsk regional employment center has been done and introduced new forms of work - video resume, online interview.

Video resume – a kind of resume that allows the employer to receive an initial impression of the candidate and decide on the appointment of his personal meeting. With the consent of the person video resume is stored in the so-called "bank of video" resume and demonstrated the potential employer.

The online interview is modern and convenient tool of cooperation between employers and contender for the job, which helps to save time and money, speed meeting, because the employer can quickly carry out the first stage of selection, thus speed up the hiring necessary for the company employees.

Currently, the efforts of a single employment service handle on integrated forecasting trends in the labor market and employment of the working population, especially young people, is extremely difficult. Development of social support and involvement of youth in economic activity contributes to the implementation of state employment policy in place in accordance with the Law of Ukraine "On Employment", Program activities employment Donetsk region and measures to support and develop entrepreneurship among unemployed youth.

In general, the implementation of measures to solve the problem youth employment must be integrated and implemented at different levels:

at the state level: job creation; stimulate the employers for hiring young professionals; formation of state order for training according to the needs of the economy, not on the capacity of educational institutions;

at regional level: vocational guidance of young people, taking into account regional peculiarities of the labor market; creation of information and consultancy centers and career building; deepening cooperation of educational institutions and employers in the region;

at the family level: assistance to parents on forming a child's understanding of the conscious and correct choice of profession; stimulate desire of the child to education and development.

Conclusions and suggestions. Youth – the main component of the labor market. It has the necessary capacity, implementation of which may soon significantly improve the economic and social position of society. In this context, the study of the problems of youth employment, finding ways to solve it is extremely important and relevant. It is appropriate to propose superior work with pupils of secondary schools, their parents and teachers, to intensify the process of creating a portfolio of career advancement, self-presentation skills among young people by involving them in training on search technology work in order to enhance the employability of young people and build an effective system of career guidance.

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Кабаченко Г. С. Особливості становлення та розвитку молодіжного сегменту на регіональному ринку праці

У статті досліджуються особливості становлення та розвитку молодіжного сегменту на регіональному ринку праці, здійснено оцінку стану молодіжної зайнятості у Донецькому регіоні, визначено проблеми молоді при працевлаштуванні в умовах соціально-економічного дисбалансу та запропоновано заходи щодо вирішення проблеми зайнятості молоді. В ході дослідження обґрунтовано, що в сучасних умовах розвитку економіки існує безліч проблем із забезпечення зайнятості молоді, які потребують розробки дієвих заходів щодо їх вирішення. Встановлено, що для розширення можливостей працевлаштування молоді доцільно проводити випереджальну роботу з учнівською молоддю загальноосвітніх шкіл, їх батьками та педагогами, активізувати процес створення портфоліо кар'єрного просування, забезпечити формування навичок самопрезентації у молоді шляхом залучення їх до тренінгів з техніки пошуку роботи, сприятиме підвищенню рівня зайнятості молоді, покращенню умов функціонування системи профорієнтації, підвищенню економічної активності та конкурентоспроможності молоді на ринку праці, зниженню рівня та тривалості безробіття.

Ключові слова: регіональний ринок праці, молоді, зайнятість, безробіття, конкурентоспроможність, регіональний центр зайнятості, професійна орієнтація, анкетування, планування кар'єри, навички самопрезентації.

Кабаченко А. С. Особенности становления и развития молодежного сегмента на региональном рынке труда

В статье исследуются особенности становления и развития молодежного сегмента на региональном рынке труда, осуществлена оценка состояния молодежной занятости в Донецком регионе, определены проблемы молодежи при трудоустройстве в условиях социально-экономического дисбаланса и предложены мероприятия по решению проблемы занятости молодежи. В ходе исследования обосновано, что в современных условиях развития экономики существует множество проблем по обеспечению занятости молодежи, которые требуют разработки действенных мероприятий по их решению. Установлено, что для расширения возможностей трудоустройства молодежи целесообразно проводить

опережающую работу с учащейся молодежью общеобразовательных школ, их родителями и педагогами, активизировать процесс создания портфоліо карьерного продвижения, обеспечить формирование навыков самопрезентации у молодежи путем привлечения их к тренингам по технике поиска работы, что будет способствовать повышению уровня занятости молодежи, улучшению условий функционирования системы профориентации, повышению экономической активности и конкурентоспособности молодежи на рынке труда, снижению уровня и продолжительности безработицы.

Ключевые слова: региональный рынок труда, молодежь, занятость, безработица, конкурентоспособность, региональный центр занятости, профессиональная ориентация, анкетирование, планирование карьеры, навыки самопрезентации.

Kabachenko G. Features of Formation and Development of the Youth Segment of the Regional Labour Market

The article examines the features of formation and development of the youth segment of the regional labor market, carried out assessment of youth employment in the Donetsk region, identified the problems of youth employment in the conditions of socio-economic imbalances and propose measures to address youth employment issues. The study proved that there are many challenges for youth employment in modern conditions of economic development, which requires the development of effective measures to address them. It was found that for the expansion of youth employment opportunities advisable to carry out pioneer work with young students of secondary schools, their parents and teachers, to strengthen the process of creating career development portfolio, to ensure the formation of self-presentation skills among young people by bringing them to training on techniques of job search that will enhance the level of youth employment, improving the conditions of functioning of vocational guidance systems, increased economic activity and the competitiveness of young people on the labor market, reduce the level and duration of unemployment.

Keywords: regional labor market, youth employment, unemployment, competitiveness, regional employment centers, vocational guidance, questioning, career planning, self-presentation skills.

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