

INNOVATIONS IN THE SOCIAL SECURITY POLICY OF UKRAINE

According to the UN, in the world every third employed person does not have a job at all or has accidental or seasonal earnings, so unemployment is a central social problem of modern society. Unemployment cannot be expedient either in the economic or social terms, since its growth creates a whole range of problems: the purchasing power of the population is decreasing, the budget loses taxpayers, the enterprise, the staff, and social tensions increase. In the review, the works on theoretical and practical problems of employment are discovered by S. Bandur, to V. Bazylevych, V. Vasilchenko, O. Grishnova, E. Libanova, S. Mohernyi, I. Petrova, V. Petyukh, O. Tsimbal et al. Despite the availability of a sufficient number of publications and workshops, the study of the problems of effective employment, the factors of their occurrence, the prospects for their solution at each level, as well as the identification of flexible forms of employment, remain relevant at the present stage. The urgency of the topic is due to the fact that each country seeks to reduce unemployment, but completely overcome it, unfortunately, not yet succeeded in any, even developed country. Taking into account the analysis of scientific works and own observations, recently the employment situation in Ukraine is constantly deteriorating. The existing mechanisms for regulating employment are not capable of fully affecting the situation on the labor market. In particular, due to the fact that new, non-standard forms and types of employment appear on it. Given the current situation, unemployment is rising, as people are forced to leave their homes.

The purpose of the work is to identify shortcomings in the development of the economically active population in the provision of its efficient employment. *The subject of the study* is the economic and social concepts of "economically active population", "effective employment" and "non-standard forms of employment".

During research were assigned the following tasks: 1) analyzing the regulatory framework for effective employment; 2) finding out the mechanism of formation and development of state regulation of employment of the population; 3) considering non-standard forms and types of employment in the labor market; 4) creating SWOT-analysis of the employment policy; 5) identifying and proposing solutions to identified problems and disadvantages. The paper uses statistical materials, and the analysis is based on the effectiveness of current legislation and statistical indicators of the labor market.

Determination of the effective employment concept

Today, one of the main components of research and study of the current state of the labor market and the forecasting of its future development according to the criteria for stabilization is research and raising the level of employment of the population.

This is due to the need for the use of labor resources, the formation of demand and supply of labor and a significant transformation of employment relations. The concept of "employment" has economic, social and legal content and is considered as a triad of categories: economic, social and legal [69] (Table 10).

Table 10**The content of the employment concept**

Economic content	The activity of the able-bodied population to create a social product or national income
Social content	Employment with such types of useful activities as training, service in the army, employment in the household, raising children, caring for the sick and the elderly, participating in the work of public organizations
Legal content	Labor is the natural right of a person, which is guaranteed by a state, every citizen has the right to work

Source: compiled by authors on the basis [67, 68]

Consequently, employment as a socio-economic category synthesizes a set of relations regarding the participation of people in social production and is related to ensuring the scale, conditions and forms of inclusion of people in socially useful work, with the processes of formation, distribution and use of labor resources.

Conceptually allocate full, effective and rational types of employment. Full employment means the creation of logistical, organizational, socio-economic conditions that would enable the employment of able-bodied population. The concept of full employment of the able-bodied population is considered in the context of employment of all types of resources. This means that everyone who wants to and can work must be provided with work; do not have to waste arable land, idle equipment and machinery, etc.

Effective employment ensures a balance between demand and supply of labor, and the adequacy of the number of jobs available for vocational qualifications. This employment focuses on the reduction of manual, unprincipled and hard work, the distribution of labor resources in the territorial and sectoral sections, the fields of application of labor and activities, which allows at each moment to receive the greatest increase in material and spiritual goods and provides for effective use in the labor process of each busy [70].

At the current stage of the economic development, there are significant disparities in employment, which lead to negative macroeconomic and social consequences: rising social tensions, reducing tax revenues to the budget, reducing pension guarantees, reducing the quality of labor, labor productivity, outflow of labor into the shadow sector, increased labor force migration, depreciation of professional skills, demographic problems. The solution of these issues requires special attention in the study of employment.

Problems of employment should be investigated from the standpoint of effective employment, which is inherent in a market economy. Effective employment is an important condition for socio-economic development of the country, for the purpose of functioning of the labor market and an indicator of economic transformation. Effective employment provides a balance between the supply and demand of the labor force, the adequacy of the number of jobs available to the professional qualifications of the workforce, and also the state of the labor market, when a balance is struck between the interests of the labor force, employers and the state in which the national economy achieves maximum results

of socio-economic development with the least specific expenses of resources with the provision of a uniform and proportional territorial, inter-sectoral and vocational qualification division of labor [71]. Views on the concept of effective employment of the population differ markedly. Some scholars interpret it as meeting the needs of society at a minimal cost to labor resources. In their view, for more effective use of economically active population, various forms of employer activity, especially in private entrepreneurship are needed. Others believe that effective employment reflects the productive use of labor resources. However, at the same time, it is thought that a characteristic that more accurately takes into account the degree of labor use is rational employment. The same researchers believe that effective employment is a component of rational employment and inseparable from it. In the sense of the third, full employment is the socio-economic implementation of labor, and effective employment involves the selection of options for organizing the processes of reproduction of the labor force, which is chosen from a set of criteria of economic and social performance [73].

We agree with the opinion of the authors who believe that effective employment is a balance between demand and supply of labor, and the adequacy of the available workforce for vocational qualifications. It is aimed at reducing manual, unprincipled and hard work, the distribution of labor resources in the territorial and sectoral sections, in the areas of application of labor and activities, which allows at each moment to receive the greatest increase in material and spiritual goods and provides for the effective use in the labor process of each employed. When it comes to effective employment, the movement of labor is associated with the movement of material, financial and other resources, with the efficiency of social production in general. Effective employment involves the selection of possible options for the organization of the labor force of the most optimal, selected according to a set of criteria of economic and social efficiency [73]. Based on the real conditions of our society development, we consider it necessary to focus attention on the fact that the formation of the labor market in Ukraine takes place in conditions of steady growth of labor supply while reducing demand for it. Ensuring full and, moreover, rational employment will become possible only after several years of normal functioning of the market mechanism. In today's conditions, it is necessary to focus on ensuring an efficient employment of the population, which is seen as the final result of the establishment of a civilized labor market. At the present time, it is impossible to ensure effective employment in the complex of all its qualities and at the same time at all levels (state, region, social groups, and individuals). This is explained by the general favorable socio-economic status of society. The transition to effective employment is not a one-stage process; it requires gradual, sufficient thoughtfulness, and the creation of a reliable, effective system of social protection for unemployed people.

Systematization of factors that influence the labor market security

In today's conditions of social development in most countries of the world, it is important to achieve a high degree of efficiency in employment relations. Effective

employment as an economic category represents a legal, socially useful activity of production, which brings employees income that provides decent living and working conditions. This kind of employment is connected not only with a sufficient level of incomes, it also provides high indicators of population health, growth of its educational qualification level, experience, knowledge, skills and abilities, growth of labor productivity, complication of its content and character. According to the Shtunder, the economic content of effective employment is reflected both in the main macroeconomic indicators and in specific indicators at the level of the individual enterprise. The social meaning of effective employment is to substantially increase standards of living and the general welfare of the working population. Effective employment is carried out in accordance with the requirements of the intensive type of reproduction and the criteria of economic feasibility and social effectiveness, aimed at reducing manual, non-prestigious, hard work [74].

Today, the formation of the economy of an innovative type is the process of transforming the knowledge of labor force, information and innovations into a means of economic development and growth. The role of education, science and new technologies is becoming a more important factor in the socio-economic development of the country, and people are the bearers and implementers of the latest knowledge, skills and practical skills. Therefore, the formation of effective employment is extremely important and is related to the study of the role of a person as a carrier of intellectual capital. For a long time period in Ukraine the type of employment was dominated by the technological method of production, which was based on manual and mechanized labor. It is a question of the predominance of labor in industry and agriculture, with the widespread use of simple physical labor.

Developed countries of the world have passed this stage in the last century. Today we can talk about the informative type of employment, i.e. the predominance among the working people involved in the collection, processing and provision of information in the sphere of production, circulation, services [75].

Scholars believe that the common forms of employment are: employment at objects where the employee has his share of shares is co-owner enterprises; employment on leased means of production; employment in a joint venture; home work, paid social, seasonal, temporary work, but in the context of innovative development there is a change in the forms of non-standard and effective employment, i.e: pendulum employment, periodic employment, flexible employment, secondary employment, personnel leasing, outstaffing of personnel, outsourcing of staff, distance employment, freelance distant employment, mobile distance employment, self employment and freelance (Figure 1).

The concept of "non-standard employment" still has no clear definition, although it is said for a long time. Specialists, scholars and researchers use a number of terms and concepts such as "unstable employment", "atypical employment", "informal employment", "unregulated employment", "flexible employment", etc. However, as if this type of employment were not called differently by scholars, it is usually the same in the definition that they put together. This is due to the fact that most employment researchers use the "opposite" approach. In other words, non-

standard employment is considered to be all its types that are not related to standard employment [75].

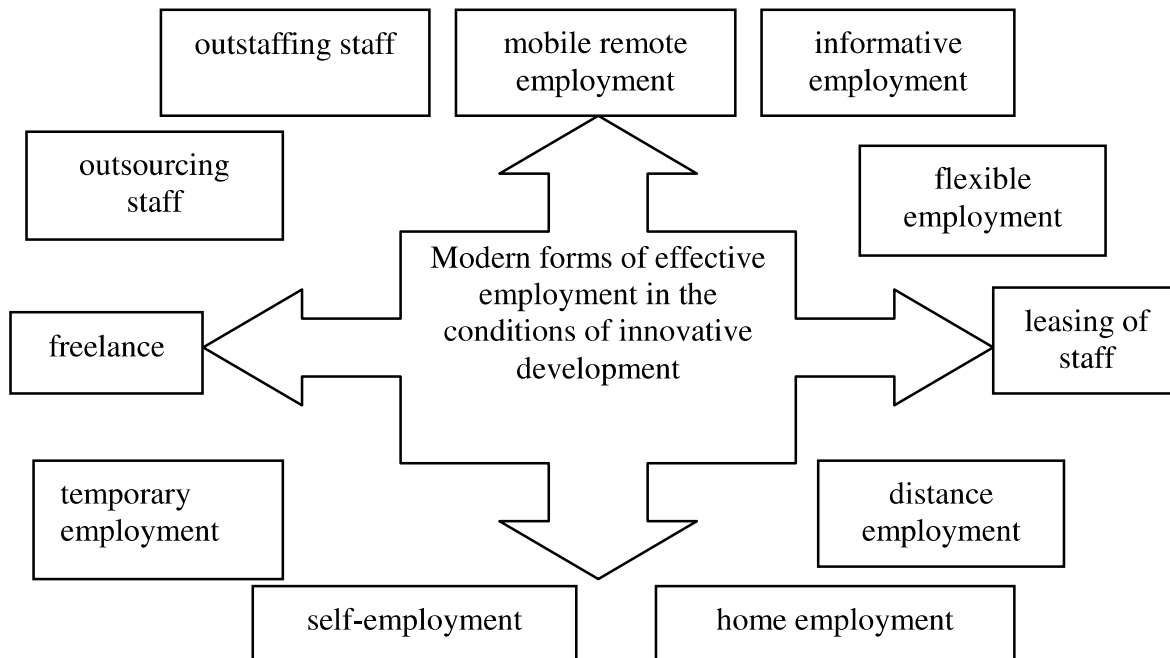


Figure 1: Modern forms of effective employment of the population in conditions of innovative development

Source: created by authors

Thus, leasing of personnel provides for "lease" of personnel on a long-term basis. The company that carries out the hire only pays for the services of the agency, the lessor, not linking himself with the employee legal relations. The specialist is legally in the state of the company-lessor. Temporary staffing as a modern form of effective employment involves recruiting for a short-term period (up to 3 months). Often, there is a need for such services when conducting marketing research or performing small projects. The recruitment agency makes a selection of a specialist and it is responsible for the employee.

In the world labor market, such a form of non-traditional employment as wage labor is widely used, which has recently been given a lot of attention in Ukraine. Loan labor represents a job performed by an employee of a certain qualification, which is provided by a specialized agency of hired labor at the disposal of the enterprise user for a certain time to perform work in favor of the latter. Using lending work can be convenient not only for the agency of the work and the user, but also for the workers themselves. Since, as a rule, an employee does not have a significant work experience, he reasonably suggests that studying in the work process and the chance to receive a permanent job compensate for the initial low salary offered to him by the employment agencies [76].

Outsourcing of personnel (production outsourcing, IT outsourcing, business process outsourcing, knowledge management outsourcing) is the purchase of a particular specialist's service that a company needs for a specific period of time.

The list of issues that can be solved in this way is quite large. As a rule, this relates to tasks that are not related to the profile of the customer company. Outsourcing enables the customer company to reduce costs and significantly reduce the complexity and cost of operating information systems, concentrate on the company's core business processes, without being distracted by the auxiliary [74].

Outsourcing of staff assumes that an outsourcing company accepts a specialist already working in a client company in its staff. At the same time responsibility is borne by both parties, and the formal work (registration of a labor book, tax deductions) is assumed by the lessor agency [74].

The modern form of effective employment of the population is also the distance employment, which involves the dispersion of workers in several places: partly at home, partly in places that are the property of the employer. Usually such work is performed by a skilled worker who has full confidence of the employer, as well as professional executive staff. For the most part, such works are regulated by a collective agreement.

A kind of remote is home-based employment. It is mostly carried out at home and basically includes low-skilled, monotonous types of works. Payment of labor is based on the final result and is executed mainly by women.

According to the author, if the state contributes to the creation of new jobs, and also supports the development of non-standard forms of employment, this will increase the level of economic security associated with employment.

In this question it is important to determine the configurations of labor relations, which make the system of labor relations, respectively, and the employment of employees with non-standard labor. Among the reasons, according to which enterprises-users (or firms of customers) turn to the work they are doing, one can distinguish the following: 1) replacement of temporarily absent employees; 2) execution of exceptional works requiring specific skills; 3) possibility of recruiting the required number of personnel for certain qualitative characteristics in the shortest possible time; 4) need for labor at the seasonal peaks of production.

Today it's possible to hear from people often that they are engaging in freelance. Freelancers consider people who are not in the state of the company, but perform the necessary work for her once. If the work is carried out at a high level, the company may resort to one and the same freelancer not once, thus becoming a "regular customer" for him. The variety of services provided by freelancers is quite wide: from the creation of promotional cards, completing the writing of certain computer programs. Freelance salary depends only on how much time it spends on the task, because they themselves find interesting projects for themselves. The advantages of this kind of employment should include the convenience of the location of the workplace. The freelancer can literally work in room slippers. The question arises: why, under such conditions of employment, most people still prefer a more traditional type of employment? Let's consider this question from the other side. In the absence of any commitment between the freelancer and the employer, there is no guarantee of remuneration, there is a possibility that the work done in trouble will not receive remuneration, everything will be trusted. Significant

disadvantage is also the instability of incomes. A person engaged in similar activities is not socially protected. Due to the existence of this kind of activity, employers may not keep a person in the state who needs to pay monthly taxes and pay taxes. In this case, the employer pays directly for the work done. The employer does not need to create an employee's working conditions. He saves on rent for the premises and other things necessary for the worker to work. What are the risks? In connection with the lack of comprehensive control over the work of the employee, the employer is not insured from poor-quality or untimely execution of work that can cost him the image. That is, the customer depends on the performer. To understand the attitude of people to freelance, N. Solarychuk conducted research whose results cover this type of activity. One of the questions was "Do they conclude an agreement on the provision of freelance services?" The survey showed that 58% of freelancers do not enter into an official agreement on the provision of freelance services, and only 15.7% of respondents always make them. Other respondents enter into contracts under certain conditions (if the project has a high budget, the client is a legal entity and needs an agreement for reporting or if it is for the first time with the customer). That is, there is a low level of protection of freelancers against this type of risk, so it is also advisable to resolve this problem at the legislative level [77].

It is expedient to classify freelancers according to the form of employment for "pure freelancers" (for whom freelance is the main source of income and activity) and for "ad hoc" (which combine freelance with other types of activities, e.g. with training, entrepreneurial activity, employment, etc.). According to this data from the author of the study in Ukraine, 42.6% of freelancers are "clean freelancers" [80]. This choice can be explained by the convenience of freelance (flexible working hours, the ability to work at home, independently control the number of orders and, accordingly, the number of working hours), especially for women who care for children. Freelancers, who currently combine freelance with higher education institutions, according to the study, are 23.5%. But since freelance is practically not controlled by current legislation in Ukraine, a significant number of freelancers remain in organizations to have certain social guarantees and minimize the risks of losing their source of income [78].

For the calculation of the distribution of Ukrainian freelancers by age and income levels, the answers of "clean freelancers" (for which freelance is the main source of income) was taken into account. We see that freelancers under the age of 18 and over 40 are significantly less, but freelancers under the age of 18 receive higher returns because they are more competitive in the modern market and in today's information development environment. On average, freelancers from 18 to 39 years old earn an income less than 2 thousand UAH (10%), 2-5 thousand UAH (38%), 5-10 thousand UAH (26%), 10-15 thousand UAH (10.3%), more than 15 thousand UAH (7%). So, it can be noted that the majority of freelancers in Ukraine satisfies their income level.

Employment is the most important aspect of the socio-economic life of each person, which is related to the satisfaction of its needs. Thus, competent regulation of

employment relations can solve the problems of poverty (raising the standard of living and welfare) of the population, ensuring its social security and, as a result, strengthening the socio-economic security of the state [79].

Non-standard forms of employment and new models of organization of working time, as well as other transformative components of the Institute of Employment, are multifaceted, multi-vectored, complex socio-economic phenomena of the present. These phenomena naturally follow from the realities of modern economic and social development, and therefore they require further scientific study and scenario modeling in terms of their impact on the level of harmonization of interests of all subjects of social and labor relations and bringing to clear legal and regulatory boundaries [78].

According to the Law of Ukraine "On Fundamentals of National Security", economic security is defined as an integral part of Ukraine's national security and consists of 8 elements. The author considers internal economic security in terms of the safety of the labor market and creates conditions for effective employment of the population. Economic security in the labor market is the ability of the economy to ensure an effective balancing of supply and labor supply in the national and international labor markets [81].

Getman O. in her work "Innovative mechanism of ensuring security in the domestic labor market" provides a scheme for the functioning of the safety of the labor market in Ukraine. According to the author, the main threats to the safety of the labor market and obstacles to the creation of effective employment at the present stage of social development are:

- 1) Inconsistency of the created workplaces of the number of able-bodied population. This leads to an increase in unemployment and the appearance of its stagnant forms;

- 2) Lack of skilled personnel and deterioration of the state of scientific and technical potential. At present, the existing vocational qualification structure of the work force does not correspond to the level of tasks. In connection with this, there is a problem of discrepancy needs of the labor market and the results of the functioning of the education market;

- 3) Ineffective government policy to regulate wages in the face of a sharp inflationary increase in prices for all goods (including basic necessities) and services (including excessive increases in tariffs for gas, electricity, utilities);

- 4) Uncontrolled movement of staff (professional, social, regional) and enhanced migration.

Thus, at the present stage, the state should take a tough position in regulating employment in Ukraine in order to avoid and prevent a deepening of the imbalance in the labor market. The state employment policy should be preventive in relation to the introduction and implementation of measures to prevent the emergence of deep structural and cyclical unemployment against the backdrop of the economic and political crisis and the extremely difficult situation when Ukraine has to defend its integrity [82]. So, systematizing factors that influence the creation of effective employment and economic security, one can distinguish the main categories of

them: economic, humanitarian and socio-demographic. The factorial analysis provided the opportunity to prioritize the development of measures to promote effective employment in the region and highlight possible solutions to numerous problems in the regional labor market.

Justification of existing state mechanisms for regulation of effective employment

In the modern sense, the process of regulation is understood as the management, the direction of somehow the process in the necessary direction. In order to obtain the desired result, it is necessary to create and think through the necessary steps, in other words, the mechanisms.

The mechanism is a certain system of measures developed by the state, taking into account the requirements of both national and more individual requirements of the population. When constructing a mechanism for state employment regulation, all aspects related to regulated issues should be studied. It is not possible to synchronize actions at all levels. At the state level, the minimal neo-norms of functioning of the labor market, its general limits, are recognized. The state provides unification of the system of social and labor legislation and defines the scope of the rights of employers and employees, the possibility of their participation in the regular production, the limits of competence of local labor market bodies.

The mechanisms of regulation are an independent subsystem in any control system. Moreover, it is the control mechanisms that combine subjective and object subsystems into an integral system of regulation. Each link of the given scheme plays an important role in the normalization of the state mechanism of regulation of employment, since it is known that in modern economic science the necessity of complementing the mechanisms of self-regulation by the appropriate mechanisms and methods of state regulation of various socio-economic processes both at the state level and at the level of its structures is substantiated. In the structure of the mechanism of the state employment policy of the population should be distinguished legal, organizational and economic levers, which, in turn, consist of appropriate methods and tools of influence.

Legal leverage is a system of all state-legal (legal) means by which the state exercises power over social relations in the field of employment. The main instruments of legal regulation of employment are the Constitution and laws of Ukraine; orders of the President of Ukraine; resolutions and other acts of the Verkhovna Rada, resolutions and orders of the Cabinet of Ministers, normative legal acts of central bodies (ministries of labor and social policy, departments); normative acts of local state administrations and local self-government bodies, local regulations, which are developed and adopted directly at the enterprise (displaying the specifics of the conditions of production, as well as specifying and supplementing the centralized regulatory provisions).

Organizational leverage is as a set of different in nature specific organizational elements in the management mechanism, which should organize regulation, management in the interests of government, effective operation of the state-

management system. It provides for the use of administrative (establishing the procedure for investing labor contracts, introducing compulsory deductions of entrepreneurs to national employment funds, determining employment quotas) and organizational methods of influence (creation of employment services, information system serving the labor market, the state system of professional orientation youth, training and retraining of personnel, organization of public works, development of employment promotion programs). The main elements of the organizational leverage of the state employment policy are employment promotion programs, state programs and standards of training, licensing and certification of training of personnel, surveys of households and economic entities by the statistical authorities and the state employment service, statistical norms and indicators, organization of public works, definition quotas for employment, etc.

An economic leverage is the maintenance of a normal, in terms of a market economy, relationship between demand and supply of labor. Economic methods of regulation as a system of methods and means of direct and indirect influence and its focus on socio-economic development with compliance with the requirements of economic laws for the economic relations to create conditions that ensure the achievement of high economic results. Economic methods create economic conditions that stimulate the desire to achieve high results in work.

Target guidelines for the regulation of employment must be based on many principles, the main of which is the economic feasibility of reaching a certain level of employment and the choice of appropriate regulatory measures; sufficient and stable efficiency of distribution of labor resources; Target benchmarks determines the appropriate choice of principles of state regulation of employment [82].

As indicated above, any steps of state regulation are aimed at improving one or another situation. The mechanisms of state regulation of employment are not an exception. The aforementioned author notes that the effectiveness of state regulation of employment depends on the ratio of active and passive methods of influencing the level of employment [82].

Practice has proven that if active policies are carefully planned, well-organized and implemented effectively, they can help the unemployed find suitable work, increase productivity, and lead to improved labor market performance [82].

Not only passive, but active employment policies are often criticized for lack of efficiency. There are several theoretical arguments regarding the reasons for the ineffectiveness of these measures. First, if there are various employment promotion measures in the country, workers are less worried about being dismissed and unoccupied for some time. Secondly, many of those involved in a particular event could find a permanent job without participation in this event (the effect of social losses). Third, the one who was employed after participating in an active event may replace another unemployed person who would be hired if the first one did not undergo retraining, did not participate in public work, etc. (replacement effect). At the same time, the total number of employed unemployed does not change. Fourth, assuming a limited demand for labor, the increase in jobs in one firm as a result of an active measure may be due to jobs in other firms (the effect of crowding out).

Fifthly, the money spent on active measures could be aimed at creating jobs (the effect of fiscal substitution) [82].

According to the author, developing both active and passive methods of influencing the level of employment is necessary to think a few steps forward. Thinking about what consequences will result from certain reform actions. Most economists believe that state intervention in the regulation of the labor market should be minimal. This statement is most closely related, in our opinion, to the variable part of the labor market regulation mechanism, where the use of state regulators is limited. Proceeding from this, minimization of the influence of state regulation should become the defining principle of coordinating the interaction of mechanisms of state regulation and self-regulation; so that the classical regulators of a market economy in the labor market (labor price, demand, supply of labor) least disturb the self-regulation functions. On the contrary, state regulation should complement, help self-regulation in increasing employment, mobility and competitiveness of the work force, welfare and quality of life. On this basis, minimization of the impact of state regulation of the labor market involves coordinating the interaction of mechanisms of state regulation and self-regulation mechanisms as the consistent actions of the state (institutions) in removing the imbalance in the labor market, the advantages in practical work of scientifically grounded methods of labor market regulation.

One of the most important parts of the mechanism of state regulation of employment is the process of regulating youth employment. As young specialists with no experience as anybody is acutely experiencing a difficult situation on the labor market of Ukraine.

Youth affects social processes and defines the future of the state, using its mobility, flexibility and intellectual potential. Involving young people in the country's social processes is one of the promising areas for full employment. The beginning of the XXI century is marked by a sharp aggravation of social problems of youth in different countries of the world, including in Ukraine. Among young people aged 15-24, according to statistics, the highest unemployment rate is observed (over 40%). Regulatory and legal method, which controls the relations between the employee and the employer in a legal sense, is inevitably important. It can be considered basic, since any other methods and mechanisms can act only within its framework. According to the author, an important problem is the lack of influence on non-standard forms of employment. Because of this, people engaged in this kind of activity do not have full social protection, and the state lacks taxes.

O. Yermolenko believes that the effect of legal methods of regulation of the labor market is reduced in connection with the contradictions between the adopted laws, resolutions and decisions adopted by the government and the executive authorities on the ground. The level of execution of decisions and resolutions remains low. Speaking about the need to use modern methods of influencing the labor market, one can not but mention the participatory method. It is one of the methods of encouraging and regulating the behavior of employees. Author noted that the participative methods involve the introduction of modern forms and methods

of participation of waged workers in the management of production, in the adoption and implementation of organizational and managerial innovations. Conciliation-arbitration methods are based on the principles of social partnership, the mechanism of action of which can be presented from the standpoint of the interests of the employee, enterprise, state; the use of mediation, reconciliation methods is intended to prevent labor conflicts and resolve them without social shocks and destructive processes. Recently, more and more scholars have emphasized the feasibility of applying sociological methods to regulate the labor market. It is advisable to apply these methods at the micro level – at the level of individual enterprises – to determine the place of the employee in the team, to more effectively use the motivational mechanism, to resolve labor conflicts at different levels of the management hierarchy, etc. But if psychological (heuristic) psychological methods are to be added, then as a result of such a symbiosis it is possible to achieve such areas of regulation of relations in the labor market as the formation of effective motivation for the work of adolescents and young people, the development of spiritual values and psychological guidance for active labor activity. In order to apply the most effective methods and obtain the maximum result from their actions, it is necessary to monitor the shifts caused by the applied methods. This helps to make a statistical method. It is used for the analysis of the labor market both at the regional and national levels. Their use allows identifying problem points that arise in the labor market, and using other methods, eliminate or minimize the negative effects. Statistical methods are used as auxiliary to analyze the situation on the labor market – a method of statistical observation, correlation analysis, regression analysis, factor analysis, and others. A large variety of methods and mechanisms for regulating the labor market can be explained by the large number of problems that require the use of completely different methods, and often their combination, to solve. It can be argued that the creation of new and improved existing mechanisms of state regulation of employment is a rather difficult task. A significant role is played by the legislative framework concerning this issue. Therefore, it is necessary to approach it especially responsibly.

SWOT-analysis of creating an effective employment of the population

SWOT-analysis is one of the most comprehensive analysis methods. He must give a clear picture of the situation on the labor market and determine which areas need to act, using the strengths to maximize opportunities and minimize threats and weaknesses. SWOT-analysis below shows the advantages and disadvantages of creating an effective employment based on previous cluster analysis. It is advisable to build a SWOT-analysis based on two fundamentally different approaches: from the point of view of local government and from the point of view of the population.

As can be seen from the SWOT-analysis tables, the views of the state and the public on the advantages, opportunities, disadvantages and threats coincide, and in some ways nothing. The difference lies in the fact that a person seeks to find a job that meets its needs, and the state seeks to find any job in order to reduce the number of unemployed in statistics.

Table 11

**SWOT-analysis of the Dnipro Region
from the point of view of local self-government bodies**

Strong sides	Weak sides
<ul style="list-style-type: none"> - developed regulatory and legal framework of the country for regulation of employment of the population; - active policy of promoting employment of the population; - allocation of funds for social assistance in connection with unemployment; - allocation of funds for the development and application of programs for increasing the employment of Ukraine's population; - Interacts with the state authorities, namely, the Ministry of Income and Collections of Ukraine, the Pension Fund of Ukraine, the State Border Guard Service of Ukraine, the State Migration Service of Ukraine, structural subdivisions of local state administrations on issues of social protection of the population, and other executive bodies. 	<ul style="list-style-type: none"> - stimulation of employers' interest in creating new jobs; - increase of investment and innovative investments in human resources; - control of the relationship between the employer and the employee in legal terms; - implementation of structural changes in the economy of the country and, consequently, transformation of the structure of employment of the population; - promotion of entrepreneurial activity and self-employment of the population; - increasing labor mobility; - bringing vocational education in line with current and future requirements of the economy.
Opportunities	Threats
<ul style="list-style-type: none"> - disintegration of construction; - unbalanced functioning of the control system; - lack of comprehensive coverage of the main parties and stages of the process of reproduction of human capital; - spread of the phenomenon of deintellectualization, dequalification of labor, that is, the imperfect structure of employment; - Insecurity of priority sectors and territories by real sources of funding for job creation; - inflexibility and inertia of the state policy of stimulation of creation of workplaces connected with new market forms of employment; - lack of large-scale investment in the economy at high rates of working capital assets; - inhibition of the privatization of medium and large enterprises and the search for strategic investors 	<ul style="list-style-type: none"> - political instability, which does not contribute to the implementation of structural reforms in the field of employment regulation; - unfavorable investment climate in the state; - Ineffective tax and monetary policy of the state; - unfavorable conditions for the development of small and medium business; - brain drain, emigration, in which the country leaves skilled personnel; - irrational allocation of funds in the field of employment; - an appeal to the employment service of people who are themselves able to find work, which will be spent on important social funds.

Source: created by authors

Employment is one of the most important economic categories, so all categories have a significant impact and significance. Summing up all the above for effective employment, we offer:

1) Expansion of the sphere of application of labor and stimulation of employers' interest in creating workplaces with proper conditions and decent wages

2) Raising the employment rate of the rural population by: developing transport, service and social infrastructure in rural areas in order to stimulate the interest of investors;

3) Implementation of the policy of supporting the development of small and medium-sized businesses and self-employment of the population in ensuring access to credit resources for starting and doing business and providing unemployed one-time unemployment benefits to open their own business;

4) Increase of professional training and competitiveness of the economically active population during the labor activity by:

- Professional training of workers employed in the economic sectors, at the expense of employers' funds and vocational training of the unemployed;
 - Incentives for raising the level of competitiveness of the labor market by persons aged 45 or over;
 - Improvement of the methods of vocational guidance work with young people, increase motivation of interest of youth to mastery of labor professions;
- 5) Increased motivation of economically active population to legal productive employment and explanatory work on the advantages of legal labor relations for the provision of social protection of workers;
- 6) Increasing labor mobility and regulating labor migration through:
- Realization of programs of housing development;
 - Ensuring employment guarantees for citizens who are incapable of compete on the labor market on an equal footing, by stimulating employers' interest in employment in the first workplace for young people and people with disabilities.

CONCLUSIONS

Innovative forms of employment are becoming increasingly popular and need regulation from the state, as people engaged in such activities cease to be dependent on and employ the employer. In such informal relations, both neither the employer nor the unofficial employee do not have any social guarantees. Both active and passive methods of state employment regulation seek to overcome the unemployment rate, which is one of the conditions for creating effective employment.

In today's conditions of economic development, the problems of efficient employment, creation of a labor market and the prevention of mass unemployment are becoming increasingly important. The labor market is central among other markets. The labor market conditions are formed under the influence of the state of the economy, the way of management, the technical and organizational level of the enterprise, the quantitative and qualitative balance of means of production and labor. In our opinion, there is a somewhat deformed process of reformatting employment relations under the influence of the socio-political crisis in the context of a military conflict: a change in the composition and structure of the workforce, its quality, changes in demand for labor, felt imbalances, restrictions and barriers in the labor market.

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