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**KEY TENDENCIES OF THE REGULATION POLICY
ON THE LABOUR MARKET WITHIN INNOVATIVE TYPE OF
EMPLOYMENT FORMATION**

According to the type of public production with its inherent system of proportions (pre-industrial, industrial and post-industrial), three types of employment may be distinguished: extensive, intensive and integrated (innovative). Ukrainian labour market is characterized with an extensive type of reproduction that has not changed to mostly intensive yet, not to mention an integrated type of reproduction that is sometimes called post-industrial or innovative. It can be proved with the following tendencies of employment changes:

- almost stable employment of pensioners and teenagers;
- maintaining a high level of employment in the field of material production;
- significant retirement of employees in the public sector;
- increasing the share of workers among all categories of workers;
- stable high urbanization of employment;
- low salaries;
- establishment by private companies a permanent centre (from a well-known or recommended by trustees of employees) and a peripheral part (workers engaged on a temporary basis).

However, despite the fact that at the beginning an extensive type of employment gives way to a predominantly intensive, at the current period there are some innovative factors to increase labour productivity. Such factors include

technical progress, information and communication technologies, education and professional training, redistribution of employment from low productivity to highly productive sector (finance, crediting, trading, management, services), increasing of women's, national minorities' and young people's employment in those areas where their labour is the most useful .

An innovative employment is also reflected in the restructuring of work and leisure time based on innovative technologies in the production field. The result of all these tendencies analysis was the determination of an innovative type of employment, adequate to the innovative economy as the economy of the future. An innovative employment is an ability of individual, company staff potential, labour resources of the sector, the economically active population of the territory as quickly as possible to adapt to the new needs of the economy, influenced by technological innovations. As the priority in the reproductive function of the labour potential is given to a young generation and women, there is a need to determine the innovative type of youth's and women's employment and in this regard to highlight the emerging tendencies at the labour market, as well as the tactics and strategy of employment programming.

The theoretical and methodological fundamentals of an innovative type of employment are defined and developed in the works Y. Amosov, I. Bondar, V. Heits, V. Herasymchuk, I. Hnybydenko, O. Hryshnova, A. Kolota, O. Kuzmina, V. Kutsenko, E. Libanova, V. Mandibura, V. Miklovda, V. Onikiyenko, V. Onyshchenko, N. Pavlovskyy, M. Pitiulich, S. Pirozhkov, S. Trubich, L. Cherniuk, A. Chukhno, M. Shalenko, L. Shevchuk etc.

The policy of the labour market regulation was also studied by the foreign scholars such as B. Breiev, B. henkin, D. Karpukhin, R. Kolosova, I. Maslova, A. Nikiforova, V. Pavlienkov, R. Iakovliev, and also G. Becker, J. Galbraith, E. Denison, P. Drucker, L. Erhard, J. Keynes, A. Marshall, V. Rostow, P. Samuelstone, G. Hakken, R. Harrod etc.

In our opinion, an innovative type of employment is closely related to the optimization and rationalization of youth employment, with working out the mobility of this group of population at the labour market by improving the quality of education, implementation professional orientation and training. An innovative type of women is connected with the necessity to solve two tasks: increasing the competitiveness of the female labour force and its adaptation to the new economic conditions, that supposes not only the reform of women's jobs, but also the structure of education and professional training.

The purpose of the publication is to reveal the relevance and the significance of labour market regulation policy in the process of an innovative model of employment formation.

The way to an innovative type of employment goes through the evolution of the current status and the accumulation of transforming changes. Transferring to this type of employment state policy at the labour market, the degree of its realism and the regulatory impact on employment, employment promoting programs with usage of macroeconomic management mechanisms depend essentially on account of two main positions: a directivity of common strategy of employment and a nature of its adaptability to the specific conditions at this stage. Therefore the tactics and strategy of employment differs considerably¹.

Tactics is the coming measures on employment regulation, aimed at ensuring decent living of the population. While implementing the strategic programming we should remember that it is impossible to change the situation with an extensive nature of the labour usage immediately.

Studying the interaction of the modern innovation process and labour markets in the developed capitalist countries allow to reveal some tendencies which are among the interests to the Ukrainian economy. The introduction of market principles has led to the need of restructuring.

¹ И.Н. Новикова, *Инновационный тип занятости женщин в экономике // Занятость женщин сегодня и завтра: Сборник статей и тезисов докладов научно-практической конференции Прикамья.* - Пермь 2004, с. 104.

The modern type of economic development presented by the Western economy is an information one. It is characterized by a particular structure of employment where there is a prevailing labour associated with the "industry of a person", with the scientific and technical problems solving, with high levels of general and professional education of employees. And a wide approach to education is typical. It is supposed to be not only the basis for an effective application of a worker's production capacity, but also the basis for the creativity development, the ability to make decisions independently and to develop new ideas. As for Ukraine, in our opinion, it is more legitimate to speak about an industrial (extent) type of employment with some peculiarities and contradictions. One of the key contradictions lays in the difference between the fixed level of education and, respectively, the requirements people have to jobs - on the one hand, and the real requirements of the economy in the frames of certain professions and qualifications - on the other.

One more significant peculiarity is the prevailing of mass professions of the narrow profile (economists, lawyers which oversaturated the labour market)².

Manufacturing crisis has undermined the hegemony of industrial employment.

According to the German economists, a macro problem (namely, the problem of employment) can be solved due to flexibility at the micro-level, through the adaptive capacity of the enterprise in the field of industrial personnel policy. In the development and implementation of the innovative programs the priority should be given to the small business. A technical progress provides small and medium innovative, high-tech companies with a modern technique appropriate to their size, which allows the production and development at the high technical level.

² Ринок праці та освіти: пошук взаємодії / Петрова І.Л. – К.: Таксон 2007. – 200 с.

One of the perspective directions in current conditions is to encourage new and innovative forms of employment and labour market flexibility. However, in order to ensure full employment and create a flexible labour market besides the factors of labour market formation it is necessary to consider its segmentation.

Labour market segmentation is a division of jobs and workers in the stable, closed sectors, areas which restrict labour mobility with their borders.

Segmentation made by different criteria, such as geographical location (region, city etc.), demographic characteristics (age and gender, and family structure of the population), social and economic characteristics (level of education, work experience, skills, composition etc.), economic indicators (customers' allocations by ownership, their financial status), labour sellers' distribution in terms of financial security and the level of needs in means of subsistence etc.

A model of flexible employment is one of the factors of active employment policy implementation. For example, the mechanism of flexible labour relations realization in Germany is the flexible working hours and workplace, as well as the connection of labour market policies and working time. Such connection has the following aims:

- prevention of unemployment;
- quality overcoming of structural fracture;
- establishment of new employment relationship³.

According to the levels of employment regulation state and regional policies can be distinguished.

National policy is a unitary policy at general Ukrainian labour market, active in relation to the conditions of employment (work and study places), released workers and the unemployed, passive in relation to the open labour

³ Э. Фромонт, *Европейское пространство высшего образования: новые рамки развития*, Высшее образование в Европе, Том XXVIII. - 2003. - №1. . - [Электронный ресурс]. - Режим доступа: http://www.aha.ru/~moscow64//educational_book/.

market, labour movement, self-sufficient in relation to socio-labour sphere, regulated by the law on employment as a part of social legislation, that is the law of direct action, carried out under the supervision of the employment service as a part of the executive authorities corresponding to the stage of becoming of a civilized labour market with a guarantee system of unemployment benefits.

The state level of regulation assumes such forms and regulation as conservation, maintaining and creating jobs, management and regulation of the labour force release, government guarantees of employment and income support for unemployed, including professional training and retraining, adaptation measures to the new employment conditions, financial assistance to social disadvantaged unemployed.

The organization of state employment policy is based on general Ukrainian and regional programs to promote employment and job creation.

Regional peculiarities of employment and the labour market functioning are resulted from the specific of economically active population formation, the existing employment level and structure due to the economy specialization and complexity, its security of raw materials, dynamics and efficiency of production, investment activity and attractiveness of the area, the nature of enterprise support by the federal and regional authorities. Ensuring the correspondence of people desired behavior to the actual occupation of training places in the field of professional training and employment in the economic field makes a two-fold goal of human resources management and a set of jobs, employment both at the general Ukrainian and regional levels.

The Employment Service is the main subject of the employment regulation at the regional level. However, the potential of the latest in Ukraine is underutilized for several reasons. Even in the economic decline its positive impact on the labour market can be increased⁴.

⁴ Ринок праці та освіти: пошук взаємодії / Петрова І.Л., с. 125.

One of the most powerful institutional factors affecting the active and passive policy efficiency is the degree of integration of the three key functions: 1) selection of jobs and workers; 2) administration of unemployment benefits payment; 3) direction unemployed to the active programs.

It should be mentioned that the main focus of changes in the employment policy is emphasis shift from the passive income loss compensation of unemployed and individual aid through mediation in employment to expansion of the active measures intervention in the labour market. Thus, the following requirements are to be made to the policy of employment:

I. Regulatory influence of the state should not prevent implementation of the requirements of economic efficiency, which assume the labour mobility and extra workers' release.

II. The proper conditions must be created to approximate wages to the necessary expenses for labour power reproduction. It is important to do on the basis of distribution mechanisms to encourage employees to improve productivity⁵.

Within a national policy and taking into account a regional employment policy address programs should be worked out which are aimed at employment of each particular segment of the labour market. For example, concerning the programs for women's employment it's necessary to look in the future related to the innovative type of employment formation. The following directions should be adhered within the programs:

- women's reorientation to the home-based jobs related to the usage of telecommunications and computers;

- increasing the share of women employed in the field of material and immateriality services – social, domestic, financial, engineering, marketing;

⁵ Стратегія економічного та соціального розвитку України на 2004-2015 р.р. «Шляхом європейської інтеграції» / А.С.Гальчинський, В.М. Геєць та ін. – К.: ІВЦ Держкомстату України 2004.

- increasing involvement of women into management, increasing the number of women managers;
- reduction of the share of women employed in hard physical labour, especially at harmful job sites;
- formation of a new type of a labour family division, based on the minor engineering introduction into the life and the redistribution of functions in the family household⁶.

The objects of the address programs for teenagers and youth may be the following:

- teenagers at the age from 14 to 15 with incomplete secondary education. This category of young people enters the labour market for the first time with no work experience, therefore, in our opinion it's necessary to create intensive courses at the employment services to prepare young people for work in the service industry (hairdressers, shop assistants, postmen and secretaries, seamstresses, etc.) to meet the needs of the labour market, and training should be carried out on credit. Tuition fee should be paid after teenagers' employment in equal monthly parts of 15% of salary up to the final reimbursement for tuition.

In addition to the mentioned measures it's necessary to conduct out the teenagers' professional orientation at the age of 14-15 aiming to continue their education.

- youth at the age of 16 to 18 (high schools and vocational schools graduates). For this group of youth one of the appropriate solution of this situation may be a networking between enterprises and educational institutions. And enterprises willing to hire young specialists should be encouraged through their provision with tax benefits and soft loans. Later in accordance with these job offers for young specialists educational institutions specialization can be narrowed.

⁶ Якість освіти у вищих навчальних закладах покращиться. – [Електронний ресурс]. – Режим доступу: <http://mon.gov.ua>.

- youth at the age of 18 to 25. Youth unemployment in this group is decreasing naturally due to the compulsory military service of the male population. The rest of the young people need to be interested in the continuing education that will postpone maturity dates of this category of youth into the labour market.

To realize measure mentioned above it's necessary to establish offices of employment and social assistance to young people in schools, which is already practiced in some universities.

- youth at the age of 25 to 29. This category includes young people with higher education or specialized secondary education and work experience⁷.

To our mind, young people with higher education should be able to obtain a second higher education free of charge on a competitive basis, which will push the maturity dates of youth to work and provide the Ukrainian labour market with highly qualified specialists. Selection of the universities which provide second higher education free of charge should be made on a competitive basis, taking into account the extent of corresponding the specialties proposed by the university to special needs of the market.

Among general measures aimed at reducing the number of unemployed young people in all the above mentioned groups we can distinguish the following:

- support of small and medium businesses which will significantly increase the jobs amount;

- support of non-state enterprises in the manufacturing sectors in the broad sense: state insurance of risks, the allocation of soft loans for specific effective programs, providing enterprises with material resources and ensuring marketing;

- job quotas for youth (quota – determining the minimum number of persons to be employed in the enterprise), etc.

⁷ Исследование Социальные проблемы, волнующие молодежь, Доминанты. - 2009. - № 29.

The most important condition for the implementation of the new model is the financial stability of employment, resumption of economic growth, increasing of the resources for investment activity and social problems solving. A practice shows that the transfer of the labour sphere to an innovative type of employment is an extremely complicated task and at the current period is just a certain tendency.

Taking into account the interests of strategically significant and, at the same time, the most vulnerable groups the population, we do not only solve the problem of the labour resources reproduction, but also expedite the creation of a new labour mechanism, which will quickly solve complicated problems facing the economy of Ukraine more quickly.

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Główne kierunki polityki regulowania rynku pracy w kontekście formowania innowacyjnego typu zajętości

Streszczenie

Praktyka potwierdza, iż przejście sfery pracy do innowacyjnego typu produkcji – zadanie niezwykle trudne i narazie ujawniające się w postaci pewnej tendencji. Licząc się z interesami ważnych strategicznie, a równocześnie najmniej zabezpieczonych warstw społecznych, rozwiązujemy problem wznowienia resursu pracy, jak również przyśpieszamy założenie nowego mechanizmu produkcji zezwalającego na szybsze rozwiązanie złożonych problemów, powstałych przed Ukrainą.

Słowa kluczowe

Rynek pracy, wydajność pracy, progres techniczny, finansowanie kredytowania, model innowacyjny zajętości.

