

ECONOMIC SCIENCES

THE NEEDS OF THE SERVICES MARKET IN UKRAINE FOR STAFFING

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The services sector takes the important place in development of national economy and in satisfaction of various needs of the population. According to it, all set of the enterprises of a services sector can be subdivided into the enterprises of production and non-productive character. Traditionally carry to a services sector: organizations of education and health care, trade and public catering, public service establishments of the population, housing-and-municipal organizations, transport and communication, tourist enterprises and so forth. Let's note that services can have material and non-material character. Besides, services cannot be developed in advance and to store in a warehouse until consumption that gives placements of the enterprises directly in the places of residence, work or rest of consumers.

All types of business within this sphere have accurately expressed labor dominant character. According to it, in the greatest component of capacity of the enterprises of a services sector its social and labor component on which quality and efficiency of use the long-term success depends is.

The market of services in Ukraine almost did not suffer from the economic crisis which began in 2014: unlike other branches, it continued the development [1, p. 3-14].

Development of the market of services influences emergence of highly competitive spheres. For business it is possible to distinguish from key factors of successful start: uniqueness of the offer, high quality of service and the cost reflecting market realities. One of perspective categories of services sectors in Ukraine it is possible to call now:

– cleaning services (complex and partial cleaning of housing, office rooms) – 36,7% of total of orders;

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- logistic and warehouse (transportation, storage) – 21,13%;
- the house master (sanitary and electrotechnical works, small repair) – 14,98%.; construction works (specialized or complex services) – 7,36%;
- express services (pedestrian transport delivery of parcels, purchases, correspondence, gifts) – 3,79%.

The problem of efficiency of vocational training of future experts in a services sector is caused – by need of overcoming difficulties which arise between requirements of society to vocational training of future experts from a services sector and their qualification according to educational and qualification level; content of the professional focused disciplines and pedagogical technologies of implementation of this contents; orientation to new models of teaching and educational process.

Awareness of the importance of staffing as priority factor of development of services industry at all levels of management, it is carried out only at the present stage as a result of aggravation of contradictions between requirements of dynamic development of this sphere in the conditions of financial and economic crisis and tendencies of education market as a result of their discrepancy on quantitative and quality indicators. The education system, owing to many reasons, does not train the experts capable to solve new problems of development of a services sector at the modern technological level.

Let's note, professional and practical training of future expert in a services sector has a number of specific features [1, p. 3-14]:

- the purpose of practical preparation – formation at students of bases of professional skill;
- a basis of professional and practical preparation is production activity of students, the solution of teaching and educational tasks;
- content of professional and practical preparation provides formation at students of the skills characteristic of a profession in a services sector;
- process of professional and practical preparation happens on the basis of close interrelation of the theory and practice during which skills are formed on the basis of knowledge which in the course of their application is improved, go deep and extend;
- for the normal course of process of professional and practical preparation a special role, tutorials and objects of industrial practice activity of students play.

In services industry it is necessary to develop such training programs which were based on classical training and requirements of the certificate of the international professional associations for high-quality training of specialists. Besides, standardization of programs at all universities which train experts in

services industry is required, it will help to level quality of their preparation in various higher education institutions of the countries [2, p. 20-27].

As shows experience of foreign countries, in services industry, in the market of services the special expert is necessary. Abroad the main functions of the expert in services industry have accurately outlined functions.

1. The educational function directed to professional development of the worker of services industry. The expert in this case imparts new knowledge, imparts experience, informs, explains, directs, helps to find the necessary solution, advises, offers new techniques and technologies in the corresponding services sector.

2. The supporting function includes personal support of the worker of a services sector, attempt to remove or soften tension from work, search of additional sources of maintenance of vitality of the expert.

3. Control function partially has administrative character and is necessary not only at the initial stage of formation of the professional. The need for it does not disappear and now is a necessary condition of a quality assurance of service in the corresponding services sector. As a rule, the circle of administrative duties of the worker of services industry is limited by the following kinds of activity:

- selection and placement of personnel;
- scheduling;
- selection of teams
- distribution of duties in team;
- control and assessment of quality of work;
- coordination of work between teams;
- organization of external communication of team;
- settling of the conflicts between the worker of a services sector and the client;
- protection of professional interests of workers of a services sector.

In the world there are several thousands of higher education institutions of services industry and specialized faculties of the universities preparing professional workers in services industry. Only in Europe there are more than 500 educational institutions which educate in the field of professional education. In the majority of the countries this education is financed by the state, however there are many private educational institutions, for example, in Italy, France [4, p. 23].

Summing up stated, we will note that the professional and adaptive component of communicative culture of experts of services industry provides activation of their abilities and development of abilities to model communicative process in the professional sphere, to predict reactions of partners, to distinguish congruence of the verbal and nonverbal speech of the

interlocutor, to distinguish his emotional state, intentions and motives of behavior, to be guided in unusual communicative situations. All this is a basis for realization and improvement of the relations with other people who it is positive to influence process of adaptation to new conditions of professional activity of services industry.

Professional abilities of experts of services industry have complex structure and are formed in the course of training and the follow-up professional activity. High level of formation of professional abilities of experts of services industry will promote formation of the highly qualified specialist in labor market, at observance of all pedagogical conditions of formation of professional abilities.

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EMPLOYMENT AND SOCIAL SECURITY IN THE AGE OF ARTIFICIAL INTELLIGENCE

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It is well known that innovative technological changes, started in XX century, have radically changed the normal pattern of the society, giving rise to economic development. Artificial Intelligence (AI) is in the vanguard of breakthrough technologies that influence world economy in general and national economies in particular. AI is represented by specific computer programs, that are able to find optimal solutions on the basis of data entered by people, and to learn and self-develop [8, p. 1251]. The ability to learn, change and update gives AI the characteristics innate to living beings.

It is important to mention, that the AI influence on the employment is quite complicated and controversial. Many researchers think that

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