

MANAGEMENT OF NATIONAL ECONOMY DEVELOPMENT

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STRATEGIES OF ECONOMIC DEVELOPMENT AND LABOR POTENTIAL: THE MACRO LEVEL OF REGULATION

Summary

Defining priorities, guidelines, mechanisms, tools for balanced socio-economic development at the micro-, meso- and macrolevels of social organization (in particular, as part of the implementation, coordination and improvement of the effectiveness of strategies to develop the economy itself and its labor resource potential) is the key responsibility of the state. The success of the national economic development strategy (including the capitalization of its results in terms of sustainability, solidarity and progress of the macrosocial system – state and society within the country) depends on the quality of accounting, balancing, regulation of specific local, macro-regional and global requirements, factors and resource requirements (human, material, technical, technological, financial and investment, logistics) to ensure priorities and benchmarks, their motivation in the worldview of the population, parameters of education, economic culture, and professional activity. A specific problem of the present day, requiring active government intervention, is the maintenance and qualitative use of national labor potential under the conditions of the global epidemic threat and the associated socio-economic limitations of life.

Introduction

Effective reproduction and use of labor potential is a key factor and a necessary condition for the competitive functioning of national neo- and post-industrial economies in an increasingly dense globalized environment that transmits certain common socio-cultural and socio-economic standards, conditions, mechanisms, threats and problems of life and interaction of local and macro-regional communities.

Asymmetry in the processes of territorial organization of settlements and production systems, long studied by world science on a national and

transboundary scale, affects the mobility of the population in the labor market, determining its vectors, stimulating or limiting the potential and parameters of labor movement (individual and group applicants for formal and informal employment). As a result, this asymmetry is constantly in the process of adjustment, creating at the same time factors for its strengthening (in particular, based on the dynamics of the concentration of skilled and unskilled workers in the labor market and the asymmetry of their mobility), as well as conditions for productive use of these imbalances in the interests of subjects of economic competition (individual enterprises, sectors, industries and economic activities, countries and their groups) respectively within the competitive fields of micro-, meso-, macro-levels, each of which has national and international scale. At the same time, the problem of asymmetry in the spatial organization of production and the system of settlement and labor mobility carries certain risks and opportunities for both macro-regional and world economic leaders, and for labor donor countries with lower living standards and significant regional concentration of population groups that are less competitive in national and cross-border labor markets.

A specific modern problem that requires active intervention of the state is the preservation and qualitative use of national labor potential under the conditions of the global epidemic threat, related socio-economic life constraints and needs that radically adjust the general practices, expectations, results of life activities of functional and territorial communities at the micro-, meso- and macro-levels of their organization.

Among the main consequences of the forced implementation of large-scale anti-epidemic measures in the COVID-19 pandemic are the continuation of the practice of several regimes and forms of social distancing (up to lockdown); restrictions on the functioning of several types of economic activity (especially numerous and harsh with regard to businesses and institutions of the service sector, public and intercity transport, travel and recreation abroad, as well as requirements for consumer access to these services); forced downtime in the real sector and export-oriented industries of resource and semi-finished goods specialization due to the fall in demand for their products on the national and foreign markets; reduction of labor income of broad layers of workers and the self-employed (including individual entrepreneurs), associated with the above factors; narrowing of demand for labor on the labor market, especially noticeable in service units, construction, resource and raw material export-oriented activities; growth in the contingent of the unemployed, the spread of shadow employment, including through the return to Ukraine of cross-border migrant workers (both legal and illegal), which, while increasing the burden on the labor market, continue to be skeptical of much of the domestic employment offers, especially the proposed parameters of wages.

Part 1. National labor market in the context of global trends

The influence of global prerequisites for labor mobility must be mediated by the national institutional, economic, organizational-technological, sociocultural environment (including in the area of behavioral motivations). The main purpose of substantiation of priorities and measures of the state strategy for regulating the asymmetry of mobility in the labor market of Ukraine under the influence of national and globalized economic and socio-economic processes is to optimize the criteria, mechanisms and role of reproduction and use of the labor force for sustainable regional socio-economic development.

The category of labor mobility is widely covered in domestic and foreign studies, which reveal a complex system of its types, types and forms, allocated by the key criterion of economic feasibility of changing jobs, as well as taking into account a set of factors and dynamic processes of movement of labor, accompanied by a number of socio-economic changes in work and life of the employee (among them, in particular, professional training, adaptation, change of work reflected in the parameters of turnover, hierarchical movement of personnel, migration, professional development, mastering of related professions, etc.) [1–5].

Therefore, the main types of labor mobility are socio-professional and geographic, which are distinguished into subspecies of vertical (upward, downward) and horizontal mobility (intra-regional, inter-regional, inter-state). Among them it is possible to distinguish a number of types of mobility associated with movement both within economic entities, branches (industries) of the economy and subsystems (incompany, intra-industry, intra-industry mobility), and between them (incompany, inter-industry, industry, corporate mobility). Each of these types of mobility has professional, interprofessional, qualification and educational subtypes. Finally, mobility takes individual and group, voluntary and forced, organized and unorganized forms when applied to specific participants in this process, taking into account the nature of its incentives and organizational mechanisms.

In turn, according to the origin of socio-formative factors of labor mobility and its consequences for society as a whole distinguish the following: demographic mobility associated with natural population movement, determining the quantitative (including gender and age) parameters of the formally and informally employed workforce; social mobility, including forms of population movement, affecting the dynamics of the social structure; economic mobility, embodied in changes in industry, professional, territorial employment structure.

According to the established opinion of a wide range of researchers [1–7]:

– the parameters of concentration and structure of labor resources on the territory of settlement systems and regions are greatly influenced by the peculiarities of natural, social, and migratory reproduction of the population of the subjects of these administrative-territorial organizations and the country as a whole;

– although conditioned by a number of socio-economic factors, the classification of manifestations of mobility in the labor market is based on its understanding as the willingness and ability of the population to change social status, professional affiliation and place of residence. These features allow us to consider labor mobility as a form of social dynamics;

– sectoral and occupational movements occur in accordance with the law of labor change common to social production.

The most common immediate cause of mobility is considered a mismatch between the interests and requirements of the employee for a particular job and wages, and at the macroeconomic level – the mismatch between the structure of jobs and labor market needs, determined by the model of socio-economic development [1].

The rapid globalization of economic and socio-economic processes increasingly forces all participants of the labor market (economic entities; applicants for formal and informal employment on the basis of wage labor or self-employment; a number of intermediaries for employment, protection of social and labor rights and corporate interests, in particular, trade unions and employers' associations; the state, represented by the relevant institutions of sectoral management and forecasting, including the formation and implementation of state order for reproduction and improvement of staffing of the national economy) to:

– assimilate and disseminate the norms and technologies dictated by the unification of the standards of the set of life spheres tested in the process of diversification and individualization of the spectrum of socially necessary and private needs;

– implement strategies to protect their own interests, guided by the subject-oriented priorities of sustainable development (from maintaining competitiveness, ensuring livelihood, increasing incomes to preserving national security, identity, social solidarity and harmony).

The aforementioned strategies are reflected in movement in physical, economic, socio-humanitarian spheres (for example: labor migrations – pendular, permanent, inter-regional, cross-border; adaptation to change, modernization of resources and conditions of production through specialization, diversification, cooperation (including in the form of transnational corporatization) of producers and territorial economies of different scales; adjustment (expansion, change, etc.) of labor functions, skills, qualifications, professions, places of employment, implementation of preparatory and accompanying measures for the corresponding movements of individuals, functional and territorial communities). In such circumstances, the need to substantiate long-term individual, corporate, national strategies to optimize the parameters of mobility, using regulatory, legitimate administrative, fiscal, marketing and other mechanisms and levers is exacerbated.

Considering the content of globalization economic and socio-economic processes, among the main groups of global preconditions for asymmetry of mobility in the national labor market can be distinguished:

- economic (including: specialization of countries in foreign markets of goods and services; formal and informal mechanisms of their segmentation, including mechanisms of financial and credit, customs and tax, currency regulation of export and import of goods and services, capital movement, implemented in foreign and domestic economic policy; transnational corporatization of economic activity and regions (as a means of mastering resources, capturing markets and increasing the capitalization level of business structures));

- technological and innovative (including: the ratio of technological modes of the leading economies of the world and the technological mode of the economy of Ukraine; mechanisms and speed of technology diffusion; features of innovation cycles in the world economy, the economies of innovative leaders and Ukraine);

- quality of life in a number of its spheres (first of all, the unification of lifestyle standards, reproduction and use of professional and qualification potential in the relevant dimensions of change in: consumption; education and competencies; economy; finance and credit, human resources and personnel management);

- reproduction and use of the labor force in foreign countries and other regions of the world (including the demographic situation and labor market demand in countries potentially attractive for migration of the working-age population of Ukraine);

- international cohesion and cooperation in their spheres, the spread of ideologies and religions (primarily participation in international cultural and educational projects, international cooperation programs – on the development of civil society institutions, environmental protection, humanitarian, scientific and technical, military cooperation, etc.).

In the context of existing interpretations of the category of labor mobility, this phenomenon has the potential, vector and results, which depend on a number of factors, among which:

- the dynamics and nature of the development of the national economic system (including the level and structure of employment, unemployment, investment; differential conditions and levels of wages in the sectors and branches of the national economy; specialization in the international division of labor, its further priorities, quantitative parameters of countries representation in the world markets of goods and services; innovative guidelines, supported by measures to diversify the relevant infrastructure and information support; the extent of representation of transnational corporations in certain sectors and industries; approaches to the transformation of property relations and their results, in particular in terms of job security and respect for other social and labor rights);

– socio-economic conditions of labor reproduction (primarily the role of wages in providing a decent standard of living; the level and dynamics of consumer prices for vital and socially necessary goods and services; objective and subjective assessments of the quality of the living environment, in particular its environmental component, the quality of «social elevators» and social integration programs, public health reproduction systems, comprehensive, vocational and high education), including in comparison with the countries of this macro-region and the whole world, which experience a deficit of labor resources and actively attract foreign labor migrants;

– the quality of national legislation and practice regulating formal, non-standard and informal employment, providing appropriate segments of pension provision;

– peculiarities of territorial organization, the level and prospects for rehabilitation of problem (depressed and stagnant) regions and settlement systems, including through stimulation of their self-development potential by government programs (including cross-border) and the entrepreneurial efforts of the local population;

– the competitiveness of national socio-economic policies to preserve the labor potential and the productive use of the socio-economic experience of Ukrainian labor migrants in comparison with the policies of the host countries; current features and expected changes in the policies of the host countries of the macro-region and the rest of the world concerning the procedures, scope and conditions of employment of foreign labor migrants; subjective assessments of legal and illegal migrants about the quality of their living environment in Ukraine and about the prospects for social integration in the countries of desired employment.

Given the factors and characteristics of the process of labor mobility, its potential for a particular person and social groups is determined primarily by the parameters of the reproductive potential of the country, the regional characteristics of its organization and dynamics [3; 4; 6; 7].

The most striking multi-vector manifestations of asymmetry of territorial mobility in the Ukrainian labor market are as follows:

– the scale and consequences of cross-border labor migration (legal, shadow, pendular, emigration for permanent residence), which, on the one hand, increasingly deplete domestic labor potential and, on the other hand, contribute to the spread and implementation in Ukraine of modern technological and socio-cultural practices, in particular in the field of environmentally friendly production and consumption, entrepreneurial initiative;

– limiting the potential and prospects of mobility of the population of regions of traditional industrial specialization, as well as a number of problem regions (in particular, depressed and stagnant), primarily due to such factors of these processes as their financial and economic basis and the system of translation and reproduction of the amount of professional knowledge and technology.

Objective obstacles to the mitigation of asymmetries in the initial conditions of competitiveness, employment and labor activity, ensuring an appropriate level of social inclusion of vulnerable individuals, functional and territorial communities in Ukraine today are signs of deepening property stratification and formation of society, which is characterized by low wages and limitations in the provision of vertical social mobility of the population and territorial mobility of legally employed. As a result, employees and their families cannot fully meet their needs for competitive education, professional development and retraining, and career advancement.

Part 2. Social protection of employment under pandemic restrictions

For the second year in a row, the challenges facing the state and government of avoiding forced and predominantly negative trends in social and economic development during the large-scale COVID-19 anti-epidemic measures are coupled with the urgency of mitigating their multiplied effects on social protection, income, living standards and labor force reproduction (including employers, workers and the self-employed). Thus, it is important to assess the relevant achievements, problems and shortcomings of employment and labor market regulation in the context of their timeliness, comprehensiveness, consistency.

Given the degree to which the COVID-19 pandemic threatens the existence of human civilization, individual countries and their regional political-economic groups, as well as the non-standard nature of this crisis in the latest period of world development, the issues of the powerful viral threat and its consequences for the preservation of demographic and labor potential, on the one hand, and large-scale anti-epidemic measures, their contradictory impact on the socio-economic situation and the conjuncture, on the other, are widely covered in scientific literature and periodicals. In particular, in the context of the study of employment and the labor market it should be noted:

- analysis of the content, feasibility, balance of measures for: the introduction of a number of modes of social distancing (up to blocking) at enterprises of critical infrastructure, the real sector of the economy and those where remote work can be organized; restrictions on the operation of enterprises, institutions, certain types of activities in the sphere of services (trade and catering, transport, education, culture, health care, recreation, etc.), including in connection with the tightening of regulation of access to them by consumers; compensation for workers and business entities (including individual entrepreneurs and other self-employed) loss of wages and income from forced outage, part-time employment, reduction of working hours and week [8; 9];

- study of international experience in regulating the rights and obligations of employees and employers in conditions of a strong epidemic threat, as well as the prospects for its spread in Ukraine [8–11]; substantiation of approaches to improving the crisis resilience of the national economy and society in the short

and long term in the context of the spectrum of probable problems of acceptable quality of life (labor, non-labor) under the influence of threats to sanitary and epidemiological security and large-scale geoclimatic changes [10; 12; 13].

The functioning of national economies, including the Ukrainian economy, under the conditions of large-scale (macroregional, global) anti-epidemic measures caused by the COVID-19 pandemic has once again proved that the effectiveness of implementation and coordination of measures to mitigate and prevent the rapid spread of a new dangerous infectious disease, like any other major crisis (destructive natural disasters, man-made threats, global and macroregional economic crises, armed conflicts, etc.) directly depends on the balance, consistency and systematization of regulatory mechanisms and actions applied by authorities at all levels.

At the same time, pandemic situations (like other large-scale crises) in a neo- and post-industrial market economy, along with challenges and threats, create a number of opportunities for the financial and economic growth of entrepreneurs related to:

- the capitalization of information on urgent needs in equipment, consumables, works, including those financed through public procurement, and those to be accumulated in state reserves and public consumption funds; the involvement of appropriate measures to stabilize the sanitary-epidemiological situation, strengthen the material and technical base and personnel of health and labor protection within the framework of state programs;

- the production, sale, and logistics of consumer goods and services demanded by the masses at all times, even in various forms of social distance, by virtue of national and globalized socially acceptable notions of living standards (as is known from the actively circulated information about the further property stratification of the richest and poorest in the global pandemic, the richest entrepreneurs and the largest fortunes have gained most of their profits precisely through the trade and transit of such goods and services using electronic networks and other modern technologies);

- the production and export of products on which the national economy specializes and demand for which has not declined under the influence of the pandemic (hence, these are mainly products of a number of science-intensive industries of mechanical engineering, electric power, food, agro-processing, pharmaceutical industry, high-tech services, etc.); import of goods and services, critical and recommended for consumption in the context of modern concepts of decent standard and quality of life.

This approach to studying the impact of the COVID-19 pandemic on employment and the labor market in Ukraine requires not only an assessment of the validity and balance of measures to mitigate and level out the losses from the forced restrictions of legally paid employment and hiring, the decline of labor income in the face of rising costs for so-called mandatory services (housing, communications, partially transportation) and food, the narrowing demand for a number of professions and activities, but also an examination of

the effectiveness of government activities to implement corporate and individual opportunities to expand supply and production of the above-mentioned popular products.

In general, since the beginning of large-scale anti-epidemic measures in Ukraine (quarantine in a state of emergency including isolation, restrictions on social interaction and movement, etc.), a number of urgent measures have been taken, such as: regulation of the organization of the labor process in sectors and industries; mitigation of income losses of workers, self-employed, medium and large businesses; prevention of sharp fluctuations in the level of payments of the unified social tax and filling the Pension Fund due to forced idleness, temporary and total unemployment; saving human resources and increasing wages in health care; stimulating the economic activity of people who have lost their jobs, including cross-border labor migrants who have returned home because of similar quarantine restrictions in other countries. At the same time, systematic steps continued to reform labor legislation in favor of expanding economic rights and freedoms of employers, reducing their social burden.

Measures to mitigate the negative impact of quarantine measures on the employment and earnings of workers include the following:

- further standardization of the principles of organizing the work week of employees, shift work and reduced working hours, providing them with various categories of vacation (paid and unpaid);
- accelerated development of approaches to the regulation of remote work (including online) as a form of work organization, clearly regulated in national law only in April 2020 under the pressure of anti-epidemic restrictions;
- improvement of methods and practices of registration of the unemployed and payment of unemployment benefits (in particular, for partial unemployment as a result of quarantine restrictions), as well as filling the funds of mandatory social insurance and the Pension Fund by increasing the payment of a single social tax by individual entrepreneurs and the self-employed;
- increasing the minimum amount of unemployment benefits, including partial benefits;
- preservation of the right to use housing and communal services in case of problems with their payment due to lack of income;
- implementation of a number of programs to compensate enterprises for losses from forced closures and downtime, restrictions in the work regulations of enterprises through: the provision of employers who were forced to cease work during anti-epidemic measures, state compensation for the payment of wages to employees for the relevant period; compensation for income losses from funds in the amount determined by the government, in case of confirmation by business entities of certain activities (primarily in the service industries) and the reliability of compliance with the obligations to pay the unified social tax during the pre-quarantine period of a specified duration; allocation of targeted resources by the state to provide cheap bank loans to entrepreneurs who did not work during quarantine to facilitate their access to

credit at relatively lower rates; incentives for the immunized population to use the financial premium promised for two coronavirus vaccination procedures for approved list services.

Along with specific measures important for the implementation of systemic anti-epidemic measures to protect workers and the aggregate labor potential, there was active promotion of changes in labor legislation and a number of basic regulatory documents on social protection, aimed essentially at reducing the social burden on employers (especially large businesses). The resource-based and semi-finished export orientation of the national economy, the development of trade, restaurants and catering, as well as various recreational industries against the background of the destruction of a wide range of closed production cycles (in both high-tech and agro-industrial, food and light industries) have led to a significant demand for workers without long professional experience, low-skilled and unqualified labor force.

As a result, the motivation of Ukrainian employers (state, private structures, business entities of other forms of ownership) to implement and improve standards of wages, reproduction, life support and other aspects of social protection of the aggregate workforce continues to collapse; formed and legislated an active social demand of the most wealthy and influential segments of the population for mechanisms of rapid and tangible savings of direct and indirect costs of labor compensation. Such trends and actions include: the unsatisfactory elaboration and inconsistency of a set of basic state social standards and guarantees, which has lasted for decades; the exclusion of the subsistence minimum as the main indicator in the methods for calculating the minimum wage, the minimum wage, and a number of social benefits; use of official and actual living wage; spread of the practice of bifurcated labor relations (employer's functions are performed by an intermediary structure), non-standard forms of employment with minimized social and labor guarantees (including in relation to contingents of workers removed from large and medium enterprises), non-tariff and contract wage systems, supplemented by the recent innovations of the so-called «zero-hour» employment contracts, payment only for time actually worked, which is allowed at less than the minimum wage and official salary, as well as the right of employers to increase the length of the working day and week in connection with production needs without increasing wages.

Such approaches to the implementation of social policy aggravate the problems of decent wages, reproduction of qualified personnel potential, economic diversification, productive employment, significant and unreasonable property stratification of the population, a number of negative trends in the labor market (including the growing shortage of specialists in technical and narrow specialties; cross-border labor migration and emigration of these specialists and other categories of competitive able-bodied population; difficulty in finding work for able-bodied persons 40–55 years old, not to

mention the elderly, regardless of their work experience, length of service and qualifications).

A clear side effect of resource and semi-financial specialization of the poorly diversified economy of Ukraine, which has consistently lost the material and technical base of processing and high-tech industries in the past 3 decades, was the deterioration of the provision of healthcare with domestic machinery, equipment, consumables (components and consumables) necessary for anti-epidemic measures, because quickly and without significant targeted investment and organizational efforts even with sufficiently qualified staff.

Analysis of informational reviews of state support for employment and related aspects of national security in a number of countries around the world [8–11] shows a somewhat greater focus on measures to physically preserve the workforce and support economic entities, mostly at the request of employers (often with the mandatory condition of providing some evidence of under-benefits and losses). The most common measures were: transferring full-time and contract employees to remote work; developing online offerings of goods and services; and exercising rights to more or less long paid and unpaid leave for employees; partial compensation of workers and the self-employed for loss of income through employment services; realization of rights to more or less long paid and unpaid leaves of absence for workers; Compensation of partial loss of income to workers and the self-employed through employment services; participation in state programs to help employers save jobs. At the same time, the regional characteristics of meeting labor demand in national labor markets have led to entrepreneurial initiatives to expand the supply of jobs in areas critical to maintaining a decent standard of living and combating epidemic threats.

From a formal point of view, a comparison of the quality of organization, provision and implementation of anti-epidemic measures in the sphere of economy and employment of a number of developed countries and Ukraine shows sufficient consistency of these measures, which should be a guarantee of effectiveness. However, trivial reasons for numerous miscalculations and failures – lack of funding, voluntarism in decision-making, corruption in the allocation of funds for targeted programs – have led to little or even unsatisfactory results. The most striking examples are the problems of raising salaries and additional payments to employees of health care and critical infrastructure and improving their material and technical base, associated with the reallocation of these funds to construction programs (including road construction); the process of paying compensation to business entities in a number of service activities in the amount of 8,000 UAH, which was extremely small, given the losses incurred and lost income in 2020, especially with unreasonable approaches and procedures to confirm the right to receive these funds; a more than modest partial unemployment benefit during the quarantine period for persons registered with the State Employment Service (the minimum benefit was increased from 650 to 1,000–1,800 UAH, depending on the length

of service of the unemployed); uncertainty of obligations and procedures for premium compensation of a number of services to the amount of 1000 UAH for persons who have been vaccinated against coronavirus twice).

The unsatisfactory level of wages in Ukraine, the formality of much of the employment incentive programs (in particular, the program for small businesses «Affordable loans 5–7–9%» under the working title «Return and Stay», launched in February 2020) also had a negative impact on the results of state measures to create jobs in Ukraine for cross-border migrant workers, whose mass return occurred in the first months of macroregional and global anti-epidemic measures. With the easing of quarantine bans on movement and certain economic activities in recipient countries, the bulk of these workers once again went abroad in search of work, and the scale of cross-border labor migration began to grow rapidly. This trend was greatly aided by the renewed active promotion by foreign government agencies and international recruitment agencies of job offers in the service, agricultural, agro-industrial, construction, public transportation, and health care sectors.

In general, the economic recession scenario at the beginning of 2020 was not considered by the government, and the policy of filling the state budget continues to be wanting, so social benefits provided in an emergency situation have already acquired and will continue to place a significant burden on the state budget and non-budgetary social protection funds. In particular, the Fund of Compulsory State Social Insurance of Ukraine in case of unemployment lost part of the expected income from the beginning of 2020 due to the exemption of entrepreneurs from payment of the unified social tax for the period of strict quarantine (as practice has shown, at least for 2 months) and the suspension of activities or liquidation of a wide range of small and medium businesses, which was also caused by the limitation of consumer demand.

Given the status and specialization of the national economy in the international division of labor, low prestige and the practice of state structures defending national interests, the impact of the above negatives will remain in the post-crisis period, since the consequences of the pandemic have already led to a global recession, which is recognized as the deepest since World War II (according to UN Secretary-General A. Guterres). This environment contributes to poverty, inequality, instability, strengthens the role of short-term factors and tools in the competition of countries and producers in foreign markets for goods and services.

Conclusions

Defining priorities, guidelines, mechanisms, tools for balanced socio-economic development at the micro-, meso- and macro-levels of social organization (in particular, as part of the implementation, coordination and improvement of the effectiveness of development strategies of the economy itself and its labor resource potential) is the key responsibility of the state as a

social institution, which motivates the legitimacy of its functioning within certain territorial boundaries.

Effective public policy should be aimed at strengthening the factors that have a positive impact on the economic potential and mobility of the labor force, the implementation of systemic measures to improve the quality of working life and non-working time of the employed, the stimulation on this basis of productive employment. At present, state authorities associate the preservation of labor potential and meeting the needs of the national economy for qualified personnel primarily with the expansion of the scale of vocational training and retraining, advanced training of workers in accordance with the needs of employers, the introduction of a system of continuous education, stimulation of internal migration, labor inclusion of large groups of people who are not involved in the labor market but do not have the status of the unemployed.

Assessment of the impact of asymmetry of concentration and mobility of labor force on the prospects of socio-economic development (in cases of both shortage and excess of personnel in the regions) should be combined with the identification of incentives and opportunities that initiate such a situation in the case of implementation of systemic measures to: increase the validity of state and regional order for training, retraining and advanced training of personnel; to develop and strengthen the methodological support of the labor market infrastructure (employment service), agreed in consultation with representatives of employers and trade unions; to stimulate the investment attractiveness of stagnant and depressed communities and regions through tax incentives, benefits, preferences, and the external economic promotion of existing investment sites and products of local businesses.

Assessing the prospects for employment and labor market development in Ukraine during the extension of the COVID-19 quarantine and the completion of restrictive measures, it is reasonable to expect an increase in unemployment as a result of the national economic crisis – part of a global phenomenon caused by the decline in production and consumption (including due to the reduction of their resources at the state level, economic entities – from large to small businesses, and households), restrictions on transit of goods, services and people (tourist flows, legal and illegal workforce).

Among the reasons for the increasing impact of these negative trends on employment and the labor market, first of all, should be noted: the significant deficit of the state budget of Ukraine and the decline in revenues of domestic exporting enterprises due to unreasonable dynamics of exchange rates; rather low, especially in comparison with neighboring countries and developed non-CIS countries, the level of wages of skilled workers and specialists combined with a significant unsatisfied demand for them in a wide range of economic activities; decline in demand for raw materials on world markets; increased expectations of a severe crisis in stock markets and the economies of some developed countries, particularly because of the inflated capitalization of their

total market assets (shares of national economic entities) as compared to quarterly and annual gross domestic product.

Thus, the prospects for stabilization and further development of employment in Ukraine in the post-quarantine period are closely linked to systemic measures for the revival and innovative modernization of the real economy (in particular, its export-oriented industries); raising the minimum wage directly aligned with the social living wage as an important factor in increasing the purchasing power of the population; balancing supply and demand in the labor market as part of diversifying and eliminating the shadowing of employment; implementing targeted programs to support the unemployed as well as active programs to stimulate employment and self-employment.

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