

**Olha Khrystenko**  
*Candidate of Economic Sciences, Associate Professor,  
Head of the Department of Enterprise Economics  
Mykolaiv National Agrarian University*

**Христенко О.А.**  
*кандидат економічних наук, доцент,  
завідувачка кафедри економіки підприємств  
Миколаївського національного аграрного університету*

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## **SOCIAL-DEMOGRAPHIC PROBLEMS IN THE FORMATION OF LABOR RESOURCES IN THE COUNTRY'S ENTERPRISES**

### **СОЦІАЛЬНО-ДЕМОГРАФІЧНІ ПРОБЛЕМИ ФОРМУВАННЯ ТРУДОВИХ РЕСУРСІВ ПІДПРИЄМСТВ КУЛЬТУРИ**

The formation of labor potential is a complex socio-economic process, which is the initial stage of reproduction, characterized by the birth, education and specialization of each individual [3]. The forced migration wave in Ukraine affected a combination of three demographic problems that had a long-term nature: population outflow, declining birth rates, and increasing average age.

Such well-known scientists as S. Bilyatskyi, D. Boginya, O. Bogutskyi, V. Geets, T. Gogol, N. Grynchuk, V. Diesperov, O. Dovgal have made a significant contribution to the study of issues of formation and reproduction of labor resources. M. Ilchuk, S. Koval, V. Kravchenko, R. Kulinych, I. Kurylo, E. Libanova, O. Lozovskyi, I. Petrova, S. Pirozhkov, V. Steshenko, V. Tkachuk, V. Shaulska, N. Shishpanova and others [3].

The problem of personnel shortage, despite the first signs, is not a universal problem. Circumstances vary by region and industry. The greatest influx of new vacancies is concentrated in the western regions. It is noteworthy that in Transcarpathia, the number of vacancies in September 2023 doubled compared to the period immediately before the outbreak of a large-scale conflict. Conversely, there is a slow recovery of employment opportunities in areas directly affected by the conflict.



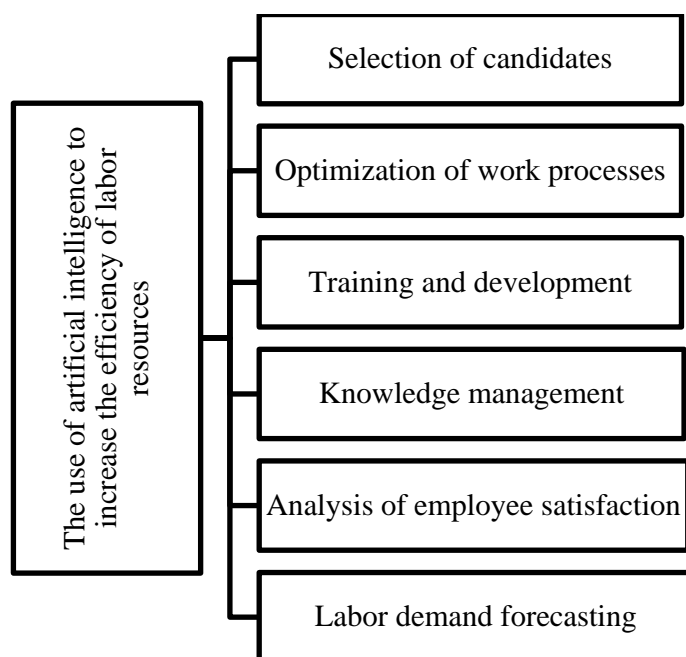
**Drawing 1. Average number of reviews per vacancy**

Source: [1]

The labor market has become unbalanced, and people have skills and experience that do not meet the requirements of robot companies. While the overall situation may indicate a shortage of workers, some sectors are actually facing overstaffing.

The categories that have the lowest level of competition among the figures are the IT sector facing intense competition, especially due to the crisis that began at the end of 2022, which led to significant job cuts by global corporations. This crisis has also affected Ukraine, causing stagnation in the growth of new jobs in the industry, despite the large number of people eager to work.

As a result, the labor market has become unbalanced, and people have skills and experience that do not meet the requirements of robot companies. While the overall situation may indicate a shortage of workers, some sectors are actually facing overstaffing. Development of a clear personnel management strategy: defining the goals and priorities of personnel management that correspond to the company's strategic goals. Development of policies, procedures and programs aimed at achieving these goals.



**Figure 2. Using artificial intelligence to increase the efficiency of labor resources**

Effective Recruitment and Selection: Designing recruitment and selection processes to help attract and retain the best candidates. Using tools such as interviews, assessment centres, tests to ensure that candidates with the right skills and characteristics are selected. In the era of human-centric work, new data sources and artificial intelligence can help organizations move from measuring employee performance to measuring human performance.

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