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МЕХАНІЗМИ ЗАБЕЗПЕЧЕННЯ БЕЗПЕКИ МОЛОДІЖНОГО СЕГМЕНТУ РИНКУ ПРАЦІ

В статті розглянуто проблеми, які виникають при побудові ефективного механізму забезпечення безпеки вітчизняного ринку праці. Проаналізовано фактори, які утворюють небезпечні загрози зайнятості на ринку праці. Метою статті є побудова механізму забезпечення безпеки молодіжного сегменту ринку праці в Україні.

Досвід країн з високою конкурентоспроможністю доводить, що визначальним чинником економічного розвитку, запорукою прогресу та гарантією успішності трансформаційних процесів в країні є активна участь у них молодого покоління.

Автором проаналізовано чинні проблеми, намічено шляхи підвищення рівня зайнятості молоді на ринку праці в Україні на основі вивчення досвіду ЄС. Також запропоновано практичні рекомендації щодо подолання дисбалансу на молодіжному ринку праці. Для досягнення мети дослідження автор вирішив ряд наукових і практичних завдань. Здійснено SWOT-аналіз молодіжного ринку праці та якості освітніх послуг в Україні. Систематизовано чинники впливу на зайнятість молоді на ринку праці. Здійснено оцінку стану молодіжного ринку праці за кількісно-якісними показниками. Проведено компаративний аналіз ринку праці молоді в Україні та країнах ЄС. Побудовано економіко-математичну модель, яка ілюструє перспективи молодіжної зайнятості. Автором запропоноване власне бачення концепції забезпечення безпеки зайнятості на вітчизняному ринку праці.

Ключові слова: ринок праці, безпека молодіжного сегменту ринку праці, SWOT-аналіз, особистісна безпека, безпека зайнятості.

Табл. 5, Літ. 16

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МЕХАНИЗМЫ ОБЕСПЕЧЕНИЯ БЕЗОПАСНОСТИ МОЛОДЕЖНОГО СЕГМЕНТА РЫНКА ТРУДА

В статье рассмотрены проблемы, возникающие при построении эффективного механизма обеспечения безопасности отечественного рынка труда. Проанализированы факторы, которые создают опасные угрозы занятости на рынке труда. Целью статьи является построение механизма обеспечения безопасности молодежного сегмента рынка труда в Украине.

Опыт стран с высокой конкурентоспособностью доказывает, что определяющим фактором экономического развития, залогом прогресса и гарантией успешности трансформационных процессов в стране является активное участие в них молодого поколения.

Автором проанализированы действующие проблемы, намечены пути повышения уровня занятости молодежи на рынке труда в Украине на основе изучения опыта ЕС. Также предложены практические рекомендации по преодолению дисбаланса на молодежном рынке труда. Для достижения цели исследования автор решил ряд научных и практических задач. Осуществлен SWOT-анализ молодежного рынка труда и качества образовательных услуг в Украине. Систематизированы факторы, влияющие на занятость молодежи на рынке труда. Осуществлена оценка состояния молодежного рынка труда по количественно-качественным показателям. Проведен компаративный анализ рынка труда молодежи в Украине и странах ЕС. Построена экономико-математическую модель, которая иллюстрирует перспективы молодежной занятости. Автором предложено собственное видение концепции обеспечения безопасности занятости на отечественном рынке труда.

Ключевые слова: рынок труда, безопасность молодежного сегмента рынка труда, SWOT-анализ, личная безопасность, безопасность занятости.

Getman O.

YOUTH LABOR SECURITY MECHANISMS IN UKRAINE

The problems that arise when building an effective mechanism to ensure the labor market security of the domestic have been discovered in the article. Factors that form dangerous threat to employment in the labor market have been analyzed. The aim of our article is to build a mechanism to ensure security of the youth segment of the labor market in Ukraine.

The experience of countries with high competitiveness level argues that the determining factor of economic development, the driving force of the progress and guarantee the success of the transition process in the country are an active participation of the young generation.

The author analyzes the existing problems, the ways of youth employment rising in the labor market in Ukraine by studying the EU experience. Also it is offered practical advice on overcoming imbalances in the youth labor market. For the purposes of the study author has decided a number of scientific and practical problems. Both SWOT-analysis of the youth labor market and the quality of education in Ukraine have been done. Factors which influence on youth employment in the labor market have been systematized. The estimation of the state of the youth labor market by means of quantitative and qualitative indicators has been provided. Comparative analysis of the youth labor market in Ukraine and the EU has been done. Economic and mathematical model that illustrates perspectives of youth employment has been constructed. The author has proposed an own vision of the concept of employment security at the domestic labor market.

Keywords: labor market, security youth segment of the labor market, SWOT-analysis, personal security, employment security.

Actuality of research. The modern world brings new challenges into the national economy according to current changes. The experience of developed countries puts accent on the key factors to the progress of modern civilized society and guarantees the success of the transition process in an active participation in the young generation. Towards Ukraine's accession to the EU Area the more important is to raise the level and share of highly qualified specialists, as they are capable to respond flexibly to innovation, generate innovative ideas, implement new technologies to serve the technologically updated equipment according to the modern demands of innovative society. Therefore, for Ukraine it is strategically important to overcome youth unemployment and effectively integrate young people into the labor market.

The purpose of our research is to identify problems and find ways to enhance youth employment in the labor market in Ukraine by studying the EU experience. To achieve this goal it is necessary to solve such scientific and practical tasks, as: 1) conducting a SWOT-analysis of youth labor market and the quality of education in Ukraine; 2) formalizing and systematizing impact factors on youth employment and youth unemployment; 3) assessing the state of youth labor market by quantitative and qualitative criteria; 4) conducting comparative analysis of the youth labor market in Ukraine and the EU; 5) developing methodological approaches to build a socio-economic model to overcome the imbalance in the youth labor market in Ukraine; 6) determining the direction of overcoming the imbalance in the labor market of young people in the modern world.

The object of research is the processes of increasing youth employment in the labor market. **The subject of our research** is theoretical, methodological and practical aspects of formation of the ways to increase youth employment in Ukraine.

Analysis of recent research and publications. An important contribution to youth employment in Ukraine has been done by such scholars, as S. Bandura, A. Vyshnyak, M. Dolishniy,

Y. Krasnov, E. Libanova, L. Semenova, A. Khomra, O. Yaremenko et al. The formation of the labor market of young people, especially professionals with higher education are covered by such Ukrainian scientists, as A. Lavruk, A. Yaremenko, O. Grishnova, M. Nizhniy, S. Zlupko et al. Overall, the scientific literature provides many mechanisms to solve the youth unemployment problem, but we suggest integrated approach, which has to identify all subjects related to the youth employment process. Each entity has its own goals and interests. Based on researches, we took into account all the factors and mechanisms to solve the situation. Results of our research are presented in Table 1.

Table 1**Mechanisms for rising youth employment**

Indi-viduals	Objectives	Solutions
Government	<ul style="list-style-type: none"> • benefit of investment in education • prepare taxpayers for the future • prepare the necessary specialists 	<ul style="list-style-type: none"> • creating incentives for employers when arranging specialist first job • increasing the number of public order for unpopular professions instead of cutting funds for popular ones • refusing direct state funding training and providing targeted subsidies for training specialists to employ students after graduation • increasing conversion specialist centers • creating a separate job search portal for students and graduates
Youth	<ul style="list-style-type: none"> • getting higher education • acquiring needed skills • becoming competitive in the labor market • finding a well-paid job • developing the career step 	<ul style="list-style-type: none"> • undergoing training workshops • participating in many-variant training programs • attending job fairs • posting resumes on job search portals • constant labor market monitoring
Employers	<ul style="list-style-type: none"> • finding good specialists 	<ul style="list-style-type: none"> • offering internship programs, practices for youth • holding open acquaintance day • developing youth projects (start-ups) to attract additional investments • creating a summer student employment program that allows gaining experience before graduation
Educational institutions	<ul style="list-style-type: none"> • getting more state order • filling all space contract 	<ul style="list-style-type: none"> • improving practical programs for graduates in order to provide base and control practices • conducting mandatory conferences for students on labor market problems • revising curricula of universities, focusing on workshops and lecture practitioners • improving and developing job fairs

Source: compiled by author

Editing abovementioned needs, legislation should emphasize on youth and focus on the following areas: 1) setting incentives that will be beneficial to the employers, not the state, where can be used a certain experience of the EU; 2) reducing the number of governing regulations for the youth employment with the need to focus on quality, not quantity; 3) formation of joint educational programs, internship programs, practical trainings of offsetting the workbook; 4) prescribing in current law real and effective mechanism for concessional lending or partial compensation for housing for youth from the State Fund for Youth Housing; 5) requiring legalization of flexible forms and innovative types of youth employment.

Legislative base. Article 43 of the Constitution of Ukraine says: Everyone has the right to work, including the possibility to earn ones living by labor that he or she freely chooses or to which he or she freely agrees. Paragraph 2 of Article 43 of the Constitution of Ukraine says that the state guarantees equal opportunities in the choice of profession and activity, creating conditions for the full enjoyment of their right to work and implements programs of vocational education, training and retraining of personnel according to the needs of society. The Constitution of Ukraine forbids any discrimination in employment, including violation of the equality principle of rights and opportunities. Certainly, these constitutional guarantees apply to youth. Young people as a separate category of the population are the most vulnerable in the current labor market environment. It is due to the lack of professional experience, legal and professional knowledge, and often moral unpreparedness to compete in the labor market. Accordingly, in the current conditions for young professionals are extremely difficult to fulfill their right to work and compete in the labor market with other subjects [1].

Legislative acts establishing guarantees of the right to work of young people are: "The Labor Code" (Art. 196, 197) [2], the Law of Ukraine "On Employment of Population" [3] (Art. 14, 28, 29), Act No. 2998 of February, 05, 1993 on promotion of social formation and development of the youth in Ukraine [4], as amended to January, 01, 2015, the Law of Ukraine "On High Education" [5], the Law "On Vocational Education" [6], "On the Procedure of employment of university graduates, whose preparation was carried out by state order" [7]: Resolution of the Cabinet of Ministers of Ukraine of August, 22, 1996 No. 992.

On January, 01, 2013 new law of Ukraine "On Employment of Population" No. 5067-VI of July, 05, 2012 came into force. Since its adoption it has been passed three years that gives the opportunity to analyze the dynamics of change.

According to the new Law of Ukraine "On Employment of Population", orphans, children deprived of parental care, and persons aged 15 years and that the consent of a parent or person in loco parentis, as an exception, be able to work belong to people who have additional guards to promote employment. Also people with additional guards in promoting employment, owned youth who graduated or stopped teaching in secondary, vocational and higher educational institutions, retired from regular military or alternative (non-military) service (within six months after the expiration or termination of education and services) and for the first time accepted the work. For their employment enterprises with the number of staff over 20 persons set a quota of 5% of the average number of staff during the previous calendar year. Today during youth employment, state guarantees a series of benefits and guarantees. Law of Ukraine "On Employment of Population" defined mechanisms to encourage employers to create jobs (monthly, for one year, compensation costs for payment of the single social contribution for employed person who has finished or stopped teaching in secondary, vocational and higher educational institutions, freed from regular or alternative service), additional privileges of youth as "initial payment" and training with admission to general employment. In particular, young workers who agree to work in rural areas, receive housing and a lifetime "starting pay" in tenfold minimum wage. Additional encouragement could be home ownership for young employee who works in rural areas for at least ten years. Current students are entitled to probation for up to 6 months of entering the record of the passage of such training in the workbook. The law also provides vocational training of the unemployed young people to order their employer for a specific job. According to Article 29 of this Law, colleges that may have received a profession (qualification) for the qualifications of skilled worker, junior specialist, bachelor, specialist and continue to study at the next educational qualification level, have the right to undergo training in a profession (specialty), which acquire education, enterprises regardless of ownership, type of activity and management, under the conditions of a specified contract for an internship in their free time. Although it is a new law that would have to be more reasonable and modernized, still there is more range of issues in the implementation of the labor rights for young people. These rules do not apply to persons who have received

education and qualification level of master and those who received a lower educational level, but ceased further training, which is confusing and creates the position of not prevailing opinions legislator. This gap in the development of the law does not create a legal dispute between the theoretical and the practical application of it. A significant, at first glance positive innovation is the right to have their internship for the profession for which acquired education and record of completion of the training into the workbook. However, the law does not stipulate how the internship will contribute the youth employment, because it could create temporary unpaid jobs. However, according to the experience of Kazakhstan, the lack of clear mechanisms to protect trainees opens the way for abusing employers. Quite frequent occurrence is, when graduates as interns working within the statutory period without pay, and then find themselves behind the enterprise due to the lack of communication between employment and internships. It seems that consolidating seemingly positive update legislator seeks to hide the truth. Before acting Law of Ukraine "On Ensuring young people who got higher and vocational education, first job of providing subsidies to the employer" that established an effective form of support for youth employment, namely the employment of young unemployed by granting the employer subsidies by the Fund compulsory state social insurance of Ukraine against unemployment. It encouraged employers to take a young people who will eventually gain a foothold in the production and become qualified. After entering the new Law of Ukraine "On Employment of Population" abovementioned legal act is invalid. However, the feasibility of such replacement seems questionable from the point of efficiency incentives employers. Today, the cost of creating new jobs far exceeds those benefits and tax credits, which the government is trying to maintain the initiative of the employer and thus, even carefully drawn subsidy mechanism worked inefficiently. A compensation of actual costs in the amount of single fee for obligatory state social insurance are significantly less than the subsidized and are only 100% compensation to pay single social contribution. In addition, compensation will be provided only through the establishment of a new job, and the grants are provided to the young specialists without requiring the creation of new jobs. Consequently, there is no reason to believe that compensation will be better than incentive grants. In fact, the rejection of subsidies has become a way of saving the state budget and the Social Insurance Fund for Unemployment.

In the context of legislative improvement, changes on April, 15, 2015 have adopted a resolution No. 216 of August, 22, 1996 No. 992. Resolution has determined the fate of young professionals entitled "On the procedure of employment of graduates, whose preparation was carried out by the state order". Previously, according to the resolution, graduates who studied under the state order were obligated to work for three years after graduation. From now on assignment for three years will receive only graduates of medical schools. In addition, for their fate meets Ministry of Health.

Youth labor market segment is the most problematic share of the common national labor market. Finding a first job, discrepancy between the level and the educational quality of professional duties, lack of experience, youth discrepancy requests and suggestions employers exacerbate tensions in the labor market. Therefore, it is important to analyze the factors influencing the choice the first place of youth employment. Many of them characterizes the current generation and different from older workers. The most important factors that influence the choice of workplace can include the stability of the company and the payment of wages and interesting composition and prospects for career development. That young people are interested in not only money, they have seen the need for self-realization. Enterprise location indicates the adaptability of young people and their mobility. Unlike the older generation, modern youth hurry to stick to own apartments and a city. Impressing, that company's image is not very important for young people. It is necessary to pay attention to the psychological moment; the atmosphere in the team is very important for young people.

In comparison with EU-countries, such as Austria, Czech Republic, Poland, Lithuania

and Germany, Ukraine is an economically neglected country in terms of youth employment. In Germany, young people have no problems with employment because of the experience lack. In Germany, there is a wide range of state-subsidized employment programs (courses) designed to improve the schooling and vocational training. Employers are interested in forming young reserves in the country, as evidenced by the actions of employers to pay for training and skills of special learners with the condition of their employment with the company that sponsors. In Austria, for example, employer's outlook is relatively bigger than in our country, because the Austrian employers need to implement new jobs through attracting young professionals, because young people quickly learn new skills, they have more endurance labor compared to other categories labor forces, they have the ability to implement their innovative ideas and to perform their duties due to absence of family obligations and they do not have high demands for wage or career position. In the Netherlands, masters in the factories receive a fee for the preparation of their change.

According to the current situation in Ukraine, country needs to develop something new. E.g. Ukraine has long been ready to invest in IT-education. Experience shows that a country can give a birth to decent professionals. Nevertheless, the national problem is that most of all perspective young people seek for prospects abroad. As an example, we can note J. Koum, who is the founder of "WatsAPP" messenger. He was born in Kiev, but got educated in the US and became a billionaire by implementing the "American dream". Other example is M. Levchin, who is the founder of the electronic payment system PayPal. He was born in Ukraine too, but got education in the US and became a billionaire there. Investments in education and IT should be perspective in our country, but there are still too many risks and too big payback for foreign investors. At least, the media and publicity should psychologically prepare young people to realize their important role in the development of our country.

Analytical research. For activities at the international or regional level, UNESCO uses a universal definition of the UN, which defines the youth as the people aged 15-24 years, but Ukraine considers youth as the people aged 15-34 years. One of the most important factors that influence the labor youth reproduction in Ukraine is the demographic situation and the economic level of development. According to the State Statistics Service of Ukraine, the level of economic activity fluctuates. Since 2010, we observed a positive trend and steady growth, but in 2015 compared with 2014, this figure did not change. From 2010 to 2015 the levels of economic activity fell by 1.3%. The analysis shows that there are negative dynamics of economic activity among young women from 2010 to 2015 in the age group 15-24, which decreased by 3.4% and in the group 30-34 by 6.3%. However, the percentage of economically active women aged 25-29 years in 2015 reached a record value in the amount of 70.7%; compared to 2010 it grew by 0.7% (Table 2).

Table 2

Economic activity rate in Ukraine for 2010-2015 by age and gender, in %

Indexes	Years					
	2010	2011	2012	2013	2014	2015
All economically active population 15-70 years	63,7	64,3	64,6	65,0	62,4	62,4
including young people aged						
15-24, including	40,5	41,7	40,7	39,3	38,4	36,3
female	35,2	36,6	35,0	34,0	32,5	31,8
male	45,6	46,5	46,3	44,4	44,0	40,6
25-29, including	79,9	79,7	81,5	80,8	80,5	80,8
female	70,0	69,0	71,0	70,2	69,4	70,7
male	88,6	90,1	91,7	91,0	91,3	90,5
30-34, including	83,4	83,6	83,4	83,3	82,6	82,3
female	79,6	77,8	77,3	76,9	73,3	73,3
male	87,8	89,4	89,7	89,8	91,7	91,2

Source: compiled by author based on [8, 9]

The average rate of the economically active population in the EU is much higher than in Ukraine. In 2015 the average level in the EU was 72.6%, in Ukraine 62.4%. Despite the general upward trend of the economically active population, an interesting situation is observed in the age group 15-24, where it has been seen a negative trend for each gender. In 2015 the indicator of economic activity in the age group 15-24 years was 41.5% and 42.8% in 2010. However, in the category of women from 25 to 34 years, which does not apply to young people in the EU, we can see a steady increase in economic activity (Table 3).

Table 3**Economic activity rate for the EU 2010-2015 by age and gender, in %**

Indexes	Years					
	2010	2011	2012	2013	2014	2015
All economically active population 15-70 years	70,9	71,1	71,6	71,9	72,3	72,6
including young people aged						
15-24, including	42,8	42,4	42,3	42,0	41,7	41,5
female	39,6	39,4	39,3	39,1	38,8	38,8
male	45,6	45,4	45,1	44,7	44,4	44,0
25-34, including	84,4	84,3	84,5	84,4	84,4	85,1
female	77,3	77,5	77,8	77,9	78,1	78,4
male	91,4	91,0	91,1	90,8	90,7	88,9

Source: compiled by author based on [8, 9]

For example, in some EU countries, such as Belgium, Lithuania, Portugal, quite clearly traced delay the transition from education to employment. Economic activity in the age group 25-39 years is much higher than 15-24 people per annum, as many of them continue their education and become economically active at the age of 25 or older. In many countries, including Denmark and the Netherlands, the level of economic activity is higher than the average level in all three age groups. In these countries, most young people combine education and work; they work as interns and students at double system, or students working during their studies in higher education.

The economic activity of women in Ukraine does not have large distortions and gender remains high and close to the unique countries with the highest levels of gender development.

To monitor the overall level of employment and youth unemployment was elected Ukraine, EU (28), Germany, as one of the most developed countries, Lithuania, as the prototype of Ukraine, which was part of the USSR and became the European way back in 2004, and Italy, which is a member of the EU, but is in crisis and unemployment hits record including youth, i.e. considering the three countries different to each other.

During 2010-2015 Ukrainian youth employment rate exceeds the average value of this indicator and the employment level of youth in Germany, Italy and Lithuania. However, it is clear that increasing the average age group of 25 to 34, as a European we do not consider them. In 2015 youth employment rate in Ukraine was 58.1%. At the same time, in the EU, on average, it amounted to 33.0%, 45.3% in Germany, 28.4% in Lithuania and 15.6% in Italy. European average is pulled down by countries such as Greece, Spain, Portugal and Italy, where virtually every second young person is unemployed. In Italy there is a steady decline in youth employment; in 2010 the young employment rate of Italians was 20.3% and 15.6% in 2015. On the one hand, we think that in Italy everything is fine and many Ukrainians want to go somewhere like Naples, Milan or Turin, but there are serious problems with employment. Almost 50% of Italians want to change the country and work abroad, and 46% of graduates from universities do not have local specialty [9].

A very interesting example is Lithuania, which actually also was part of the Soviet Union as Ukraine as a prototype. In 2004 they started their path to the EU and now we see the rise is this country. Clear and transparent reforms of Lithuania have developed. E.g. today the average

salary for Lithuanians is in average 700 Euros, which is about 20,400 UAH. Thus, in 2010 the Lithuanian youth employment was 18.3%; it was even less than in Italy. In 2015 this figure was already 28.4%, which is 0.2% more than in Ukraine in the age group 15-24 years. It is seen a steady upward trend in youth employment In Lithuania.

Let's look at youth employment in the context of gender. Overall, we see quite stable employment rates among younger men. In Ukraine in 2015 this figure decreased by 0.9% compared with 2010; in Germany it decreased by 0.2%, the average value decreased by 1.4% and Italy by 5.4%. Again Lithuania surprise in terms of male employment. When in 2010 Lithuania was a record low youth employment of men with only 19.1%, which was almost 2 times less than the average European rate. Thus, in 2015 the level arose to 30.9% or 1.6 times higher compared to 2010. The employment rate among women is much less than the level of youth employed men. In Ukraine is a rapid decline of female employment. This figure fell by 3.9% in 2015 compared with 2010; in Germany during this period the level decreased by only 0.5%; the average in the EU countries increased by 0.4%, in Italy it fell by 3.8% and in Lithuania it increased by 8.3%. If we compare female employment in 2015 only in the age group 15-24, in Ukraine it is extremely small 25.2%, which is below the European average and almost 1.8 times less than in Germany. Overall, the level of female employment shows clearly the state of the economy. For example, in Germany there is certain stability, a decrease of 0.5% is very small, and the same is in middle-Europe. However, the situation in Italy and Ukraine clearly demonstrate the instability of the economy and the labor market. Here at the example of Lithuania shows, firstly, the economic growth of the country and, secondly, a very pragmatic gender policy in the country. In this context it is very interesting that the President of Lithuania Dalia Grybauskaitė is a woman.

Youth unemployment remains a serious problem for most countries, since some of them in this figure reached a historic high. The youth unemployment rate in the world in 2012 increased to 12.6% and forecast to 2017 it will increase to 12.9%. It is an extremely serious problem. Incidentally average unemployment rate in the EU will not reflect objective reality, as is the case by internal labor migration. E.g. the young Italians are aimed to build a career in the developed countries, such as Germany. The unemployment rate in the EU among young people in 2010-2015 is still over 10% in all six countries (Germany, Austria, Switzerland, Norway, the Netherlands and Luxembourg). In Germany there is a tendency to reduce youth unemployment, in 2010 this figure was 9.7% and 7.3% in 2015 or decreased by 2.4%. In 2010, the youth unemployment rate in Ukraine amounted to 11.7%, in 2015 14.4%, i.e. increased by 2.7%. The EU average unemployment worthy through Germany, Austria, Switzerland and Norway, actively and effectively fighting youth unemployment, but countries such as Greece, Spain, Portugal and Italy contrary increase it. In Italy the level of youth unemployment reaches record labels, if in 2010 the unemployment rate was 27.9% then in 2015 it was 40.3%, which is a growth by 12.4%. European average youth unemployment rate in 2015 was 20.6%, at the same time in Italy 40.3%. In Lithuania in 2010 it was observed the highest youth unemployment rate with 35.8%; however the country made a number of reforms, the Lithuanian government managed to reduce this figure by 2.1 times to 16.3% in 2015. Germany holds a very effective policy to reduce unemployment among young males. If in 2010 this indicator between Ukraine and Germany was only a difference of 1.8% in 2015. This difference increased by 2 times. Youth unemployment among men in Ukraine exceeded 15%; in Germany, by contrast, it was less than 7.0%. In the EU, significant fluctuations were not seen. Highest unemployment value in Italy has been observed in 2014 was 41.3%. In 2015 it fell by 2.5%. However, compared with 2010, the unemployment rate increased by 12%. In Lithuania, on the contrary, in 2010 the rate of youth unemployment among men was 39.2% and in 2015 only 15.9%, or decreased almost 2.5 times. The picture on the youth labor market status of women resembles a man's job market. Germany has effectively solved the problem of female unemployment in 2015 compared with 2010, this level decreased by 2.3%. In Ukraine in 2015

the unemployment rate increased by 3.1% compared to 2010. On the European stage this value has ranged within 4 years from 19% to 23%, and in 2015 has stopped on 19.8%. In Italy, the rate of female unemployment arose from 29.3% in 2010 to 42.6% in 2015. In Lithuania in 2010-2012 the female unemployment rate was higher than the average value, but in 2013 it began to plummet and in 2015 was lower than in the EU by 3.1% [9].

Indicators of unemployment in Ukraine labor market have not high gender differentiation and the men unemployment rate over the years 2010-2015 has been exceeded the "female" unemployment. The only categories of the population, where age-specific employment rates show significant gender asymmetry in favor of men, are people aged 25-35. Women ages 20-24 and 25-29 years have the highest birth rates (in 2015 the proportion of children born by women in these age groups was 29% and 63%), which explains the low employment rate of younger women because of their reproductive activity. Breaks in professional activities related to the birth and upbringing of children, affecting not only the level of income of these women age, as well as the deterioration of the quality of their professional knowledge and skills in today's dynamic conditions of the labor market.

From the results of the comparative analysis it is determined that Ukraine has the lowest value of the share of youth in total population by age cohorts, the level of economic activity of young people is below the European average in all ages (15-24 and 25-34) cohorts of young people. It is also worth noting that the level of economic activity and employment rate of young people aged 15-34 years in Ukraine is the lowest in the last six years. Therefore, youth improvement in the labor market can only be achieved through a deep understanding of employment problems both in general and in specific countries. However, effective solution of youth employment problems is impossible without constant monitoring of unemployment of young people, in order to ensure effective regulation of youth labor market at all levels and the adoption of a package of special measures to counteract the negative effects of socio-economic crisis and the crisis of the labor market and employment, including measures of a social nature, aimed at easing the crisis particularly for young people [10].

To summarize, we hold SWOT-analysis of the youth labor market in Ukraine (Table 4).

Table 4

SWOT-analysis of the youth labor market in Ukraine

<i>Strengths (S)</i>	<i>Weaknesses (W)</i>
1. The introduction of foreign universities grants programs for Ukrainian students with the condition of returning to Ukraine after graduation. 2. High mobility, potential and ambitions of youth as a social category. 3. Openness young new technological and management solution.	1. The imbalance of supply and demand for labor. 2. High requirements and competitive workforce youth. 3. The inability of young people to put into practice the theoretical knowledge lack practical skills management and planning of their time, ignorance of the basics of labor discipline and business ethics. 4. Lack of skills in youth work team leader submission skills and business communication. 5. Imperfect legislation. 6. The unstable military and political situation in the country. 7. The reluctance of employers to participate in the learning process. 8. Fierce competition in the labor market. 9. Low wages youth.

<i>Opportunities (O)</i>	<i>Threats (T)</i>
1. Improvement of legislation. 2. Improving the quality of education in the country. 3. Encouraging young professionals to work with student years. 4. Introduction of international experience youth employment. 5. Differentiation of youth and senior professionals in the labor market. 6. Increased salary young professionals.	1. Increased migration among young people. 2. "Brain drain" abroad. 3. Further increase in youth unemployment.

Source: compiled by author based on [11, 12, 13, 14, 15]

It is advisable to make a prediction about 2020 youth unemployment.

To do this, use the method of extrapolation of the trend using a trend line in the program Microsoft Excel. Output Table 5 is the following: based on the forecast we plot the data in Microsoft Excel. The regression equation will look like: $y = -22,84x + 991,37$. Coefficient of regression equation shows how unit's results change when changing factor 1 units. The coefficient $b = -22.84$ shows the average effective rate change (in units of) to increase or decrease the value x factor per unit of its measurement. That is an increase of 1 Data y decreases by an average of 22.84 thousand. The coefficient of determination is 92% that is accurate selection of the high regression equation.

With forecasting, we determined that in 2020 the number of unemployed young people will be approximately 740.13 thousand people at a stable situation.

Conclusions. Special attention should be paid to issues such as start-ups and innovative projects. The experience of foreign developed countries indicates that countries that have chosen the innovative development today have a leading economic position in the world market. The proof of this fact is the USA, which brings 85% of innovative products to market, Japan 75% and Germany 55%. Ukraine produces only 1% of innovations. According to the Global Innovation Index 2014, Ukraine occupied the 63rd position in the ranking of 143 countries by the level of innovative development [16]. This position is saved for the last 5 years (from 2010 to 2015).

Table 5

A forecast of the number of unemployed youth by 2020

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Unemployed, thsd.	975,10	972,30	914,10	849,90	864,40	892,80	831,49	808,65	785,81	762,97	740,13

Source: forecasted by author

New generation is the ideal ground for start-ups. Unlike their parents they can work for an idea and be able to take risks. Start-ups and innovative technologies, firstly, will stimulate the economic development of the country; secondly, will motivate young people to create new interesting projects. Thirdly, it will help to avoid brain drain from Ukraine.

At the moment in Europe and in the world there has been a trend of strategic transition from commodity economies, bearing elements of instability to the intellectual. Governments around the world have long realized the importance of IT-industry for the use a number of tax tools and incentives. However, in many countries special tax treatment not only IT industry, but also HT-companies receive. According to the Deloitte report, in 2015 Global Survey of R&D Incentives in the world used a combination of five types of tax incentives: tax deduction (reduction of the tax base by the amount of spending on R&D); tax credit (reduction of tax payable on the value of investment in R&D); preferential rates (income tax, VAT or customs duties as exemption); accelerated depreciation (fixed assets involved in R&D); various grants.

With all these benefits in Ukraine from VAT for the supply of software is only exempt. However, the discussion of draft Code of even this privilege is not available, and most likely it will not. Certainly if Ukraine wants to develop in this direction, we must create the conditions for IT-business. For example, interest in this regard is Lithuania. Vilnius is the most active start-up platform. It hosts hundreds of themed events that bring together a vibrant start-up community. The city has several co working for business start-ups such as: Startup Highway X (SHX) located in Rupert, the centre of the arts, education and business integration. Also Vilnius Hub is the first co-working space in Lithuania. Another important initiative is the stage start at Vilnius Tech Park. This place will be the main hub for technology start-ups and other business initiatives in Lithuania. This technology park will bring local and international talents of the fastest growing sectors: 3D, big data, cyber security and graphics. Prosperity start-ups in Lithuania promote a policy of low taxes compared to other European countries. The same is needed in Ukraine.

Experts predict that by 2020, IT industry in Ukraine could grow from 2.4 to 7.7 billion dollars, and the share of IT in GDP in Ukraine could reach nearly 5.8%. In this case, in the next 6 years could be created over 100.000 new jobs, and it stimulates the creation of 400.000 jobs in other industries. However, IT market requires a comprehensive state program of support. All this is possible in the performance of several conditions, first of all, Ukraine need to create a special fund, which will deal with investment and venture capital investments for start-ups. Each year, the fund requires the state to deduct 1.5-2% of the state budget. In 2016 the state budget of Ukraine totaled 83 billion 694 million UAH. In our opinion, it is one of the most effective measures that can certainly minimize taxes regardless of the amount of wages, and increase the amount of employees sufficiently by at the same time reducing the shadow economy and will help to fight against huge youth unemployment and create new business start-ups and innovative technologies.

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