

**REGIONAL ECONOMY**

UDC: 378:331.5

**Andrii Roskladka**

Doctor of Sciences in Economics, Professor,  
Chief of the Digital Economics and System Analysis Department,  
Kyiv National University of Trade and Economics, Ukraine

**Anastasiia Yarmolenko**

Student 3 course  
Kyiv National University of Trade and Economics, Ukraine

**CAREER GUIDANCE AS AN IMPORTANT FACTOR IN  
ECONOMIC DEVELOPMENT IN UKRAINE**

In the current conditions of development in Ukraine of market relations, new forms of ownership, labour market, and competition, a favourable and reasonable choice of a profession by young people gain more and more economical and social significance.

Successful choice of profession largely determines the results of work, the level of well-being, contributes to the realization of personal potential, which directly affects the economic development of the country. If a young person chooses a profession unreasonably, erroneously, it can negatively affect the quality of his education. Further, reduce competitiveness in the labour market and reduce revenues to the state budget from a taxpayer.

Pupils studying in rural areas need special attention because there is a lower level of public awareness compared to students in urban schools. That is the reason why rural children have fewer opportunities to choose a successful career path. Therefore, after my scanning middle and high school pupils in rural schools far from the regional center, I concluded that the vast majority in choosing a profession relies on prestige, profitability, choice of parents or friends, and a convenient location.

My research is intertwined intimately with the regional employment centers analysis in Ukraine. The most obvious is the study of the Mykolaiv local employment center (tab1, tab2) [1].

*Table 1***Influence factors on the choice of profession**

<b>Influence factor</b>	<b>2016 year</b>	<b>2018 year</b>
Perspective	44,7%	48,7%
Prestige	44,8%	43,6%
Passion for the profession since childhood	39,1%	34,1%
Influence of parents	35%	36,8%

*Table 2***The most popular difficulties in obtaining a profession**

<b>Difficulties in obtaining a profession</b>	<b>2014 year</b>	<b>2016 year</b>	<b>2018 year</b>
Lack of information about the specialty that interests you	24%	21,4%	30%
Insufficient level of knowledge	26,8%	25,3%	26,2%
There is no corresponding educational institution in the region	23,5%	24,1%	21,6%
Financial problems	27%	23,8%	20,6%

After these investigations, I can conclude that the Ukrainian labour market lacks almost a third of skilled employee's potential, who are satisfied with their choice of profession because they did not receive career guidance information in time.

The low rates of economic activity in the youngest cohort are large because during this period of life that young people receive an education, postponing their entry into the labour market. However, among them there are a significant number of people who received education without relying on their abilities, psychological nature, and demand level in the labour market, preferring only the profitability and prestige of the profession. For example, in 2019, according to the analysis of the personnel portal

GRC.UA [2], 44% of higher educational institutions graduates work outside the occupation area. So they are the most vulnerable in the labour market, as they gradually lose their skills and mostly look for work in the shadow sector of the economy. This situation leads to a large deficit of tax revenues and a slowdown in the country's economy as a whole.

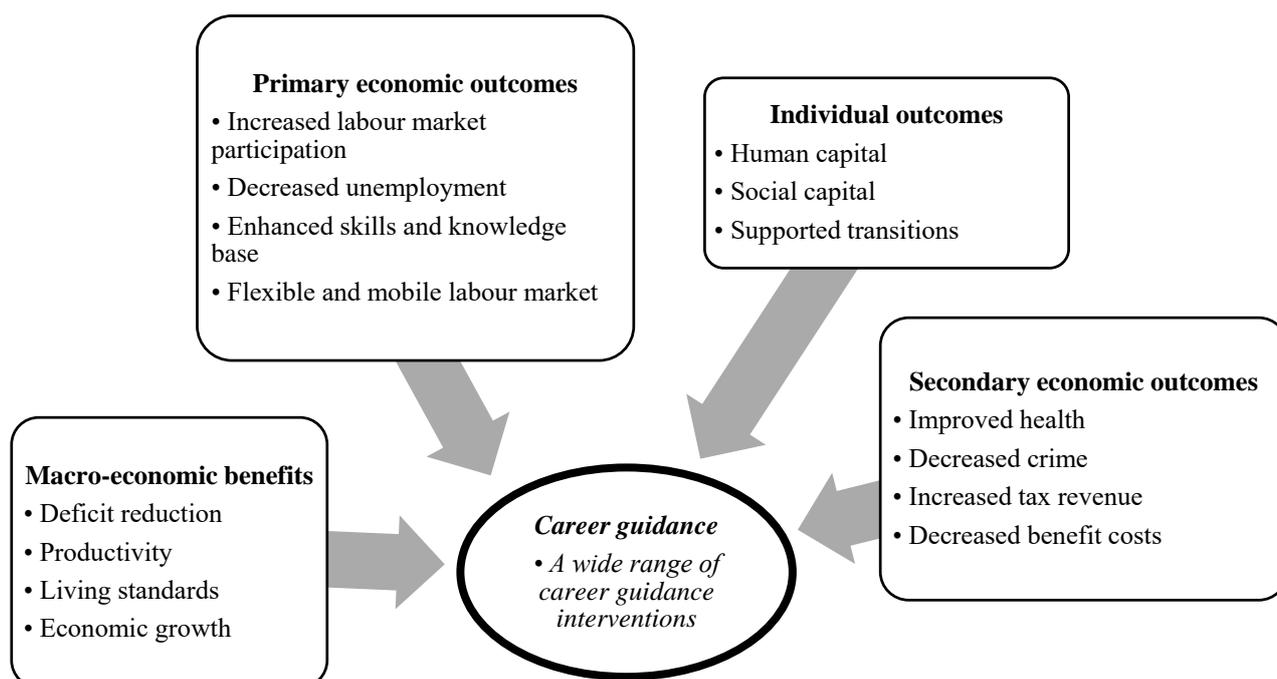
Maintaining a low level of economic activity of the younger generation in the labour market is a consequence of a combination of problems of the production sector of the Ukrainian economy and the specifics of the youth segment on the labour market, in particular: limited employment opportunities, lack of professional knowledge and lack of practical skills, slow development of youth entrepreneurship, low level of involvement of young people in employment due to the wrong choice of profession, which does not reveal the full labour potential of the individual.

At the same time, compared to other age categories, young people are characterized by long-term ability to work, propensity for development and creativity, susceptibility to innovative change, and a high level of mobility. So, the reduction in the economic activity of workers of this age harms overall productivity, and reduces the rates of economic modernization.

Career guidance helps a person to increase their knowledge, skills, and competitiveness in the labour market. Successful career guidance results occur at both the individual and social levels when a person can make better career choices and access high-quality career guidance.

Careers England Research [3] explains a model that shows how career guidance increases the individual potential of the employee and its direct impact on macroeconomic results. At the picture (figure 1.) shows that career guidance helps people make choices, develop their skills, and strategize their participation in education and the labour market. That, in turn, leads to several primary economic outcomes, such as increased labour market participation and an expanded knowledge and skills base. Primary economic outcomes contribute to secondary outcomes, and they all work together to contribute to broader macroeconomic benefits.

The process of reforming the socio-economic sphere of Ukraine will be more effective and successful only with the active participation of young people, so one of the main priorities of public policy should be to create conditions for youth participation in socio-economic life, development of scientific, labor potential and self-realization, by career guidance and providing decent employment. It is a prerequisite for professional self-realization and social integration.



**Figure 1. A conceptual model of the economic outcomes of career guidance.**

For the state, the involvement of young people in employment is a strategic investment in social development. Therefore, the implementation of an active policy on youth employment should become a priority of public policy soon. The successful formation of the youth labor market due to timely career guidance changes will lead to filling the national budget, providing a pension fund, and improving living standards. Consequently, suitable career guidance for young people is not only an educational event but also a source of successful choice of profession.

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