MULTISERVICE NATURE OF SERVICES PROVIDED IN THE FIELD OF EMPLOYMENT

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Ukraine's integration with the world economic system raises the issue of developing the national labor market, increasing the competitiveness of the labor force, promoting employment, social protection of citizens, taking into account the standards of economically developed countries. The problem of increasing the competitiveness of citizens in the labor market is extremely important for Ukraine. The growth of requirements for the level of training is due to the rapid change of production technologies in various areas of human activity.

In the conditions of digitalization of the economy and development of the digital society of Ukraine, there is an increase in the requirements of employers to job applicants who are ready to work with new technologies introduced into production. In view of this, improving the quality of services requires strengthening cooperation with employers – representatives of enterprises, institutions, organizations that form the requirements for the labor force in the domestic labor market. Ensuring the requirements of modern production, in turn, requires a change in approaches to training, the use of optimal forms and methods of training.

State-guaranteed services in the field of employment include: vocational training or retraining, advanced training in vocational education institutions, including educational institutions of the state employment service, higher education institutions, in the workplace; career guidance of the population; finding a suitable job and assistance in employment, including by organizing public works for the unemployed; providing employers who employ citizens from among those categories that have additional guarantees in promoting employment, compensation for the cost of paying a single contribution to the obligatory state social insurance; providing compensation to employers-small businesses that employ the unemployed; providing a voucher to maintain the competitiveness of certain categories of citizens through retraining, specialization, training in professions and specialties for priority economic activities; implementation of measures to promote the employment of internally displaced persons; provision of information and consulting services related to employment [1; 2].

Our analysis showed that the peculiarity of the service activities of state institutions in the field of employment is its multiservice nature. Multiservice activity in the field of employment involves the provision of services of different functional direction (simultaneously). For example, the multiservice nature of the service for the organization of vocational training of the unemployed is as follows. As an educational service, vocational training of the unemployed is aimed at acquiring or improving the professional knowledge, skills and abilities of the unemployed, raising the level of professional qualifications for further employment. As a social service, vocational training of the unemployed provides socialization / resocialization of the individual,
integration into society. From the point of view of the economic effect of the service, the result is involvement in the production sphere through the return of a person to work, the impact on the economic development of the country. The psychological effect is realized through the psychological support of the individual, who acquires new knowledge, skills and abilities and, accordingly, becomes more competitive in the labor market. At the same time, the interrelation of all the listed components of multiservice activity in a specific case is obvious.

Thus, we found that multiservice activities in the field of employment – is the provision of services of different functional direction (simultaneously), which involves the implementation of a set of measures, including preventive, aimed at providing assistance to job seekers and the implementation of public guarantees of social protection of citizens from unemployment.

References:
