

THE DEVELOPMENT OF THE VIRTUAL LABOR MARKET IN THE INFORMATION SOCIETY

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The influence of the information society on the development of the labor market is investigated in the article. In modern conditions, information becomes the determining resource of production, and knowledge is a decisive factor in production. The functioning of the economy in the conditions of the information society transforms the content, the nature and forms of labor organization, creating the prerequisites for the existence and development of the virtual labor market.

The characteristic features, conditions and problems of virtual labor market functioning are determined. In the classical sense, the labor market is shaped by potential candidates, employers, hired workers and their associations (trade unions), the state represented by central and local authorities, as well as civil and international organizations. Informatization of the economy and the development of the information society supplement this list with artificial intelligence, which through the Internet resources combines participants, allowing them to interact effectively in virtual environment. In addition, the virtual labor market is characterized by the presence of virtual actors (service providers and their agents – electronic freelancers) and virtual infrastructure, which

includes freelance exchanges, professional social networks, career websites, recruiting agencies and employment services sites, electronic payment systems, information systems, etc.

The features, advantages and threats of using freelance as a perspective form of labor relations organization are also analyzed in the article. Electronic freelance is a flexible employment form, which enables the employee to be distanced from the employer, while creating the conditions for self-realization, success in the professional field, and obtaining a decent payment for the work performed. It has been determined that the most significant lack of freelance is precarization. The most frequent manifestations of precarization are deceit and unfair attitude towards fulfillment of contractual obligations both from the side of customers and service freelance providers.

On the basis of systematization and generalization, the recommendations for the regulation of the legal, organizational and economic aspects of the functioning of the virtual labor market have been substantiated. Prospects for further research will cover the study of the virtual labor market infrastructure.