

## TENDENCIES AND PROSPECTS FOR THE DEVELOPMENT OF THE YOUTH LABOR MARKET IN THE POLTAVA REGION

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The article reveals the essence of the basic concepts relating to the labor market. It is determined that today, young people are a very important component of the human capital of the state, the driving force of the progress of the whole society. It plays one of the key roles in social relations, the production of material and non-material goods. Therefore, in the current conditions of the development of the Ukrainian labor market, the problems of employment and unemployment of the young generation are very relevant. The peculiarities of the formation of the youth labor market in Ukraine in modern conditions are considered. The analysis of the level of employment and unemployment of the population by sex, age group and place of residence in general in Ukraine and Poltava region in 2014 – 2016 is carried out. In the current conditions of the development of the labor market, it is among young people that the unemployment rate is much higher than in other age categories. The activity of organizations and institutions involved in the promotion of youth employment in the Poltava region is considered. It is revealed that for today young people have a state employment service, a set of corresponding measures is being implemented: to promote their employment. In modern conditions of development of the regional labor market, imbalance plays a special role in it, which provokes the emergence of certain discrepancies in market relations between its subjects. It is determined that employment centers at higher educational institutions play an important role in promoting the employ-

ment of the younger generation in the Poltava region. Favorable factors for youth employment and difficulties encountered in its path in the course of job search are considered. The main factors preventing youth in the successful search for the first job are identified. The level of competitiveness of graduates of higher educational institutions was studied. In modern conditions, the rating and prestige of the institution that he graduated from plays an important role in determining the level of competitiveness of a young specialist. As a result of the higher demands placed on young professionals by the modern labor market, the earlier and in the process of development of modern technologies, a young competitor must have certain special competitive advantages that will facilitate the choice of the employer in favor of this specialist. In the formation of competitiveness of the younger generation, the personal-social component is important. To date, the graduate of the university is not enough purely professional qualities to ensure their own relevance in the labor market. The main problems are analyzed and prospective directions of employment of young generation in the regional labor market are determined. Proposed measures to promote the employment of young people and reduce unemployment among people of this age category. Only if all the subjects of functioning and labor market regulation at the state and regional levels interact, it is possible to achieve harmony in its youth segment and effectively avoid negative trends.