

MARKETING STAFF-TECHNOLOGIES IN FORMING THE MECHANISM OF YOUTH EMPLOYMENT IN UKRAINE AND THE EU

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The research analysed the impact of marketing personnel technologies on the formation of a mechanism of youth employment in the national and European labour markets. Marketing staff technology is now extremely effective tools in personnel management. They promote a positive HR-brand and actually sustained the positive image of the employer in the external and the internal market. This, in turn, is the key to the formation of considerable prestige in the eyes of potential workers and employees who are already working. The high degree of staff involvement on the principle of gradual increases labour efficiency (efficiency) that contributes to increasing the efficiency of enterprise management system and its overall impact on the market. In 2015, Swiss Federal Office for Personnel conducted numerous studies aimed at analysing the current state of human capital in Europe.

The result of the study is a report that contains recommendations for the Member States of the European Union in the field of human resources management. The ideas that have been proposed may broadcast to other countries, particularly to those in their mentality similar to the EU member states; in the first place, it is other countries of the European continent, including Ukraine. The

main argument in the report entitled "Personnel-related Strategy 2016–2019» is that the main core to support the implementation of the proposed personnel retention policy should be the change management in the area of interaction and communication with employees.

The study will provide answers to the challenges facing the federal government as an employer, including demographic changes, the lack of qualified personnel, increasing role that it plays, mobility in everyday life and in the workplace, the changing values of our society, internationalization or shortage of financial resources. The strategy defines the goals and priorities of HR policy for the next four years.

After analysing all of the above, we can conclude that at this stage, the problem of youth employment is acute for the member states of the European Union and Ukraine. Imperfect and destabilized economy affects the labour market and, above all, the most vulnerable members of the market, which include the youth. Therefore, marketing staff technologies should be actively implemented by employers as a progressive way to the stabilization and improvement of the labour market and, consequently, the economy of countries.