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WAYS OF SOLVING PROBLEMS OF GRADUATES ON THE LABOUR MARKET: INTERACTION OF EDUCATIONAL INSTITUTIONS AND EMPLOYERS

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The necessity of interaction between educational institutions and employers at the present stage of labor market development is substantiated. There is presented the scheme which describes advantages of such interaction for both educational institutions and employers. The scheme is directed at establishing mutually beneficial cooperation between them. The main approaches the effective application of which will allow to solve positively a complex of the problem issues connected with employment, improvement of professional quality and the number of graduates on the labor market in Ukraine are offered.

Key words: labor market, graduate, employment, educational institution, employer.

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ЗАСОБИ ВИРІШЕННЯ ПРОБЛЕМ ВИПУСКНИКІВ НА РИНКУ ПРАЦІ: ВЗАЄМОДІЯ НАВЧАЛЬНИХ ЗАКЛАДІВ І ПРАЦЕДАВЦІВ

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Обґрунтовано необхідність взаємодії навчальних закладів та працедавців на сучасному етапі розвитку ринку праці. Представлено схему, яка описує переваги як для навчальних закладів, так й для працедавців, та скерована на встановлення взаємовигідної співпраці між ними. Запропоновано основні підходи, ефективна реалізація яких дасть змогу позитивно вирішувати комплекс проблемних питань, пов'язаних з працевлаштуванням, професійним становленням та зростанням випускників на ринку праці України.

Ключові слова: ринок праці, випускник, працевлаштування, навчальний заклад, працедавець.

Statement of the problem

Recent reorientation of the Ukrainian economy to innovative model of development caused significant demand for educational services. Because of this circumstance the number of the graduates entering a labor market increased.

Under conditions of imbalance of labour supply and demand, insufficient effectiveness of mechanisms of assistance of youth employment, discrepancy of level of educational and vocational training of part of graduates to inquiries of a labor market there are considerable problems in their employment which appear in contradictions between employer's requirements and expectations concerning conditions of future work of potential workers.

In this regard there is an actual issue of development of the mechanism of interaction of educational institutions and the enterprises, establishments, the organizations without which it is simply impossible to develop youth policy in the state.

Analysis of recent research and publications

Recent research relating to personnel training and interaction of educational services market and the labor market are presented in the works of E.M. Libanova [1] E.V. Martyakova, S.N. Snegova, O.V. Mudraya [2, 3], I.S. Kalenyuk, A.V. Kuklina [4], L.I. Yakovenko A.V. Pashchenko [5], Yu. N. Marshavina [6] and a number of other publications. At the same time, the insufficient attention is paid to a problem of interaction of the educational services market and a labor market of Ukraine that causes topicality of researches in this direction.

The formulation of objectives

Investigation of theoretical and practical bases of interaction of educational institutions and employers causes formulation of the following goals:

- to prove necessity of interaction of educational institutions and employers on supply and demand balancing on a labor market;
- to propose the scheme of cooperation and system of interaction of educational institutions and employers in modern conditions;
- to determine the main activities of educational institutions in the field of assistance to employment of graduates.

Presentation of main materials

Recently changed conditions of social and economic development need a new approach to establish interaction of the educational services market and the labor market which main contents is the training of specialists, capable at high professional level to solve modern complicated problems in the conditions of differentiation and production integration.

Essential modernization of the content of mutual cooperation (on a mutually beneficial basis) between educational institutions and the employers is necessary. During market transformations various objective and subjective conditions determine appearance of disproportions between labour supply and demand on a modern labor market. For example, territorial disproportions arise under the influence of uneven placement and distribution of production resources, territorial differences in development of economic and labor potential; social and demographic disproportions are formed under the influence of various competitiveness of certain participants on a labor market; qualification disproportions are a consequence of integrated influence of territorial and social-demographic disproportions between labour supply and demand and are caused by insufficient influence of the state on processes of reproduction and labor uses, etc. [3, p. 158–163].

The listed disproportions cause a problem when, on the one hand, it is impossible to satisfy society requirements, requirements of the enterprises in workers of certain professions and specialties, on the other hand, population groups with employment difficulties appear. Such situation is confirmed by statistical data of supply and demand on a labor market in Ukraine at the present stage of development (table 1).

The demand of specialists, released by educational institutions of I–II accreditation levels, almost 14 times exceeds real supply from potential employers. In case of educational institutions of III–IV accreditation levels this excess is significantly higher. This leads to an imbalance on a labor market and to employment of graduates outside own field.

Specialist supply and demand ratio [8]

Academic year	Number of graduates, x1000		Number of specialists required by enterprises, x1000	Number of specialists registered in public employment, x1000
	I-II accreditation level	III-IV accreditation level		
2009/2010	114,8	527,3	9,1	51,7
2010/2011	111,0	543,7	7,4	53,0
2011/2012	96,7	529,8	7,0	47,4
2012/2013	92,2	520,7	6,8	44,3

Successful employment of graduates is the result first of all of a balanced (with the needs of the regional economy and the prospects for its development) state policy in the sphere of education, providing the establishment of regulatory and economic control of the regional system of higher and vocational education (to prevent “overproduction” of certain specialists and, at the same time meet the needs of enterprises in young professionals), creating economic stimuli for training in the most demanded specialties, as well as a coordinated interaction between educational institutions and companies in the field of vocational guidance of students and trainees, specialists training, formation of their professional and personal qualities [3, p. 154–165].

To provide such coordinated interaction can be achieved by the formation of regional systems of employment of graduates of universities and vocational schools, including:

- actively functioning in educational institutions departments of employment;
- structural subdivisions of enterprises, organizations and institutions, solving the crucial issues of perspective development of the enterprise, recruitment of specialists and their job holding in the enterprise, social support and promotion of youth and the like.
- adopted regional programs aimed at solving of the full range of issues related to the employment of graduates, professional growth of youth, their professional and career development, etc.

Figure 1 shows the scheme of the mutual cooperation, with the description of a number of advantages for the educational institutions and employers, directed on establishment of mutually beneficial cooperation.

Active interaction of these sides will balance supply and demand in the educational market, find out which specialists, in what number there is a necessity to prepare specialists now and in the future, what professional knowledge and skills they should have to be able to work in modern enterprises, institutions and organizations of Ukraine.

One of the directions to solve the indicated problem provides the system of students training of certain specialties on the request of companies. Currently, the effectiveness of this system is complicated by a number of reasons:

- lack of accurate forecasts in the needs of professionals;
- unproductive work in most departments on employment in educational institutions, since the bulk of the students is not aware of the changes in the legislation (Law of Ukraine “On population employment”), for example, bases on-the-job training, first workplaces that relate to exactly their age group, etc.

In this connection, the changed conditions of socio-economic development of Ukraine require a new approach in establishing interaction (cluster) of education, companies- employers and public authorities represented by the Ministry of social policy and the Ministry of education and science.

Effective problem solution for graduate employment and providing domestic enterprises with qualified specialists depends on many factors, including:

- the quality of graduates training in educational institutions;
- development of advanced training programs that take into account tendencies of the long-term development of the state economy as a whole;
- structure and volume of training specialists with higher education, their compliance with current and future needs of the real economy;

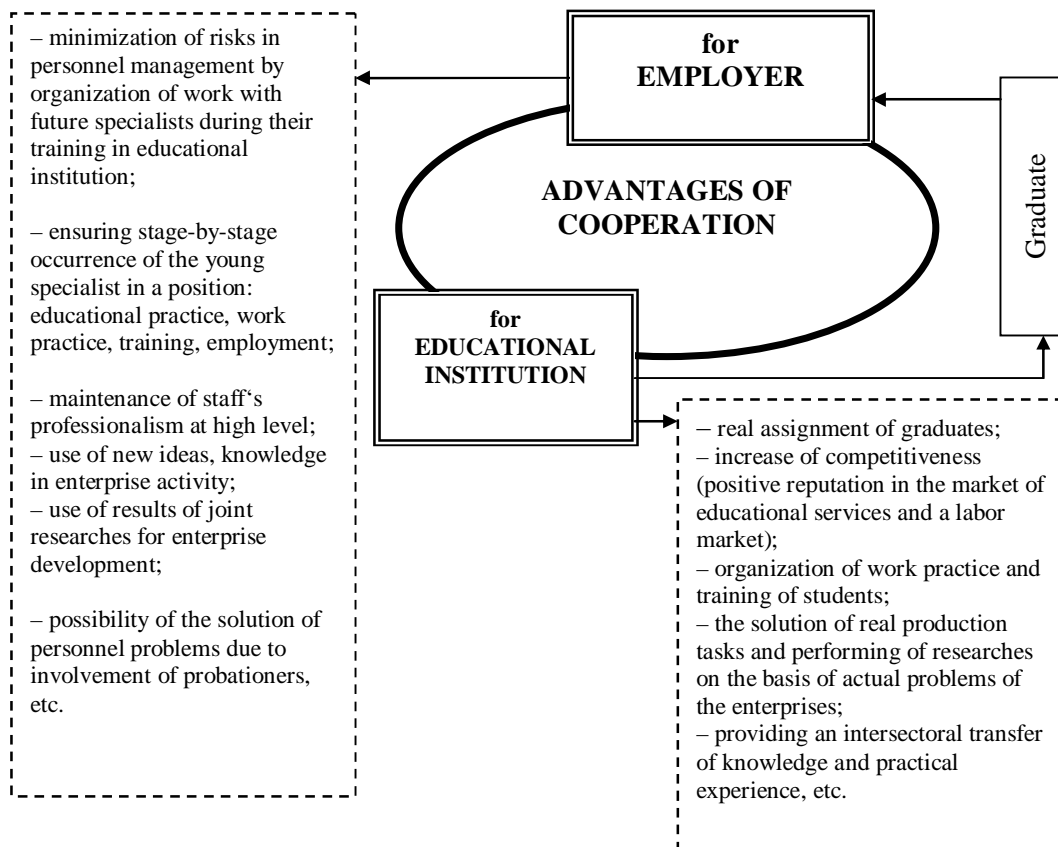


Fig. 1. Scheme of the mutual beneficial cooperation of educational institutions and employers (compiled by author)

– the development of integration processes for the higher education institutions (universities) and vocational education (vocational schools) activity, including the development of targeted forms of training, joint programs (companies and the institutions) postgraduate training of young professionals, the development of continuous forms of training specialists, etc.;

– vocational guidance of students for further work in enterprises and education of personal qualities demanded by the labor market;

– graduate employment and their adaptation to the labor market;

– adaptation and keeping positions by young specialists in enterprises and social support programs for young professionals;

– creating conditions for youth self-realization support of youth initiatives, successful creative professional and career development of young professionals, etc.

To ensure effective collaboration of all stakeholders regarding training of specialists is absolutely necessary smoothly running system of interaction of employers and universities at the state level. Such a system should implement the principles of links harmonization and universalization functions of interaction between the parties [7].

Creating such a system should be based on the following principles:

– the equal responsibility of the university and the employer for target functional training;

– participation of the employer and the university in all phases of training – from vocational guidance to the training of young professionals;

– presence of organizational structure to operate the system;

– understanding of the priority of the process of learning before the manufacturing processes;

– maximum personalization of interests and inclinations of students in the organization of the target functional training [1, p. 144–161].

Ignoring of these principles has led to the fact that there was an unfortunate situation with the preparation of young professionals necessary for the enterprises and organizations of the national economy. There is no system of control, no connections between the requests of the labor market in relation to professional training opportunities and educational institutions. There is a gap in needs of enterprises for skilled workers in certain occupations and the actual structure of trained professionals.

Overcoming these shortcomings in training dictates the need to find organizational forms and methods of integration of education with employers.

The main task of the educational process is to organize the turn-out of professionals trained to the specific job in his chosen field. This means that, coming from college, they wouldn't need a long time to adapt to the production team under the supervision of a mentor, and could immediately begin their professional duties, so that their returns to the state, a particular enterprise had immediate effect and could provide a decent standard of living for themselves.

Thus, the problem of graduate employment and attracting qualified specialists to replenish personnel and personnel development of enterprises, organizations, institutions of Ukraine are interrelated and among the problems which in modern conditions have a direct impact on the competitiveness and economic welfare of these subjects.

Realization of interaction discussed is possible only in the presence of the following condition: at least two subjects have to take part in interaction. It means that each of participants should understand that it is the subject of interaction and is obliged to carry out the functions assigned to it together with other ones. The following condition proceeds from this condition: joint execution of the purposes and tasks for all participants of interaction. Lack of communication in execution of main objectives and tasks causes loss of sense of interaction, because in this case each of participants performs absolutely other tasks or achieves the objectives independently [4, p. 80–115].

We propose the following system of relationship of educational institutions and employers in the market of educational services and a labor market taking into account the proposed directions of development and necessary conditions for effective interaction (fig. 2).

As a result of the listed interactions educational institutions will possess reliable information necessary for training of future specialist for specific conditions of work. In turn, employers will be able to develop system of address training of future experts applying for free vacancies and having sufficient level of skills for successful work at the particular enterprise.

Based on this study the following variants of stabilization of the situation can be suggested:

- strengthening of public authorities' activity towards ensuring of graduates employment;
- commitment to the formation of real expectations in young specialists regarding the employment;
- record of the age and sex composition of the working specialists of certain directions for a possible replacement;
- estimation of projects of national importance, in which a priority plan should be training of specialists and skilled workers, taking into account that the process of their training is long and requires a significant financial costs;
- reduction in training for those professions in which employment of graduates becomes impossible or problematic;
- calculation of the number of employees in enterprises, institutions, organizations for lay off under different economic situations.

At the moment, talking about the volume and structure of specialists training, doing any reasonable predictions based on the vital statistics of employment of the graduates is almost impossible. First, the lack of a sufficiently substantiated plan-order leads to overproduction of graduates of certain specialties and deficit of other ones. Secondly, there is practically no statistics of employment and employment among young specialists working in any other specialty and how fully the enterprises are satisfied in young specialists' demand, etc.

In modern conditions of economical development educational institutions offer their services to the entrant according to his wishes, abilities and level of prior learning, as well as ability to pay tuition. An

extensive system of correction of personal choice is operated by advertising specific professions, system of benefits in the course of training, attracting graduates of vocational schools and universities through economic stimulation to become specific jobholders.

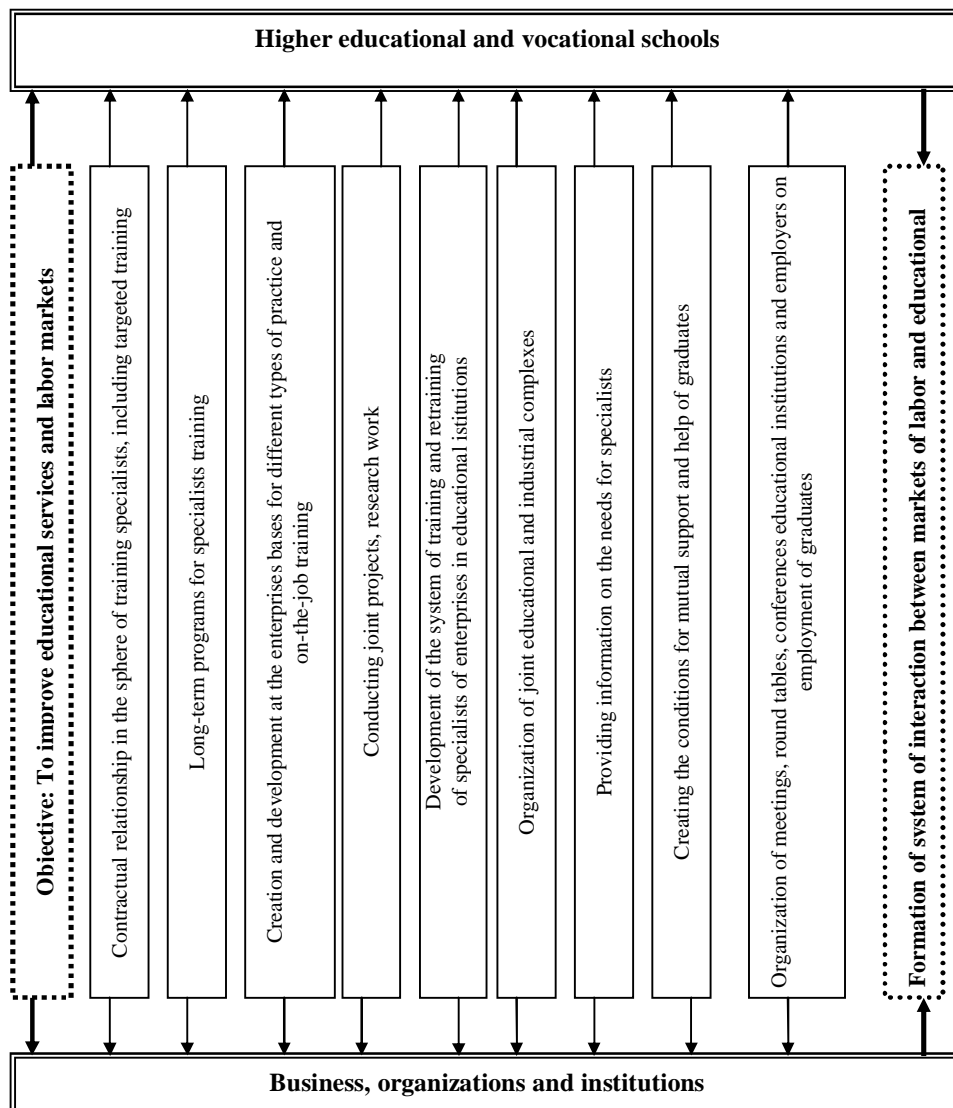


Fig. 2. Model of the interaction of educational institutions with enterprises, institutions and organizations

It should be noted that the choice of specialty trained is not always based on market approaches. Personal learning needs, education, and public recognition of profession can be chosen as the choice of priorities. Exactly these aspects lead to a significant excess in training of some specialties compared to the existing demand in the labor market. For Ukraine, for example, legal and economic specialties are typical.

To assist employment educational institutions should place on the own web-site information about bases of practice, traineeships, free vacancies of employers as well as bank of graduates' curriculum vitae. To increase of competitiveness of graduates on a modern labor market it is needed to develop the methodical materials describing juridical aspects of employment, data on existing methods and ways of job search, an instruction, etc. At the same time, it is needed to learn information on specialists' placement: training of specialists in the fields of training, specialties and specializations, the number of applications for graduates received from employers, the number of graduates placement and placed on a job; number of young specialists, who have already worked for three years and continue working after being placed on the job. If all applications for placement are satisfied, and there are no placement professionals and skilled workers left, the structure of the admission requirements can be left at the same level.

To determine the actual labor market demand for particular specialist it's necessary to keep track of his career from three to five years from the date of placement. If a young professional is working in the specialty, then training of such specialists is reasonable, and if he leaves or works in any other specialty, the employment structure must be changed or enhanced by the attractiveness of a particular specialty (higher wages, benefits administration, etc.).

After a thorough study of the current situation in the modern labor market of Ukraine, educational institutions need to prepare proposals on the structure of enrollment in the context of specific sectors and specialties, and the Ministry of education and science of Ukraine, in turn, depending on the size of the budget funding allocated will determine strongly-defined quota of budget places for each educational institution (according to the rating system).

From the perspective of national enterprises using techniques based on the macroeconomic level, and taking into account the characteristics of specific industries, it is necessary to develop individual methodological approaches based on determining the need for specialists and skilled workers. On how accurately the calculated additional need for these categories of workers is claimed depends, ultimately, provision of the state enterprises and industries with qualified personnel.

Effective functioning of proposed approaches allows positively resolve complex problematic issues related to employment, professional formation and growth of the graduates on the labor market of Ukraine.

Conclusion

One of the directions of regulation of interaction of markets of educational services and work is the improvement of the mechanism of management of educational services quality. Effective instruments of economic mechanism of regulation of interests of partners in the education system should be improving the quality of education by predicting the structure of specialties, study of the requirements of the labor market to the competence of graduates, funding of educational institutions based on the results of activities, audit of quality of educational services.

Prospects for further research

Economic development of Ukraine considerably depends on existence of the well-educated and qualified labor and technological innovations which increase labor productivity.

In modern social and economic conditions educational institutions should establish partnership with employers (enterprises, organizations). Main stimulus for this is mutual interest in improvement of quality of the specialist training, who enters a modern labor market.

Further research on the regulation of interaction of markets of educational services and labor necessitates consideration of the following aspects: the concept of interaction between labor markets and educational services, establishing long-term mutually beneficial partnerships, integration of educational services market and the labor market, ensuring the participation of employers in solving problems of interaction of educational services and labor markets, etc.

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