

РОЗВИТОК ПРОДУКТИВНИХ СИЛ І РЕГІОНАЛЬНА ЕКОНОМІКА

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DEVELOPMENT OF INNOVATIVE EMPLOYMENT IN THE REGIONS OF UKRAINE

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Introduction. Despite the social and political instability, socioeconomic problems in Ukraine its necessary to create the conditions for the transition to an innovative model of economic development, which stipulate the acceleration of problems solving, related to the increase of innovations in the employment sphere. This is a complex aspect, in terms of applied solving the problem, requires not only considerable investments, but also the formation of conceptually new approaches to public policy, within which it implemented major organizational and economic measures aimed at achieving the objectives of innovation.

Review of recent research and publications. Problems of innovation and investment development of regional economies devoted to scientific works of famous Ukrainian scientists, including V. Onishchenko, T. Zavora, O. Komelina, V. Dubishev [1, 2]; diffusion innovation in employment devoted to scientific works S. Bandura, V. Kutsenko L. Lisogor, H. Makarova V. Chizhov [3, 4, 5, 6] and others. However, it's necessary to investigate the problem of favorable conditions creation for diffusion of innovation in employment sphere in the country.

Problem statement. The aim of the article, consists in the estimation of changes in the pre-conditions of the development of the innovative oriented employment and determination of new possibilities of her distribution formed in previous years in the regions of Ukraine in modern socioeconomic terms.

Research results. Studies have shown that the development of innovative employment in the regions of Ukraine affected by the following main factors: the territorial localization of innovation, proximity to administrative centers of branched communications and transport, the concentration of intellectual potential (electronic and communication technology, computer science, electronics, education); their activity in terms of generating industrial and agricultural innovations; profiling specialty of the region, its territorial and sectoral structure formed by the ratio between the major groups of industries (specialized, auxiliary and infrastructure, export opportunities); investment attractiveness of various sectors of economic activity in the region, including foreign investment, as a sign of potential updates during the reconstruction of the economy; level of business activity, including credit and financial activity in the region (the presence of business and

financial centers with a developed infrastructure) and economic activity of its population in terms of business environment, more or less favorable for the development of innovative employment.

It should be noted the strategic importance of the innovations dissemination in raw oriented industries, which account for a significant proportion of domestic production of natural-resource factors such as fertile land, oil and gas fields, forest cover and others. The implementation of the above factors as a really powerful force of influence on the formation and development of innovative employment is only possible with the active involvement of highly qualified, creative and intellectually gifted professionals creation of proper motivation and technical and technological conditions for productive work. Exactly the volumes of the concentration of intellectual activity testify to possibilities of forming of innovative economy and development of the corresponding model of employment in a region. Innovative activity is always the result of highly educated, intellectually developed, the creative thinking team of employees based on the generation of new ideas and their implementation in economic practice.

An important value for development of innovative employment in the regions of the country is acquired by the new economic feasibilities, related to the receipt of direct foreign investments through the special (free) economic zones that provide bringing in of capital of powerful multinational corporations as generators of new innovations - technological, marketing, technical, social.

In Ukraine, unfortunately, the idea of the opportunities of free economic zones for reconstruction of the economy of certain areas in fact been discredited. It should be noted that during the 1998-2005 biennium. Ukraine has established 12 free economic zones and 9 priority development territories, which then were eliminated because of low government effectiveness and corruption due to abuse of tax benefits, rent, and opacity of local revenues and expenditures. According to the experts in these areas not only created new businesses, as it is here shifted operating structure oligarchs tried to take advantage of privileges and preferences [7, p. 142].

With the strengthening of world integration processes and orientation of the economy on an innovative-investment model the necessity of acceleration of process of distribution of innovations does not cause a doubt for the sphere of employment all categories of the population are economically active, realizing their own potential professional qualification in the labor market and inactive, the level of social security which directly depends on income generated in this area. It is important to underline that innovative employment changes all aspects of vital functions of population and public recreation essentially. It is important to underline that innovative employment changes essentially all aspects of vital functions of the population and public recreation on the whole.

At the terms of innovativeness, working-age population is not only involved into the production of material and non-material welfares as the source of the earned incomes, but also has the opportunity to renew professional knowledge, to develop skills, and consequently to grow a human capital that has a fundamental value for realization of reconstruction of the national economy.

Exactly in the field of innovative employment one in two essences of employment opens up to a full degree - economic and social.

It should be noted that the spread of innovation changes the nature of the relationship of employment - this rather complex system of social and labor relationships between community members about the organization of socially useful work acquires new features - they are more focused on improving working conditions, establishment of an acceptable employee regime of work and social security. Partnership relations between their active agents (employers, employees, trade union associations and intermediaries in the labor market) allows a somewhat level the differences in their motivational behavior in the labor market, and to ensure the successful implementation of this relationship, giving them mostly non-conflict character.

Implementation of priority innovation directs the development of employment allows the plane of practical action to ensure normal reproduction highly intellectual labor, increase employment in knowledge-intensive areas of management, and ultimately to form a high level of competitiveness of the labor force with enough broad training, capacity for continuous development of their skills their productive use in various fields of economic activity. It is on this basis can help increase economic self-sufficiency workers of intellectual labor. The implementation of innovative principles in the organization of work should be done through social innovation, progressive structural changes, improvement of working conditions, modernization of workplaces, increasing of the professional level of employees.

One of the important pre-conditions of the development of innovative employment is a distribution of the internet for territories of the country, that envisages the increase of possibilities of the collection, data processing, storage, information transfer, and thus providing of informatization of employment sphere.

The actual problem is information inequality between territories and settlements (Fig 1). Connectedness and informatization as modern features of science and technology progress make possible to transform different forms of employment to non-standard ones. Their distributions (part-time, division of labor between two workers, flexible chart of work) can be the direct consequence of innovative changes in a production. However, at the terms of socioeconomic instability, decline of production, employers quite often are succeeded to these force measures in order to save potential of skilled employees. In this context, it is important to emphasize that in any cause a change in the mode of working time, including, its reduction - a natural process associated with productivity growth of economic activity.

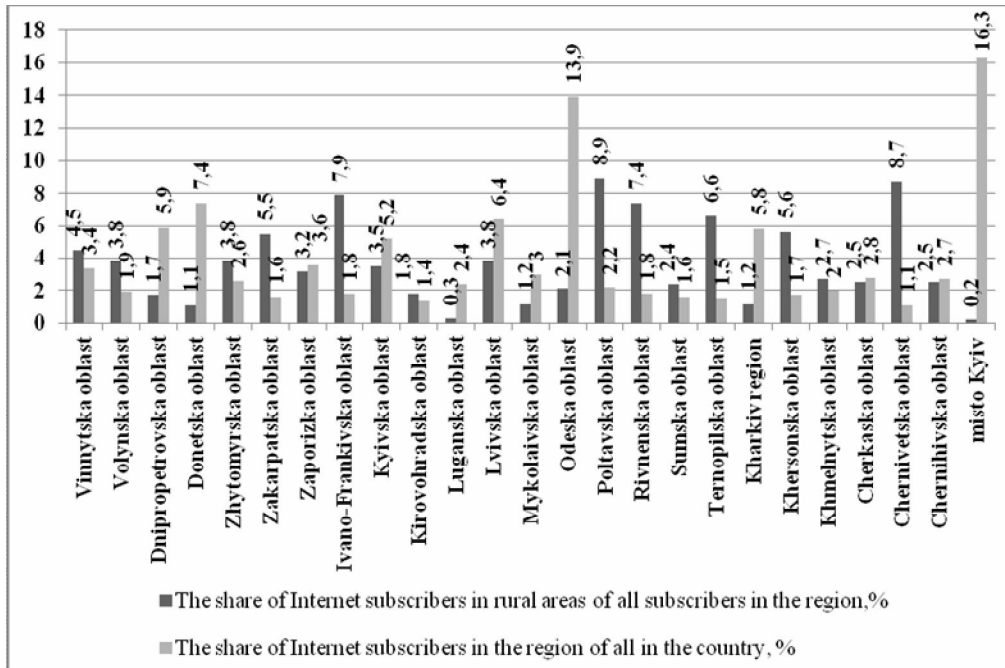


Fig.1. Distribution of Internet subscribers by region in Ukraine, 2016

Source: Author's calculations based on [8, p. 26]

Distribution of the Internet for territories of the country is uneven from relatively by the not high indexes of the attained level - only 2,6 % subscribers is on rural locality (in limits from 0,3 in Luhanska and 8,9 to Poltav'ska oblasts). Such insignificant part of subscribers in rural locality testify not so much about the lack of demand for these services, but rather about the absence of necessary technical requirements, first of all, networks of coverage of the proper quality.

Analysis of regional structure shows a high proportion of Internet subscribers in Odeska (13.9%), Donetska (7.4%), Lvivska (6.4%) oblasts and the Kyiv City (16.4%), which together is about 44% of all internet subscribers in the country. The prevalence of Internet network contributes to the development of non-standard forms of employment as causes free choice of residence, including cleaner countryside, as well as reduce the cost of housing in his absence in the workplace. Favorable conditions for the regional development of innovative employment are highly inventive and innovative activity, participation in it is not only a narrow circle of specialists, but also all stakeholders to accelerate the process of reconstruction in both production and non-production sphere.

Indicative estimates activity, in term of creating an innovative product are absolute and relative indexes of the quantity of authors of intellectual ownership and authors of rationalization suggestions rights in the regions of Ukraine. Differentiation by these indicators are excessive - in Khmelnytska and Cherkasska regions there were no registered authors in 2014, in Volynska, Luhanska, Transcarpathian, Rivnenska, Khersonska, Chernivetska and Chernihivska regions their values were minimal against the background of high rates in Kyiv City, Kharkivska region, Dnipropetrovska and Donetska region (Fig. 2).

Significant worsening socioeconomic conditions for the development of innovative employment indicates downward dynamics of the number of research organizations and the number of researchers (at 2010-2015. 21.5 and 17.8%, respectively) and a significant reduction performed research works (except Khmelnytska region) (Fig. 3).

On the pace of decline should distinguish the Donetsk and Lugansk regions - in these areas as a result of the military conflict the total number of organizations that carries out scientific and technical work decreased by 69.2 and 58.5% respectively, and the number of researchers - by 49.8 and 82.1%. Among the regions of Ukraine with figures on the reduction in the number of researchers are much higher than the average, it should be noted such regions as Chernivetska (56.7%), Volynska (44.6%), Mykolaivska (36.8%), Ivano-Frankivska (36.6%).

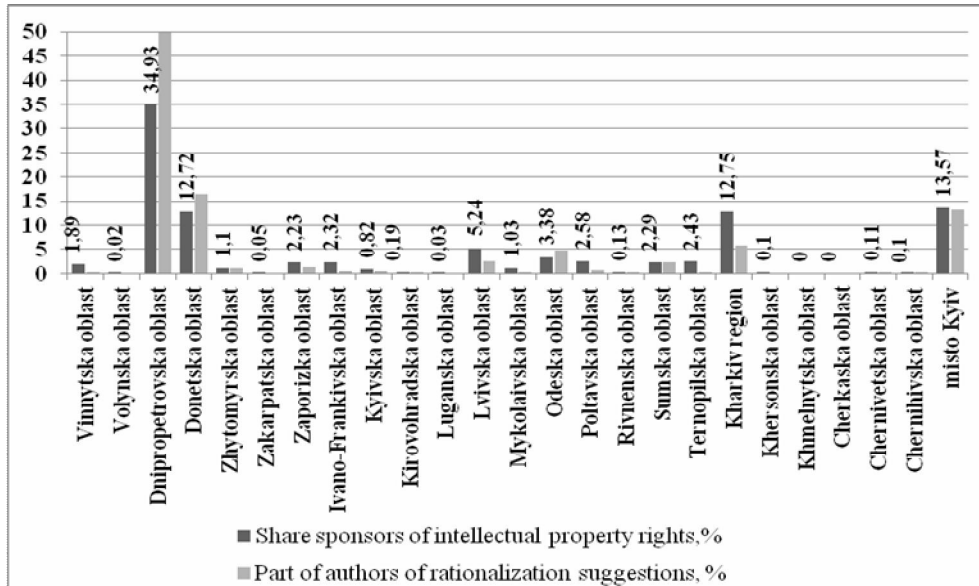


Fig. 2. Regional structure of the number of authors of intellectual property and innovations in Ukraine in 2014, %

Source: Author's calculations based on: [9, pp. 218, 220].

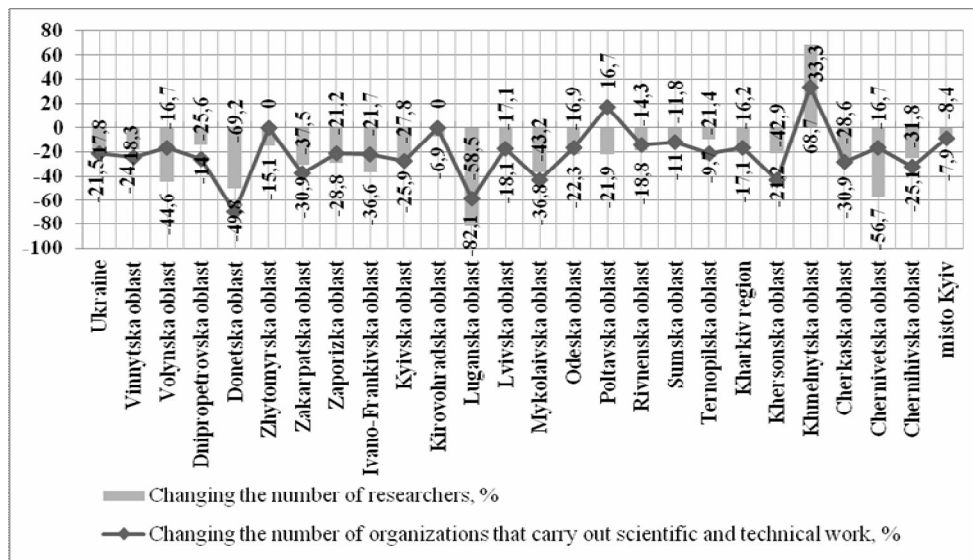


Fig. 3. Changes in number of researchers and number of research organizations in Ukraine in 2010-2015

Source: Author's calculations based on: [10, p. 10, 30].

Conclusions. Therefore, in Ukraine formed the necessary conditions and territorial factors for the development of innovative employment, but they are not fully realized because of the inefficiency of the state policy in this area. In the conditions of individualization of work, a considerable segment of the formed system of markets the public policy of employment must be characterized by the high level of having a special purpose orientation, complexity of the measures of legislatively-normative, socioeconomic, administrative and organizational character; a no less important value is acquired by organic unity of certain

goals, tasks and mechanisms of their achievement. In interests of society to accelerate modernization of public policy of employment in the aspect of strengthening of her innovative principles, first of all to the personal interest and responsibility of employers for the results of the economic activity, a realization of possibilities of creation of hi-tech workplaces with the acceptable level of remuneration.

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Zayats Tetyana, Doctor of Sciences (Economics), Professor, Head of Department of a Problem of Forming Social Capital. **Kraevskaya Galyna**, PhD (Economics). Ptoukha Institute for Demography and Social Studies of the National Academy of Sciences of Ukraine. **Zaiats Galyna**, PhD (Economics). Interregional Academy of Personnel Management. **Development of Innovative Employment is in the Regions of Ukraine.** In the article the modern features of employment are described in the context of innovative development of economy. Territorial and between the settler preconditions of development of innovative employment and informative inequality are analyzed. Regional differentiation of dissemination of the internet was educed and, as a result, pre-conditions for distribution of innovative forms of employment.

Keywords: innovative employment, territorial preconditions, dissemination of the internet, inventor activity, research organizations.

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Заяць Тетяна Анатоліївна, доктор економічних наук, професор, завідувач відділу проблем формування соціального капіталу. **Кравська Галина Олександрівна**, кандидат економічних наук, старший науковий співробітник. Інститут демографії та соціальних досліджень ім. М.В. Птухи НАН України. **Заяць Галина Сергіївна**, кандидат економічних наук. Міжрегіональна академія управління персоналом. **Розвиток інноваційно орієнтованої зайнятості в регіонах України.** Схарактеризовано сучасні особливості зайнятості в контексті інноваційного розвитку економіки. Проаналізовано територіальні передумови розвитку інноваційної зайнятості та проблеми інформаційної нерівності в територіальному й міжпоселенському розрізах. Виявлено регіональну диференціацію інтернетизації території і, як наслідок, передумови для поширення інноваційних форм зайнятості.

Ключові слова: інноваційна зайнятість, територіальні передумови, інтернетизація території, винахідницька активність, науково-дослідні організації, дослідники.

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Заяц Татьяна Анатольевна, доктор экономических наук, профессор, заведующий отделом проблем формирования социального капитала. **Краевская Галина Александровна**, кандидат экономических наук, старший научный сотрудник. Институт демографии и социальных исследований им. М. В. Птухи НАН Украины. **Заяц Галина Сергеевна**, кандидат экономических наук. Межрегиональная академия управления персоналом. **Развитие инновационно ориентированной занятости в регионах Украины.** Охарактеризованы современные особенности занятости в контексте инновационного развития экономики. Проанализированы территориальные предпосылки развития инновационной занятости и проблемы информационного неравенства в территориальном и межпоселенческом разрезах. Выведена региональная дифференциация интернетизации территории и, как следствие, предпосылки для распространения инновационных форм занятости.

Ключевые слова: инновационная занятость, территориальные предпосылки, интернетизация территории, изобретательская активность, научно-исследовательские организации, исследователи.