

**Budiakova Olena**, Candidate of Economics, Senior Lecturer of the  
Department of Economics and Services  
Kyiv National University of Technology and Design,  
Kyiv, Ukraine

## **SOCIAL RESPONSIBILITY OF BUSINESS IN THE LABOR MARKET OF UKRAINE**

The mission of the state as a subject of the labor market lies in creating the conditions for establishing partnerships between employers and employees. It is implemented through two activities. The first involves a variety of public and awareness-raising activities for the mass audience. The second area unites personalized work methods when it comes to employment of citizens.

The necessity and ability to scale up personalized work is driven by the following circumstances. Yes, a considerable amount of employees search for a job independently. But at the same time, it is the external side of social-labor relations, without revealing their essence, which are in the professional-qualifying interests of the parties. This situation is also immanent with the demand for labor, as many employers do not resort to the services of the State Employment Service. Therefore, the search for methods that promote the establishment of a professionally-qualifying partnership in social and labor relations should be recognized as an important task of economic theory and practice.

In the financial and economic crisis, social and labor relations have entered a new phase, which increases the interest of employees in achieving social responsibility of business in the labor market. Responsibility in social and labor relations in a crisis is growing. The crisis is a test of the strength of social and labor relations: will employers and workers be able to maintain and increase professionalism and skills. At the same time, we should listen to the opinion of A. Kolot, who warns that "excessively high unemployment causes increased socio-economic stratification of society, pressure on the state budget, creates underutilization of labor potential and social conflicts". The end of the crisis is unknown, so it is irrational to hope for its speedy end. Thus, the parties to

social and labor relations should learn to interact in a crisis, ie to be ready to change the situation for the better and for the worse.

Under these circumstances, the actions of employers should be united on the issue of corporate social responsibility in the labor market. Their actions regarding the professional orientation of the population should be consolidated on the basis of the principle of mutual trust. To increase the social responsibility of the labor market business, employers can voluntarily inform the State Employment Service about their professional and qualification needs. Balance on the demand side is achieved through the collection and systematization of information about the professional needs of enterprises and organizations. In this regard, O. Schlichter draws attention to the experience of the United States, where the Workforce Investment Act was adopted, which reformed the federal training system to facilitate the education of various categories of workers. This Law provides, in particular, providing citizens with the necessary information for better orientation in the labor market to select the most acceptable for certain categories of unemployed training courses.

For many years, the labor market operated on the principle of "employment at all costs." Due to the hopelessness, the workers were ready for any job. This provision limited the professional and qualification interests of employees. Now the situation on the labor market has changed significantly. Based on modern realities, the attention of the bodies of the State Employment Service should not be limited to assisting those who turned to them for help. Their care should be aimed at assisting those who are self-seeking to apply their professional qualifications. The state should not allow the border to be crossed when the majority of employees cannot realize their professional and qualification qualities (competencies), and employers - to meet professional and qualification needs. At the same time, in market conditions, the state cannot and should not force the parties to social and labor relations to partnership, which means that it controls the formation of socially responsible business and partnership in social and labor relations.

Professional and qualification balance is a qualitative result of social and labor relations of the main subjects of the labor market. This means that when choosing a job, individuals hope to fully realize their professional qualifications. A priori, the latter

acquire professional knowledge and skills in order to later sell them on the labor market. In turn, the performance of certain functions requires employees to have professional knowledge and skills.

However, the realities of social and labor relations are far from the identity of professional and qualification qualities of employees (competencies) to the requirements of the position (competencies). Thus, in addition to professional qualifications, there are other motives for social and labor relations. If this fact becomes a priority, then all efforts to improve the professional balance of the labor market can be nullified. Therefore, the task comes to the fore to find out in which cases and why the professional qualification characteristics are not the basis of social and labor relations. Possessing this kind of information, the State Employment Service gets the opportunity to work personally with anyone who has not been able to find application for their professional qualifications. Thus, it is necessary to transform the information-analytical contour of social and labor relations, which expands the boundaries of cooperation, on the one hand, and allows to identify trends in the motives of cooperation, on the other, which helps all those interested in establishing socially responsible business and partnership. between employers and employees. Quantitative change of proportions on the segments convinces in the activity of redistribution of labor in the labor market. Employees need a more dignified application of their professional qualifications, and employers need a fuller satisfaction of their professional needs. This is due to both production volumes and wages and working conditions.

Therefore, it is necessary to increase the level of partnership in social and labor relations and increase the social responsibility of business. Such data should be considered as arguments for all parties interested in establishing a partnership in social and labor relations on the basis of parity of professional and qualification interests of employers and employees. First of all, this information is of interest to the representative offices of the Territorial State Labor Inspectorate of the Ministry of Labor and Social Policy of Ukraine.