

ing and, accordingly, demand is growing. At the same time, customers want to buy a good product that meets their needs.

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YOUTH UNEMPLOYMENT

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Резюме – в статье рассматривается проблема безработицы молодежи и ее причины. Также представлены методы, которые обеспечат молодежи лучшие возможности для трудоустройства.

Summary – the article deals with the problem of youth unemployment and its causes. Methods that will provide youth with better job opportunities are also presented.

Introduction. Youth is one of the social groups of society, which is not an element of labor activity yet. This group is at the stage of self-determination now. In this regard, it is a risk group and therefore it has a number of features, which help distinguish it from other social groups: 1) this group is characterized by instability of life habits, and because of this is more flexible when choosing a workplace; 2) appears on the labor market for the first time and differs from more qualified workers by the lack of experience; 3) low employment; 4) has specific approaches to work mode, wages and career growth; 5) it is characterized by a low knowledge of the labor market, the demand for specific specialties, opportunities for professional training.

Main part. Youth unemployment – is the socio-economic phenomenon, when bright young people look for work and are ready to start working immediately, but cannot realize their right to work. The main causes of increasing youth unemployment are the following: young people don't meet employer's requirements; young professionals do not achieve the qualifications that correspond to the labor market, as well as the further process of expanding the demand for workers; false choice of profession, specialty; young specialists' lack of professional skills in the profession they were previously studying; low salary level of young specialists and delayed promotion.

The presence of work experience in the specialty is one of the important factors for the placement on the offered vacancies in the labor market [1]. University graduates have no work experience at all at the time of graduation, and because of this they are not immediately hired or refused hiring at all. In the end, young specialists find themselves in a vicious circle: experience is necessary for work, and work is necessary for experience. But also consider that almost half of the world's young professionals are unemployed because employment is not universal. In developed countries, young professionals find jobs, but not the jobs they want. The number of unemployed young people in the world has been decreasing over time. This is due to the fact that more and more young people are now being educated. However, there are much more people who leave school and go to work in low-income countries.

Conclusion. An analysis of global trends in youth unemployment shows that organizational changes in labor and labor relations, the rapid development of technology, and new forms of entrepreneurship require that new labor market conditions constantly be adopted and better skills be provided to meet the needs of the labor market. In order for young people to easily enter the workforce and gain more opportunities, it is necessary to: fund the high quality education and training that is needed in our time; socially secure, so that young professionals can work productively for their own pleasure, regardless of gender or income level; increase the measure of investment in production and the individuality of labor markets and society as a whole [2].

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RECRUITMENT STRATEGY

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Резюме – в статье рассмотрены современные методы подбора персонала. Указаны два метода: внешний и внутренний. Описаны отличительные черты, характеризующие внутренние методы подбора персонала.

Resume – the article considers modern methods of personnel selection. Two methods of recruitment are indicated: external and internal. The distinctive features that characterize the internal methods of personnel selection are described.