

ГЛОБАЛІЗАЦІЙНІ ТА ІНТЕГРАЦІЙНІ ПРОЦЕСИ
GLOBALIZATION AND INTEGRATION PROCESSES

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**EMPLOYMENT AND INNOVATION: THE EXPERIENCE OF UKRAINE
AND THE COUNTRIES OF THE EUROPEAN UNION**

The development of a knowledge-based economy is a powerful impetus for structural changes in the labor market that are associated with the intensive diffusion and introduction of innovation into production processes. In this regard, the necessary condition for the stable functioning of the economic system is the adaptation of public relations in the field of employment to the requirements of the market of innovative technologies. The purpose of this article is to develop a universal model of state regulation of employment transformation in the context of innovative economic development, taking into account the experience of conducting employment policy of Ukraine and EU countries. Accordingly, the objectives of the study are: to consider the theoretical aspects of employment transformation in an innovative economy; to compare key indicators reflecting the level of innovative employment of the population in Ukraine and the EU countries; to propose recommendations for the creation of a universal model of state regulation of the employment transformation under the influence of innovation. The practical significance of the recommendations made in the study results from the possibility of their use in the process of public policy development, which contains specific measures and directions of improving public relations in the labor market in the context of innovation employment transformation.

Keywords: *innovation, innovative employment, traditional employment, employment transformation.*

Introduction. Currently, qualitative structural changes related to the intensive diffusion and introduction of innovations into production processes are ongoing. At the same time, the use of innovative technologies is a prerequisite for economic growth, increased productivity and competitiveness of products. In its turn, economic growth enables economic actors to invest in knowledge intensive technologies and human capital development by expanding opportunities for the emergence of new products and technologies.

Accordingly, effective development of the economy implies the adaptation of public relations in the sphere of employment of the population to the requirements which are put forward by the market of innovative [1, p.489]. In order to ensure the high level of effectiveness of this adaptation, it is important to understand both the essence of employment transformation under the influence of innovation and the causal relationship between its conditions of origin and forms of manifestation.

Literature review. The scientific studies of many scientists is devoted to research of influence of innovations on transformation of employment of the population in the country and to peculiarities of formation of innovative employment. Thus, L. Yemelyanenko [2] examined the specifics of the formation and peculiarities of state regulation of innovative employment in Ukraine, identified the main consequences of the impact of innovation on the Ukrainian economy. The scientific work of

N. Gavkalova and A. Zolenko [3] is devoted to the development of a methodological approach to determining the degree of activation of innovative labor among the employed population of Ukraine, which is an important condition for socio-economic development of the country. D. Pařová and M. Vejačka [4] study the main factors influencing the formation of innovative employment in EU countries. The Ch. Obunike and A. Udu [5] scholarly article addresses the relationship between technological innovation and employment growth, sales, enterprise size and market share, as exemplified by the small firms in Largos.

The existence of a link between periods of crisis, depression and employment was found by C. Freeman [6], who believed that high unemployment and low wages determined the state's need to find "ways to stimulate technical innovations", to ensure their combination with social innovation. The problems of cyclical development of the market system, as well as the factors that support scientific progress and economic growth, were given attention by J. Schumpeter [7], who considered cyclicity as a pattern of economic growth caused by the introduction of innovations into entrepreneurship on the basis of the active activity of innovators, inventions and ideas. D. De Clercq, D. Dimov and I. Belausteguigoitia [8] investigated the impact of unfavorable working conditions on innovative behavior of innovators and found that work overload has a negative effect on the development of innovative ideas, but this effect is attenuated by greater knowledge sharing and interpersonal harmony. J. McCartney and P. Teague [9] reviewed a number of studies to determine the impact of innovative workplace transformations on the employment structure of innovative enterprises in the Republic of Ireland. M. Freel [10], based on a survey of West Midlands businesses, identifies the skills of workers required to develop and innovate in the manufacturing process, namely advanced technical skills and marketing competencies.

In paying tribute to the conducted research, it is worth noting the need to focus more on solving the problem of forming an effective system of state regulation of transforming the employment of the population under the influence of the introduction and use of innovations in the production process of enterprises.

The purpose of the article is to develop a universal model of state regulation of employment transformation in the context of innovative economic development, taking into account the experience of conducting employment policy of Ukraine and EU countries.

Results and discussion. In the conditions of innovative economy under the influence of technological transformations, the infrastructure of economic entities, which are more oriented towards the production of innovative products, changes. In this regard, the nature of the social consequences associated with the introduction of innovative technologies necessitates the interdependence between economic cycles and the employment structure of the population.

Transformation of employment, as well as technological progress, occurs throughout the historical development, which can be a natural component of changing economic cycles. At the same time, the transition to an information society with the further formation of a knowledge economy based on the widespread use of innovative technologies narrows the time frame of the development cycle, which is reflected in the pace of population employment transformation.

According to many representatives of economic science, economic development is a cyclical process characterized by the constant change of the periods of rise and fall, differing in duration, length and depth. In the traditional sense, the economic cycle is the periods of rise and fall of production, which occur in the economy and change each other, accompanied by changes in the nature of industrial relations and related socio-economic relations. There are four phases in the economic cycle: growth, recession, revival and depression. In this case, the new economic cycle starts from the lowest point of production activity and ends with the next lowest point.

For a more objective understanding of the nature of transformation processes in employment, it is advisable to give a general description of the phases of the economic development cycle and their socio-economic consequences (Table 1).

In view of the above mentioned, it can be noted that the development of innovative technologies forms a social order for bringing the employment of the population into qualitative and quantitative conformity with the new technical and economic conditions. Obviously, the lag in the employment

transformation from the formation of a particular phase of the economic cycle leads to a shortening of the period of growth and prolongation of the recession period, which is due to institutional constraints in the realization of the innovative potential of labor resources due to the irrelevance of the relevant forms of employment.

Table 1

Employment transformation under the influence of conditions of innovative development of economy

Phase of the economic cycle	Innovative development	Employment transformation
Revival	Complex restructuring of the economy due to the accumulated potential of previous cycles, increasing investments in means of production and human capital.	Formation of new forms of employment as a result of introduction of innovative technologies in production processes. Socio-economic aging of the existing relations of the labor organization is shaped by the demand for the implementation of socio-economic transformations in the labor market and the introduction of social innovations. The lag in social policy pace with the pace of innovation leads to an increase in shady employment.
Growth	Active introduction of new technologies into the production process. The entrepreneurial activity is dominated by the focus on satisfying the market with modern goods, which causes a high level of investment in production. The transition to the production of new, more technological products creates the demand for quality restructuring of technological infrastructure.	The rate of employment transformation is the highest, which is connected with the growth of labor productivity, which increases the need for social and legal adaptation of the new formed forms of employment.
Recession	A sharp decline in investment in production assets. Shifting investor interests toward investing in more liquid industries. The growth of speculative struggles in the financial markets.	Impairment of existing social and labor relations that is accompanied by inefficient production and rising hidden unemployment. Decrease in investment in human capital development.
Depression	Outdated technologies are not capable of providing socio-economic development. Investments are moving into the formation of structural innovations.	Decrease in well-being of the population and increase of social tension, in connection with increase of unemployment rate as well. Formation of prerequisites for the emergence of new forms of employment and work organization.

Source: authors' own compilation.

In this regard, employment can both enhance and weaken economic development. Therefore, the shortening of the time period between the economic cycle and the transformation of employment determines the need to build an effective socio-economic mechanism capable of accumulating a critical mass of innovative technologies, manpower and economic entities that ensure the development and implementation of innovations, in order to carry out a qualitative upgrade of production processes. It follows that an important prerequisite for understanding the nature of employment transformation at different stages of innovative development is the distinction of its quantitative and qualitative aspects with the further identification of the degree of their economic importance.

Quantitative changes in employment in the context of innovative economic development include: increasing employment in non-productive sectors of the economy with the simultaneous outflow of labor from the branches of material production; increasing the number of jobs in the non-governmental sector; increase in the number of self-employed in the labor market, etc. Qualitative changes in employment are reflected in the development of the entrepreneurial sector in key sectors of the economy, the growth of labor productivity, the spread of tendencies related to the flexibilisation of labor legislation, etc [11, p.234].

We believe that in order to gain a deeper understanding of the nature of population employment transformation, it is advisable to distinguish between such concepts as "traditional employment" and

"innovative employment". Thus, the accelerated development of industrial complexes has led to an increase in the demand for workers able to perform labor activities in the context of conveyor production within the appropriate forms of labor organization and employment. As a result, socio-economic phenomena such as the increase in the number and influence of trade unions have taken effect; work at one employer, protection of the employee's interests by the norms of social and labor legislation, etc. The transition to post-industrial society on the basis of scientific and technological progress has shaped the socio-economic conditions for the rapid expansion of flexible industries with a narrow specialization, related by the outsourcing. In today's economic environment, the involvement of traditional large industrial enterprises in the formation of the national product, which provides the main demand for traditional employment, leading to the emergence of non-standard employment and reducing the number and role of "traditional" workers in the economy. In general, the differences between traditional and innovative employment are presented in Table 2.

Table 2**Characteristic features of "traditional" and "innovative" employment**

Traditional employment	Innovative employment
work at one employer	work for different customers
labor activity is carried out on the means of production of the employer	the formation of mixed industries in which the employee partially or wholly uses his means of production
long-term or permanent employment contracts with some subordination to the parties	term civil contracts, the subject of which is to achieve a certain result on the basis of equality of the parties
a uniform distribution of workload over a period of time	the employee independently manages his time depending on the situation
the work of trade unions and labor law are aimed at protection of such traditional values as pension, social and medical insurance, etc.	reducing the influence of trade unions on the activities of enterprises and organizations, liberalization of labor legislation
strict regulation of work responsibilities and standards of behavior within production processes and corporate culture	change of traditional corporate culture, deregulation of labor relations leading to the development of internal and external labor mobility
rigid framework of labor organization, depending on the specialization of production	the de-standardization of professional boundaries, which leads to functional flexibility of the employee and polyvalent specialization
the predominance of material incentives and the need of the employee for guarantees that provide confidence in the future, safe and comfortable working conditions, movement on the career ladder	shift of employee's interests towards development and self-expression, as well as horizontal labor mobility
high demand for graduates with secondary or higher education	the focus of enterprises on the formation of individual orders for specialist training
stable wages	the use of flexible forms of remuneration
material production as the dominant line of work	diversification of production, which is manifested in the expansion of services
priority in compliance with corporate norms and requirements within the existing labor hierarchy of personnel	focus on the development of innovative behavior, which takes into account the characteristics of each employee and stimulate non-standard thinking

Source: authors' own compilation.

As it can be seen from Table 2, in the new socio-economic conditions a person is assigned a role, not so much as a subject of work activity within the allotted workplace, but a mobile carrier of intellectual capital, the key function of which is the implementation of innovative activity.

Taking into account the nature of socio-economic tendencies, it is possible to establish the formation of a gap between the pace of innovative development, employment transformation and the ability of society to adapt to the innovative economy. Thus, the increase in population and the increase in innovation activity, which is manifested in the growth of productivity of business entities, is naturally reflected in the level of remuneration due to increased competition in the labor market. This forms an independent trend that changes the socio-economic relations built on the middle class dominance in the social fabric of developed countries.

Based on the above, it should be noted that social relations of employment under the influence of scientific and technological progress are transformed into a new innovative state, in which labor resources act as carriers of knowledge. Accordingly, innovative employment is a system of social relations concerning the inclusion of labor resources in the knowledge-intensive production processes of development of their innovative potential and stimulation of innovative behavior, which are built on the background of the emergence of new forms and types of social production [12, p.182].

Employment transformation in Ukraine is prone to complexity and uneven development. At the same time, transformational processes take place in the conditions of reducing the reproduction of the workforce, the decline in the living standard, which in the aggregate has a negative impact on the efficiency of the labor resources use.

According to the surveys of the Ukrainian labor market of the State Statistics Committee of Ukraine in 2018, the number of economically active population of Ukraine aged 15-70 years was equal to 17939.5 thousand people (working age, respectively - 17296.2 thousand people), which amounted to 42.36 % relative to the total population of Ukraine. At the same time, the dynamics of economically active population aged 15-70 over the last eight years has tended to decrease steadily. In particular, in 2018 relative to 2011, the economically active population aged 15-70 years decreased by 18.67% (working age, respectively, by 14.58%). Overall, 57.1% of people aged 15-70 were employed in the labor market of Ukraine in 2018, and the unemployment rate in the relevant age group reached 8.8% [13].

To date, there is a fairly high level of hidden unemployment in Ukraine, while at the same time high demand for labor, which is explained by institutional problems in the labor market which lead to a discrepancy between the qualitative characteristics of labor resources and the existing demand in the labor market. The consequence of increased hidden unemployment is the exit of labor relations beyond the limits of the legislation into the shadow economy. However, the return of unemployed people from the shadow labor market to the real economy is quite difficult.

The destabilizing factors in the functioning of the labor market should be considered gradual overcoming of the slowdown in production, structural deformation and the destruction of economic ties in the economic system. The volatility of the economic environment and the state of the labor market have been reflected in the outflow of Ukrainian citizens abroad in search of work.

In order to determine the current employment situation of the population of Ukraine regarding the trajectory of employment transformation, it is advisable to compare the labor market indicators with the most developed, innovation-oriented EU countries.

It should be noted that the employment rate in the EU countries is very different. For example, in 2018 Sweden was the leader in the highest employment rate (the employment rate was 82.4%). The average employment rate in the EU, which was 73.2%, was exceeded by seventeen EU Member States. Outsiders from the employment rate were Croatia Greece (employment rate was 65.2%), Italy (63.0%), Greece (59.5%) [14].

The employment rate in Ukraine, which equaled 57.1% over the study period, is similar with the above outsiders Greece and Italy (Fig. 1).

An important indicator that reflects the current state of the labor market is the Human Development Index - a summary of achievements in key areas of human development, including: life expectancy and health; access to information; living standard. This indicator is used by the United Nations in the framework of the Development Program and is published in Human Development Reports. According to this indicator, in 2018, Ukraine is far behind the developed EU countries. With an average of 0.90 in developed countries, it is 0.75 in Ukraine [15].

It is also advisable to use World Bank data on business conduct in different countries for benchmarking. In the ranking of Ease of Doing Business Ukraine is lagging behind the innovative countries, which also include the EU countries, by almost 60 positions, ranking the 64th position in 2019, which significantly complicates the opportunities for job creation in innovative sectors of the economy, development of self-employment people [16].

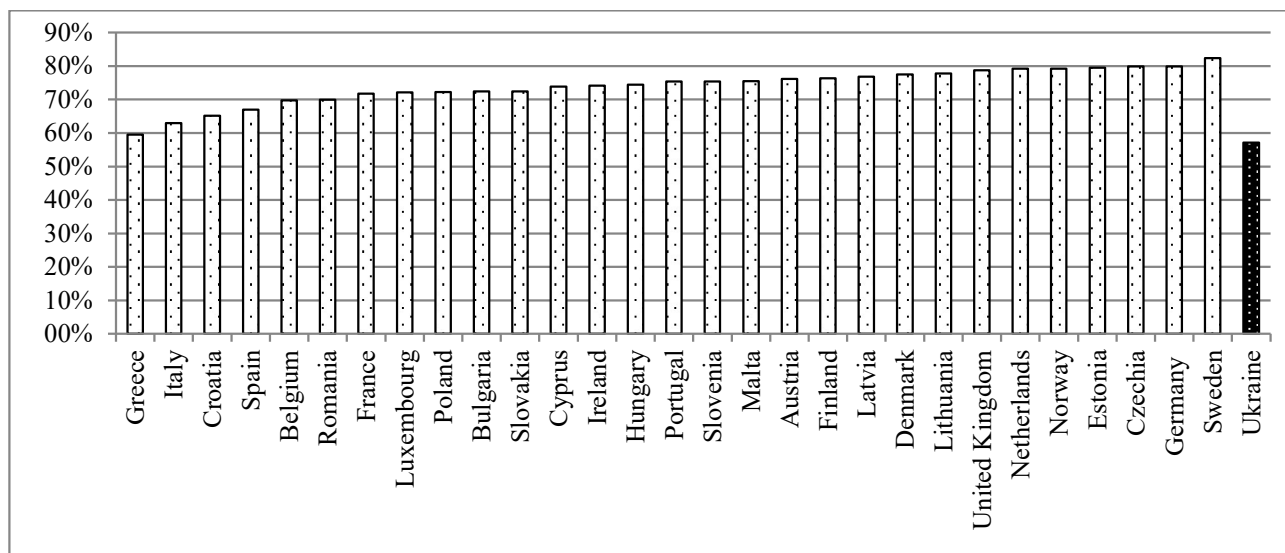


Fig. 1. Employment rates in the EU and Ukraine in 2018

Source: built by authors on the data basis [14]

Thus, the Ukrainian economic system is far from establishment of innovative employment. It can be noted that at present in Ukraine traditional relations concerning the organization of work are withering away and a social request is being formed for their adaptation to the modern conditions of the market of innovative technologies. At the same time, the developed EU countries have overcome this stage and are now completing the process of adaptation of the labor market to innovative development (Fig. 2).

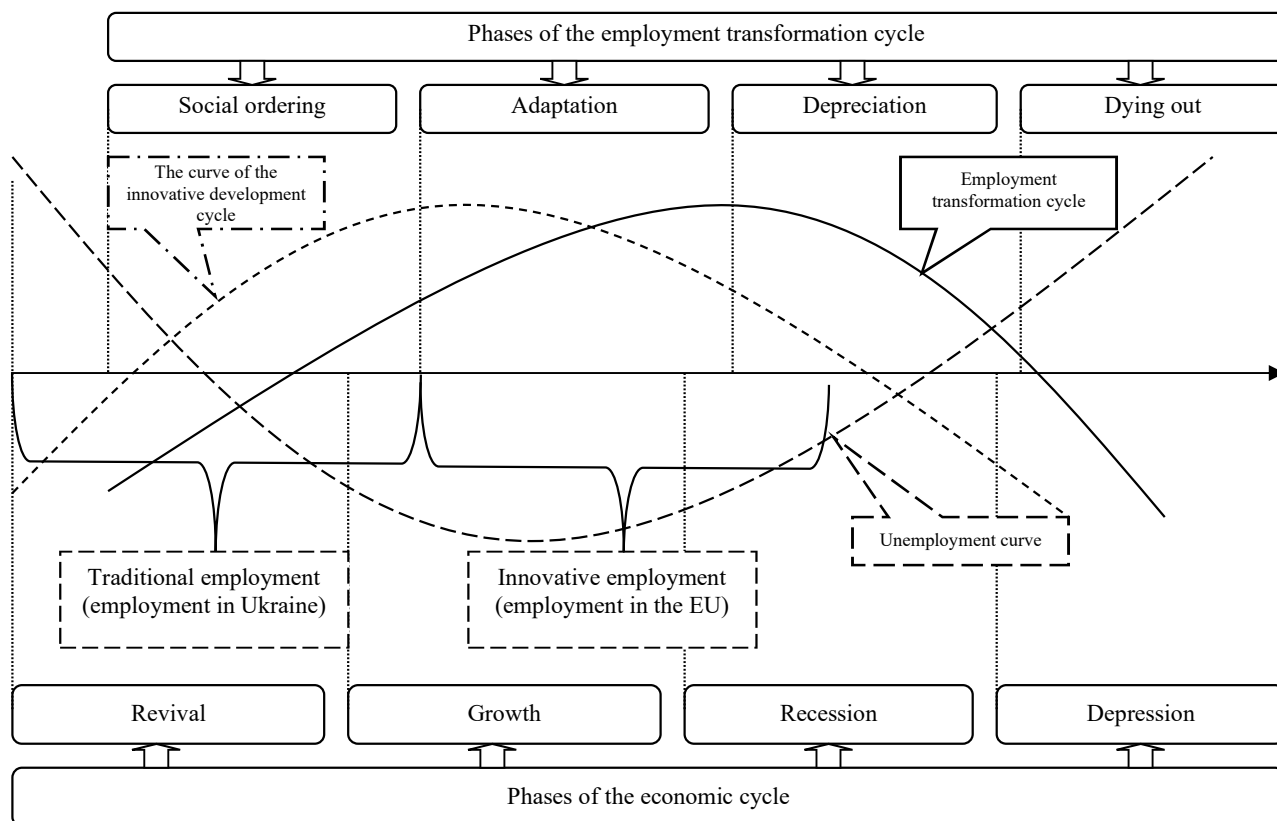


Fig. 2. The trajectory of employment transformation of the population of Ukraine and EU countries

Source: authors' own compilation.

We believe that the universal model of state regulation of employment transformation in the conditions of innovative economic development should reflect the main measures for increasing the

level of innovative employment, taking into account the positive experience of conducting employment policy in the leading EU countries. This model can be used both in countries with low employment rates (such as Ukraine) and in highly developed innovation-oriented countries (such as, for example, the leading EU countries).

A closer look will be taken at the features of employment policy in EU countries. Thus, the basis of the European employment policy is the support and development of innovative activity of economic entities and labor resources as a condition for maintaining competitiveness. In this regard, much of the attention of politicians is focused on providing material assistance in research and development. In order to counteract the negative social consequences associated with the employment transformation, programs are being actively implemented in the European Union aimed at finding a balance between labor and business interests in the use of non-standard forms of employment. The strategy of flexible security or Flexicurity is of particular interest, which can be defined as the Comprehensive Flexibility and Security strategy in the labor market.

This strategy provides for freedom of trade union activity while maintaining the prerogative of the employer to manage employment and to distribute labor, including the right to release labor resources, depending on the market situation. The resource for this strategy is shaped by a rigid fiscal policy that sets a flexible tax scale. Thus, the essence of Flexicurity is that labor, paying high taxes, receives the necessary guarantees of their social security in the event of dismissal. The high level of financial support for unemployment provides confidence in the possibility of finding a new job in the short term. In this case, the budgetary and regulatory mechanisms of state influence are quite flexible in responding to changes that are taking place.

In addition, in 2010, a new set of integrated principles was adopted that underpinned the Europe 2020 strategy. Today, flexicurity is a key element of the Employment Guidelines and the European Employment Strategy. An analysis of this strategy has shown that it is not aimed at flexibilisation of the labor market, but at the same time does not exclude it. In fact, the social withering away of perpetual employment contracts is recognized. In this regard, the main focus is on increasing labor mobility and developing their talents, as well as on self-employment.

The current models of functioning of the labor market in the EU strongly suggest that although the national labor market remains a tool for generating labor supply and demand for its quality, overcoming the imbalance of supply and demand is impossible without government intervention. In today's world, the state and business have to make considerable efforts to bring the national workforce into line with the requirements of the current stage of economic development, relying on the combination of high quantitative labor market flexibility with high levels of social protection, income protection and employment. This means the timeliness and sufficiency of the measures taken under the European employment policy.

Positive experience of European countries in the issues of employment adaptation should be adopted and implemented in the practice of socio-economic regulation in Ukraine. At the same time, taking into account qualitative and quantitative differences, it is necessary to adapt the measures of European employment policy to the conditions of the Ukrainian labor market in transition. In this regard, we consider it appropriate to take the following measures:

- to establish effective dialogue between labor resources and their associations, public authorities and employers to modernize the legal framework to regulate relationships regarding non-standard employment. This will reduce social tensions by ensuring social security of labor resources, taking into account the interests of the employer;

- to develop the labor market infrastructure through creation of specialized funds that provide targeted funding for active employment programs. It is advisable to build the work of these funds in cooperation with regional state authorities and public employment services;

- some positive effect can be expected from the application of practices of co-financing active employment programs by regions when receiving funds from the state budget or funds;

- to expand the number of implementing organizations promoting employment and developing social partnerships;

- to take measures to improve the efficiency of trade unions work;
 - to take over the practice of developing continuing education in the workplace, aimed at developing innovative behavior through co-financing educational programs implemented at the level of business entities.

Thus, the use of European experience implies updating the existing institutional model in the labor market in Ukraine or in the other country under study, and reorienting it to the development of innovative labor activity.

We believe that modern employment policy should be multidimensional in nature, take into account the interests of different participants in the labor market and coordinate their development in the strategic direction of socio-economic development. In this regard, the effectiveness of government regulation of the population employment transformation under the influence of innovation depends largely on the ability to predict and actively manage the transformation processes in the labor market in different periods of the innovation cycle development (Fig. 3).

Therefore, it is advisable to differentiate occupied labor resources by belonging to certain sectors of the economy with appropriate levels of innovative development for further socio-economic regulation.

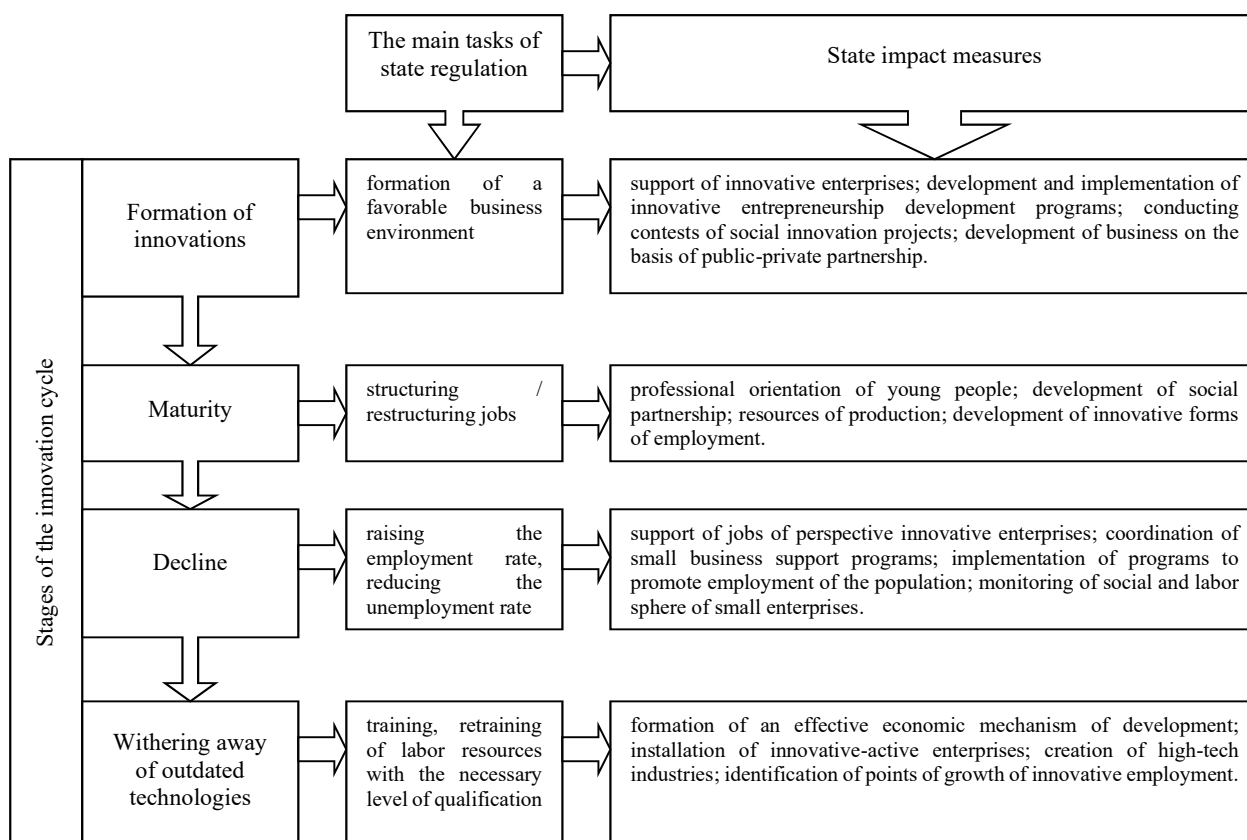


Fig. 3. Universal model of state regulation of employment transformation in conditions of innovative economic development

Source: authors' own compilation.

At the stage of innovation formation, the most important is to create a favorable environment for the development of social entrepreneurship [17]. Measures of state influence can be: holding competitions of regional social innovation projects; involvement of the private sector in the social sphere through the implementation of specialized programs for the development of social entrepreneurship aimed at building effective mechanisms for public-private partnerships, reducing the tax burden, including through the gradual reduction of contributions to social funds. It is important to support innovative businesses and businesses that use the work of vulnerable people. At the same time, in order to overcome the negative effects of the processes related to the growth of the shadow employment, it is

necessary to simultaneously strengthen the interaction between different supervisory bodies in order to obtain objective information on violations of the requirements of labor legislation by enterprises and to take measures aimed at easing the conditions of organization employment for business.

At the maturity stage of the innovation cycle, it is important to effectively structure and restructure jobs throughout the division of labor; to keep up-to-date professional orientation of new generations of labor resources in the areas of work in perspective sectors of the economy; to provide the necessary resources for production processes.

At the recession stage, special attention should be given to passive employment policy measures to reduce social tension. Priority in pursuing an active employment policy should be given to a policy aimed at preserving jobs in those enterprises and in those sectors of the economy that have prospects for development at the next stage of economic cycle growth. The policy of artificially curbing unemployment growth in unpromising sectors of the economy should also be abandoned, while avoiding massive and uncontrolled reduction of labor resources.

At the stage of withering away of outdated technologies it is advisable to implement private-state programs aimed at training and retraining of labor resources, promotion of employment. The need to create an effective socio-economic mechanism aimed at job creation through regulation of prices for public services and taxes for small innovative enterprises is foregrounded. This provides for:

- determining the points of intense economic growth, the impact on which will ensure the formation of innovative employment;
- organization of efforts consolidation of economic activity participants by establishing horizontal economic ties between them in order to further clusterization of innovative industries;
- ensuring the modernization of economic entities in logistical and organizational terms, in order to form the basis for further innovative growth.

Thus, the proposed universal model of state regulation of employment transformation in the conditions of innovative development of economy can be used in the process of developing an effective state employment policy, which will contain specific measures and directions of improvement of public relations in the labor market, aimed at establishing relationships between the labor markets entities in order to adapt them to the new conditions of technical and economic development by improving the types and forms of labor activity, use and development of the potential of labor market actors.

Conclusions. The study found that building an effective employment policy in the face of uneven innovation development of the economy determines the need to choose a configuration of rules and regulations that could provide a compromise between the necessary flexibility of the labor market and the level of protection of labor resources.

Therefore, employment policy should be correlated with changes taking place in the labor market with a concerted mix of socio-economic, organizational and regulatory measures. This determines the need to update the existing social and labor relations to the existing challenges of the economy and to seek a new balance of interests between workers, employers and the state, including through the legalization of new forms of social work in innovative sectors of the economy and the international practice of overcoming the negative consequences of transformation.

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ЗАЙНЯТІСТЬ ТА ІННОВАЦІЇ: ДОСВІД УКРАЇНИ ТА КРАЇН ЄВРОПЕЙСЬКОГО СОЮЗУ

Проблема. Використання інноваційних технологій виступає умовою для економічного зростання, збільшення продуктивності праці та конкурентоспроможності продукції. У свою чергу, економічне зростання, розширюючи можливості для появи нової продукції і технологій, дозволяє суб'єктам економічної діяльності здійснювати інвестиції у наукомісткі технології і розвиток людського капіталу. Відповідно, ефективний розвиток економіки передбачає адаптацію суспільних відносин у сфері зайнятості населення до вимог, що висувуються ринком інноваційних технологій. Для забезпечення високого рівня ефективності зазначеної адаптації важливо розуміти як саму сутність трансформації зайнятості під впливом інновацій, так і причинно-наслідковий зв'язок між умовами її виникнення та формами прояву.

Мета. Розробка універсальної моделі державного регулювання трансформацією зайнятості в умовах інноваційного розвитку економіки з урахуванням досвіду ведення політики зайнятості України та країн ЄС.

Результати. На основні дослідження осовливостей впливу інноваційного розвитку економіки на зайнятість населення встановлено, що відставання у часі трансформації зайнятості від формування певної фази економічного циклу призводить до скорочення періоду зростання і подовження періоду спаду в економіці, що пов'язано з інституційними обмеженням в реалізації інноваційного потенціалу трудових

ресурсів через неактуальність відповідних форм зайнятості, у зв'язку з чим зайнятість може як посилювати, так і послаблювати економічний розвиток. За результатами порівняння характерних рис понять "традиційна зайнятість" та "інноваційна зайнятість" визначено, що інноваційна зайнятість представляє собою систему суспільних відносин з приводу включення трудових ресурсів до наукомістких виробничих процесів розвитку їх інноваційного потенціалу та стимулювання інноваційної поведінки, що вибудовуються на тлі появи нових форм і видів суспільного виробництва.

Здійснено порівняльний аналіз процесу трансформації зайнятості в Україні та країнах Європейського Союзу, за результатами якого встановлено, що національний ринок праці унаслідок іманентних особливостей свого становлення і сформованих механізмів функціонування не сприяє формуванню інноваційної зайнятості населення, що, у свою чергу, свідчить про те, що процес трансформації зайнятості в Україні не сформував необхідну кількість робочих місць у тих сферах діяльності, де фахівець може в повній мірі використовувати свій потенціал і збільшувати його в міру підвищення технічного рівня виробництва. Розроблено універсальну модель державного регулювання трансформацією зайнятості в умовах інноваційного розвитку економіки, що включає до свого складу основні заходи з підвищення рівня інноваційної зайнятості з урахуванням позитивного досвіду ведення політики зайнятості у провідних країнах ЄС.

Наукова новизна. На основі використання позитивного європейського досвіду державного регулювання ринком праці запропоновано універсальну модель регулювання трансформацією зайнятості населення в умовах інноваційного розвитку економіки, що передбачає актуалізацію наявної інституційної моделі на ринку праці в Україні і переорієнтації її на розвиток інноваційної активності трудових ресурсів.

Висновки. Побудова ефективної політики зайнятості в умовах нерівномірності інноваційного розвитку економіки визначає необхідність вибору такої конфігурації норм і правил, яка могла б забезпечувати пошук компромісів між необхідною гнучкістю ринку праці та рівнем захищеності трудових ресурсів. Тому, політика зайнятості повинна корелюватися із змінами, що відбуваються на ринку праці при узгодженому поєднанні заходів соціально-економічного, організаційного і нормативного характеру. Зазначене визначає необхідність актуалізації сформованих соціально-трудова відносин до існуючих викликів економіки і пошуку нового балансу інтересів між працівниками, роботодавцями і державою, в тому числі через легалізацію нових форм суспільної праці в інноваційних секторах економіки і міжнародну практику подолання негативних наслідків трансформації зайнятості населення.

Практична значимість запропонованих за результатами дослідження рекомендацій полягає у можливості їх використання у процесі розробки державної політики, що містить конкретні заходи і напрямки вдосконалення суспільних відносин на ринку праці в умовах трансформації зайнятості населення під впливом інновацій.

Ключові слова: інновації, інноваційна зайнятість, традиційна зайнятість, трансформація зайнятості.

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