

Italian researches identified two forms of social activities Italian youth can be engaged: conventional and unconventional. Unconventional participation is very popular and is spread not only among students, but also among young people at all. It is associated with a greater propensity to use new media and to structure extensive and heterogeneous ego-networks.

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GENERATION Z ON UKRAINIAN LABOUR MARKET

Abstract. *The author analyzes the economic and business activity of the young population aged 15–25 on the labor market of Ukraine. Negative trends in the youth employment have been revealed. The changes in the cultural environment and their influence on the employment of young people are analyzed.*

Анотація. *У цій статті проведено аналіз економічної та ділової активності молодого населення віком від 15 до 25 на ринку праці України. Виявлено негативні тенденції на ринку зайнятості молоді України. Проаналізовано зміни культурного середовища та їх вплив на зайнятість молоді.*

Key words: *youth, business activity, youth employment, labor market, cultural framework.*

Ключові слова: молодь, економічна активність, зайнятість молоді, ринок праці, культурні рамки.

Statement of the problem. Economic and social potential of any country depends partly on the activity of young businesspersons. At the same time, economic activity is an essential part of socio-cultural and professional development of young entrepreneurs, who seek realization of their intense labour ambitions. During the period of reforms, the opportunities for the youth have become more diverse. It raises the youth's adaptability, makes professional training and upgrading increasingly important, and becomes a stimulus for the enhancement of their competitiveness on the labour market. Therefore, the representatives of generation Z change their approaches to the choice of educational programs and further professional development.

Analysis of recent research and publications. The issues of youth human capital are the most important areas of research for economists and sociologists. The issues of the development of youth's entrepreneurship and business skills has been explored by many domestic scholars, such as: Pokryschuk O., Kolot M., Surkova Z., Shthotova J., Mutiak M. and others. These authors raised important questions and made a significant contribution to the solution of some problems. A special place is occupied by foreign scientists — founders of the theory of Generation Z — W. Strauss and N. Howe. The cultural aspects of education, professional attitudes and behaviors were explored by E.T. Hall, G. Hofstede, R.D. Lewis, H.C. Triandis and others.

Purpose of research. The aim of this paper is to analyze the demands of youth labor market in Ukraine; to investigate the impact of socio-economic factors, which regulate the opportunities for young generation; to investigate the impact of cultural determinants of professional growth.

The key findings. Young people are an important resource for both the labour market and the national economy as a whole. This resource can become the basis of the national market, shape the economic system and contribute to its further growth.

Each generation has its own unique features, social norms and technologies. Generation Z found themselves at the center of market research a few years ago, and today they make up a large growing group on the labor market.

The research provides the following descriptive characteristics of the Generation.

1. *Do-it-yourself generation:* Generation Z can truly be called the do-it-yourself generation. For the rest, this concept is mainly related to home exploits in the field of repair or perhaps with artistic and craft projects. But generation Z looks at everything, including career, through the prism of this principle. Independent, self-reliant and do-it-yourself employees are valuable in a rapidly changing world. And generation Z will force employers to discover in their employees more talents and skills that were not specified in the job description.

2. *Interaction with the Internet.* According to the results of Pew Research, in 1995, when the first children of generation Z were born, only 14% of American teenagers (in Ukraine, this figure was several times lower) had access to the Internet. By 2014, this figure had reached 87%.

Therefore, one of the characteristic features of generation Z celebrities is their popularity in the Internet community. For every movie or TV star in our time there is A

YouTube star that appeared as if from nowhere. Sensations like Kid President, Dude Perfect, and PewDiePie do not just entertain a generation, they send a message that anyone can become a star overnight from the comfort of their own bedroom.

3. *Dealing with boredom.* Generation Z's are harder to come by long-term projects, so they may need the help of managers to get creative and avoid boredom. If we are talking about physical labor, it is enough to periodically change its types. Sitting in the same office, working on the same project will be easier if you can sometimes be distracted from it or move the workplace to the nearest coffee shop, where at least the music is better [2].

For a more theoretical description of the Z generation, we need to turn to the original source. The theory of generations was first scientifically substantiated and framed by American scientists N. Howe and W. Strauss in 1991. It appeared at the crossroads of economy, demography and history. The key thesis of this interdisciplinary theory is the fact that the period of time in which a person was born affects his worldview, his system of values. Scientists drew attention to the «conflict of generations», which is not associated with age contradictions. People, reaching a certain age, do not acquire the age values characteristic of this period, since children, reaching the age of their parents, do not become the same as they are, their attitude to life is still different. As a result N. Hove and V. Strauss proved that every 20 years there is a new generation with a different scale of values and different behavior from its predecessors.

According to the theory, representatives of generation Z are quickly trained and also quickly process information, can instantly switch from one activity to another, as well as act in a multitasking environment. Possession of information and the ability to search for it contributes to the formation of youth self-confidence in their abilities, forms a point of view. The next characteristic that the researchers highlight is the so-called clipping of thinking, i.e. the ability to perceive the world through short bright images and messages, for example, through a tape of TV news, small articles or short video clips. Generation Z grew up in a world where opportunities have no boundaries and time is limited.

Young people have thus adapted to the need to assess and filter huge amounts of information very quickly. Perception and thinking of «digital youth» has not become positive or negative, it has changed and acquired a new format that meets the demands of the information age of humanity [3].

Considering the Generation Z, it is impossible to ignore the ways of formation of professional preferences of young people. In the process of choosing a profession of youth Z, a large and sometimes decisive role is played by their parents of Generation X, who have a high level of responsibility, with a serious approach to things. Here we should mention the measurements of Ukrainian culture on the grounds developed by Hofstede. On the basis of individualism Ukrainians have 25 points out of 100, which explains the sacredness of family ties. Regarding the power distance indicator, the rating of 92 out of 100, makes it clear that there is a big gap between people with power and without, as well as the valuable role of social status in society, moreover, in the family, everyone understands their place. Since childhood, parents consider the potential of the child, their talents and inclinations, do everything possible for their development, and then help with the choice of profession. Moreover, children of such parents often follow

the career path of their parents. Youth respects their parents, learn the value of the family, know how to build relationships, it has become internally freer, conscious, able to reflect and has a more developed emotional intelligence [4].

On the other hand, there are much more factors when choosing a profession. According to the results of the study, implemented by the Center «New Europe» and the Foundation of Friedrich-Ebert-Stiftung in cooperation with the company GfK Ukraine, we have the answers to questions regarding youth employment. The data says that 45% of Ukrainians believe that they will not have difficulties in finding a job after graduation. At the same time, the survey showed that grades and level of education have little impact on the chances of finding the desired job — only 4% of respondents admitted that they did not get the desired job for poor grades. 15% of respondents had similar experience with the lack of an educational degree. It should be noted that the majority of Ukrainians study well: 57% of respondents during the last academic year received a grade of «good», 11% — «excellent». Participants of focus groups claim that it is often necessary to pay a bribe to get a job [5].

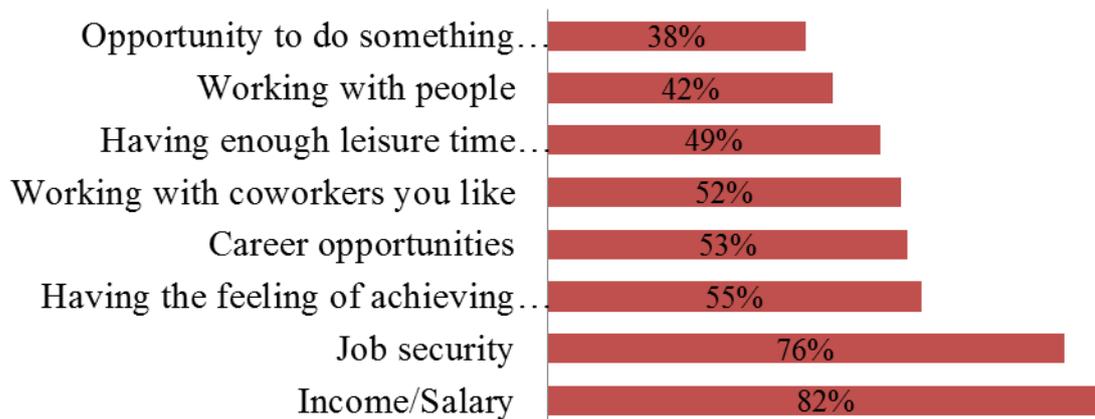
The participants of another focus group also confirmed that it is necessary to give a bribe in order to get a job with a good salary, especially in the public service.

Overall, young Ukrainians believe that the keys to finding a job are special knowledge and experience (83%), and relations and connections (79%). Other important factors are the level of education (76%) and luck (72%). According to respondents, education and working experience abroad (36%), place of birth (32%), and membership in a political party (20%) are considerably less important. It is noteworthy that Kyiv shows the lowest rate of those who believe that place of birth is very important for employment (6%). For instance, in other regions of Ukraine, the respective figures exceed 14%. 15% of Ukrainian youth believe that using connections to find employment can never be justified, 82% think it is justifiable to a bigger or lesser extent. The highest level of tolerance toward using connections to find employment is observed among the residents of Eastern and Central regions, and Kyiv (5%, 7%, and 10% of respondents respectively believe that such actions can never be justified). Residents of Northern Ukraine are the most intolerant toward using connections to find employment (27% of respondents totally disapproved of this) [6].

When choosing a job, young people are guided primarily by economic considerations (See Pic. 1).

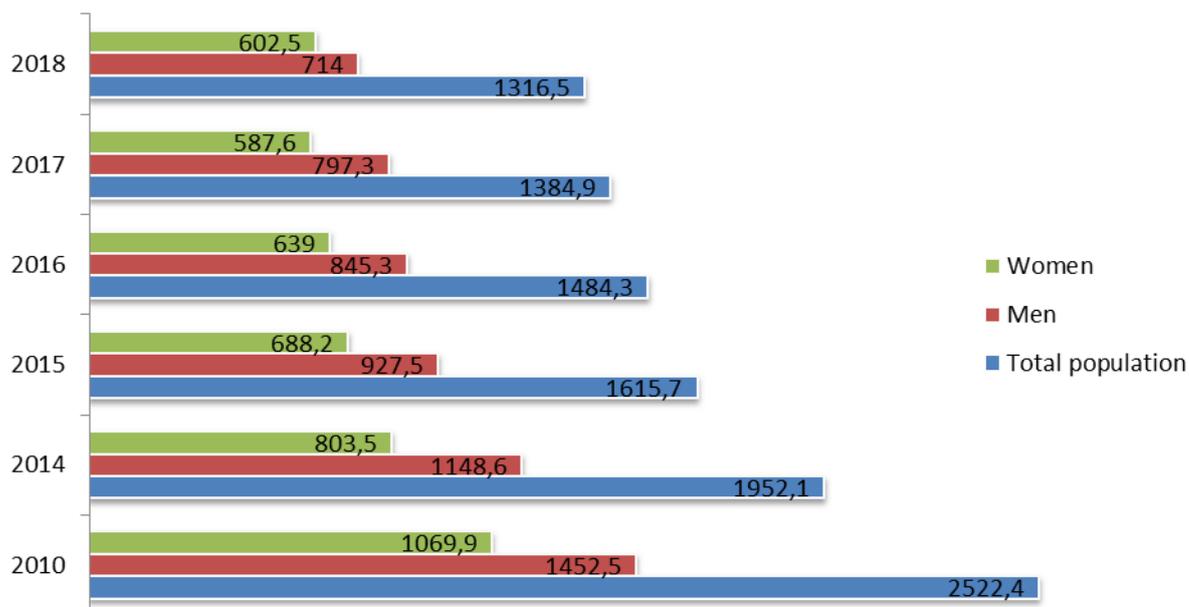
Besides the most important factors young Ukrainians pay attention to the following issues:

- professional growth is possible (internship, training);
- opportunity to build a career;
- team and corporate culture;
- suitable schedule;
- formal employment;
- well-known and prestigious company [7].



Pic. 1. Importance of the following factors, when it comes to choosing a job in Ukraine [7]

Now let us analyze the statistics on youth employment in the Ukrainian labor market. Among the main indicators of economic activity of young people is to consider its objective (actually economic activity, employment and unemployment) and subjective (job satisfaction, job guidance) characteristics. Economic activity of young people aged 15–25 in Ukraine is consistently low among youth age groups. Today, there is a trend of reduction in the economically active population, in particular, if this figure for 2010 amounted to 2522.4 thousand persons, in 2018 it reached 1302.2 thousand persons. It is worth noting that the statistics among men are slightly higher than among women. In 2010, the number of economically active population among young women reached 1069.9 thousand persons, and young men —1452.5 thousand persons. The same gender difference is observed in 2018: women — 302.2 thousand persons, men — 37.2 thousand persons [6].



Pic. 2. Number of economically active population in Ukraine aged 15–25 in general and by gender [6]

In general, the reduction in the proportion of young people under 25 years of age in the labor force is inherent in European countries since the mid-1990s. However, the

economic performance of their Ukrainian peers is significantly lower than in many market economies, as well as those that are just moving to it. This is due to the traditionally long period of secondary and higher education in Ukraine, and the state of local economy at all.

Conclusion. Generation Z has left its mark on modern Ukrainian youth. People are changing their vision of the world and two Ukrainians from 2 generations will have completely different opinions on the same issue. It is difficult to say whether it is good or bad, but one thing remains for sure — the environment is changing.

The values of the generation are becoming more material. This is especially noticeable when choosing a future profession. The educational question in choosing a profession becomes a rib, as more and more young people go to work in a direction that does not correspond to their educational training. Only half of the young Ukrainians work in the specialty or in professions tangent to the main specialty. 37% do not work in the specialty. The least number of citizens working in the specialty lives in Kiev, the West and the East of Ukraine (21%). A little more than half of the younger generation (56%) works at a job that corresponds to the level of education that they have. At the same time, a fifth of Ukrainians work at work, which requires a lower level of educational training.

The modern generation is more tech-savvy, responds faster to changes and adapts to the requirements of modern rhythm. Young people are purposeful and independent. Education in Ukrainian universities does not always meet expectations, so young professionals often have time to be disappointed in their choice before graduation or during an internship at the first place of work, but realize themselves in other areas, learn and acquire the necessary experience.

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