

MATHEMATICAL METHODS, MODELS AND INFORMATIONAL TECHNOLOGIES IN ECONOMICS

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ROLE OF LABOR MARKET BUSINESS MODELING OF UKRAINE

Today there is an objective need for in-depth research of problems of the labor market effective modeling in the current conditions of the global economy.

The aim of this study is to deepen the theoretical basis, further development and development of teaching and scientific and practical recommendations for effective business modeling labor market, the use of the investment potential of the state and enterprises. To solve this problem are used: method of logic synthesis, synthesis method and comparative data comparison.

Most scientists devote their attention to modeling and forecasting supply and demand of national and regional labor markets. However, insufficient attention is paid to the study of the local labor market prospects and modeling of current demand of the local labor market conditions, the impact of socio-economic factors at the local level.

Paying great role to selection and searching, Ukrainian companies practically do not invest in the development of their image as an employer, and it's a number of reasons, including low enough competition in the labor markets and, ultimately, lack of interest in the topic.

Our studies allow to conclude that to attract investment to the labor market for technological modernization of the national economy and prospects both in the short and in the long term it is need to develop models based on real data and analyze the results. The analysis of the modern state of the market in Ukraine indicates that it needs a detailed study. The conclusions indicate that this business process of labor market modeling will allow effective forecasting of its development and socio-economic relations, which will provide a rapid response to changes in these processes.