

ISSUES AND TRENDS IN MODERN ECONOMY

YOUTH EMPLOYMENT PROBLEMS

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Nowadays, the biggest problem is the employment of university graduates. Today, the employer puts forward a large number of requirements and qualities for young professionals. The most basic ones are: experience in this field, professionalism, as well as the ability to put theoretical knowledge into practice, the ability to make decisions. There is a problem that universities provide basic information on a specialty that is in no way useful to young specialists at their future place of work, so students have to engage in self-education in order to study the necessary and competent information in the current realities. There is also age discrimination when experienced professionals are compared to young professionals. Employers think that young professionals have less skills and knowledge than adult.

Such requirements for future employees are understandable, but it raises the question of where the young specialist should get experience if he is not hired without experience. One of the problems is that, a young specialist, having knowledge gained at the university, cannot apply it in life, this is because universities provide only basic theoretical knowledge but not practical ones which is just useful in future work.

This topic has been studied in the world by both economists and sociologists. In particular, J.M. Keynes, J. Kornai studied methods of regulating the global labor market from an economic point of view, and sociologists such as M. Kh. Titma and Yu. V. Goliusova studied the youth labor market from a sociological point of view [2].

In this regard, we would like to offer several solutions to this problem.

- Universities need to negotiate with enterprises about student internships at their enterprises, so that while studying at the university, students can reinforce theoretical knowledge with practical knowledge [1].

- University lecturers instead of providing the basic information on the main subjects, which does not change from year to year, must give more relevant knowledge that is needed for their future profession because this information is required by young professionals and will be useful at the future workplace. Students will not face the problem when the employer makes demands for the future candidate for the position, and young specialists who graduated from the university understand that they did not obtain such practical knowledge at the university.

- To increase the interest of companies in young specialists, it is necessary to introduce tax exemptions at the legislative level. Most employers refuse to take young inexperienced specialists, explaining that they do not have enough experience. But in such way, they do not give young specialists the opportunity to get the experience for work. If companies will obtain such benefits they will hire young inexperienced specialists [1].

Thus, these options will allow students to be at the enterprise during the educational process and see clearly what knowledge they need, as well as receive relevant information in the learning process. The most important thing is to gain practical experience and modern knowledge for further professional activities and receive initial employment assistance to gain valuable experience.

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INTUITION IN BUSINESS

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“The only significant thing in the world is intuition,” Albert Einstein wrote [3].

Many of the richest people on the planet recognize that by their most successful and significant solutions they are obligated to intuition [2]. Such vivid figures of modern business as Bill Gates, Steven Jobs, Richard Branson, without a higher education, have been able to earn millions [1].

The purpose of the article is to discover the meaning of intuition and instinct and show how it is important to use them properly especially in business.

For entrepreneurs, risk is the basis of their activities. Since you can never fully predict the final result, any contract can have some unexpected effects [2]. The intuition of a business leader helps him to make decisions in situations where information is insufficient [1]. No one insurance company can secure you against mistakes and big failures. Here the intuition could be useful [2].

Intuition – is the ability of a person in some situations to capture the truth unconsciously, to expect, guess something, based on previous experience and knowledge. It is feeling, insight, assumption, the sixth sense [2].

In psychology, the process of the appearance of an image is called “insight”. Insight is the opposite of a logical solution to a problem; here logic “does not work”: it’s not the brain is looking for a solution to the problem, but the solution comes to the person [1].

Intuition, like a pocket flashlight, will help you to find the right way, because it is always with you, provided that you will learn to use it [2]. However, you cannot blindly trust your inner senses. Sometimes businessmen are filled with a thirst for money and accept their own desires as like intuition. Before making a decision, you should act in your own head, to experience the potential consequences.

You have to learn a lot to move to stable intuitive decision-making. The first you should try doing things according to your logic, minimizing losses, calculating different options [2].

Leaders with advanced intuition find answers to these questions more quickly and efficiently. But more important is that they teach people to trust their abilities, to be open to new opportunities. This is substantial for future success [1].

As we can see, intuition plays a significant role in business. Intuition is needed during negotiations, without intuition marketing of innovations is impossible. This is the so-called “sixth sense” [2].

The businessman is a kind of hunter for “firebird of luck”. If you always keep your hand on the pulse, then you will certainly succeed [2].

References

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