

But what is the reason? First of all, outdated standards are guided by employers.

Secondly, it is the trend to be more precise gender gap. Globally, the labor force participation rate for men and women aged 15 and over continues its long term decline; it stands at 61.8 per cent in 2018, down by 1.4 percentage points over the past decade (Tabl. 1).

The decline in women's participation rate has been slower than men's one, resulting in a slight narrowing of the gender gap. These trends reflect different patterns across the life cycle resulting in changes in education participation among youth.

In conclusion, we can say that gender aspect has its big influence on employment in Ukraine and worldwide as well, so this problem defines itself in unemployment among women.

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## THE PROBLEM OF THE UNEMPLOYMENT OF PEOPLE IN UKRAINE

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The unemployment rate is a quantitative indicator, that is defined as the ratio of the number of unemployed people to the total number of economically active working population of the country (region, social group), and is measured in percentage.

The decline in the Ukrainian economy has led to an increase in unemployment among the population. Although the pace of economic recovery is showing positive dynamics, it has not yet been possible to reach employment levels at least before the crisis.

The main reason for the rise in the unemployment was the economic downturn and a corresponding decline in the financial performance of enterprises. Some companies went bankrupt and some, to prevent costs, began to reduce their costs and optimize staffing levels. Another factor was the increasing of the minimum wage to UAH 3200. It has forced entrepreneurs, who are unable to increase their payroll, to transfer part-time workers or general informal employee. Also raising of the minimum wage has affected small businesses to use a simplified tax system [2, p. 23-24].

The increasing of the minimum wage has brought to the next consequences, such as:

1. government remuneration policy: raising of the minimum wage increases the cost of production and thus reduces the demand for labor;
2. seasonal changes in the level of production in individual sectors of the economy.

There are some kinds of unemployment, such as: frictional, structural, institutional, cyclical, voluntary [1, p. 10].

So, according to our research, we can formulate the steps for the overcoming of unemployment in Ukraine. These steps are following:

1. increasing of salaries of employees and providing of workers with effective-functioning and correspondingly technically-equipped workplaces;
2. creation of favorable conditions for the development of entrepreneurship and small business for the unemployed people;
3. strengthen of labor demands from both the private and public sectors;
4. the legalization of shadow employment.

The problem of unemployment in our country need much attention and it still plays an important and negative role in the Ukrainian society.

## References

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## PROFESSIONAL SKILLS AND COMPETENCIES OF A MARKETING SPECIALIST

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We all have heard the word “marketer” before, but do we know what it really means?

The term “marketing” has appeared recently in the economic literature, and its emergence is associated with the beginning of economic transformation. In Western countries, this term has a long history. It is the result of the evolution of industrial relations from a “wild” to a “civilized” market [1, p. 264].

It is important for the modern specialist to be able to act consciously in the certain situation, to plan life goals and achieve them, to act fruitfully in the educational, professional fields, namely to be competent.

Competence is the most important quality of a specialist. It is a significant factor for achieving high results in their professional activity, using the knowledge, skills, experience and personal qualities, as well as the ability to constantly improve their own creative potential [1, p. 284].

The aim of the article is to review the basic competencies of a professional in marketing. The first competence is information. It includes the following:

- Finding, monitoring and processing of information
- Collection of information about the internal and external environment
- Identification of market segments [1, p. 283].

After gathering and analyzing some information, the marketer starts to work on the marketing strategy.

The second competence is planning, which is characterized by the search for new ways to improve the enterprise.

The role of the marketer here comes down to the following competencies:

- Development of marketing strategy
- Developing pricing strategies [1, p. 297].

The third competence is communication. It is the process of transmitting information about a product to a target audience. In the field of marketing communications, it is possible to identify the following competences:

- Development of advertising campaigns
- Organizing PR campaigns to attract partners and investors
- Development of the corporate identity [1, p. 271].

Summing up all of the above, we can stress, that a successful marketer should have the following qualities:

1. Creativity
2. Leadership qualities
3. Stress resistance