

Services Digitizing in the Sector  
of Public Policy  
for Employment Provision and Security

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# Services Digitizing in the Sector of Public Policy for Employment Provision and Security

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The article reviews the existing “digital tools” used in the field of public regulation of employment and gives possible directions for its improvement and security. The expediency of a service-oriented approach in the process of formation and implementation of the public employment policy is substantiated.

**Key words:** service-oriented public employment policy, social services, digital tools.

The scale of the impact of informatization and digital technologies on the activities of public institutions, their effectiveness is difficult to overestimate. In general, their role in the life of society is increasing permanently. It is stated that the domestic economy, public administration and civil society are forced to make a tech-

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Services Digitizing in the Sector of Public Policy for Employment Provision and Security nological leap in the next few years in order to catch up with global trends [10].

Comprehensive penetration of the Internet, the massive use of personalized portable communication devices — these trends affect the expectations of recipients of services, satisfaction with the results of receiving services.

In the field of employment of population, the impact of information and digital technologies is diverse. Although the use of modern information and communication technologies increases productivity, at the same time, their use can lead to the automation of certain types of work, the replacement of human labor by a machine, and the reduction of the number of jobs.

The role of information technology is raising in providing unemployed citizens with services aimed at solving problems of employment of the population. First of all, their significant role is in conducting informative and explanatory work among the population, approaching services to clients.

In such conditions, modernization of the system of providing social services is one of the most important prerequisites for the construction of an effective model for the formation and implementation of state policy in the field of employment.

According to an analysis of European experience, its service orientation became the main principle of the implementation of state policy. The key issue in this context is the focus on providing citizens with quality services. First of all, it concerns the social sphere. The scope of employment as an object of our study is one of the most important components of the socio-economic system of Ukraine, which requires a revision of management approaches and modernization of the system of provision of relevant services to the citizens of the country.

The problem of service orientation of state policy is actively discussed in scientific circles and is considered in the works of leading Ukrainian scholars. However, for full-scale implementation of modern approaches and principles of the formation and implementation of service-oriented public policy in Ukraine, a number of steps

must be taken to ensure, first of all, the priority of ensuring the rights of citizens in the process of receiving administrative services.

Ukrainian scientists Mr. O. Karpenko, Mr. A. Sokolov pay particular attention in their researches to issues of the functioning and development of the service state, mechanisms of interaction between subjects and objects of management services [3; 9]. Ms. Y. Kovaleva in her research emphasizes the concept of public services, their role in the construction of a service” state, as well as the correlation of concepts of social services and public services, considering them as a partial and integral [4].

Considering the scientific problem of the service state in the context of the development of digital society, it is worth to note works of scientists Mr. E. Brynolfsson, Mr. A. Makafi [1; 13], dedicated to the development of the latter. Particular attention should be paid to the work dedicated to the influence of the digital revolution on the transformation of employment and on the development of the economy as a whole [13].

Ms. N. Zinkevich, analyzing the current state and future structural changes in the types of productive activities and forms of employment of the population in the era of digital technologies and network economy, comes to a conclusion concerning necessity to modernize the State Employment Service as a service institution that provides online services with the shift of the center of influence in implementation of employment policy and labor market at regional and local levels [2].

According to the expert, project manager of the Office of Reforms of the Cabinet of Ministers of Ukraine Ms. O. Makogon, it is no longer possible to imagine that stabilization of the labor market in Ukraine will be achieved without taking into account world technologies and innovative trends [6].

All cited points of view indicate the inevitability of further digitalization of services, in particular in the social sphere.

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Our main task — through the prism of the service orientation to review the existing digital tools”, which are used in the process of formation and implementation of service-oriented public policy in the field of employment of population and possible directions of its improvement.

In the current conditions of the labor market imbalance caused by the mismatch of demand and supply of labor force, the structure of staff training for production requirements, the priority is those state social services in the field of employment, which are aimed at regulating the professional qualification structure of staff training, bringing it in line with needs of economic development. Among them, the key positions are occupied by: professional orientation of the population, especially young people, learning of trade that the labor market requires; professional training by the assignment of employment centers, including in the educational institutions of the State Employment Service, including vocational training, retraining and advanced training.

In the context of vocational guidance, the State Employment Service conducts work aimed at enhancing motivation to apply their work according to professions that are in demand in the real sector of the economy, prevention of youth unemployment, and assistance in professional self-determination. Such services cover not only citizens who apply to employment centers, but also young people studying in different types of educational institutions.

Social services in vocational training are also aimed at ensuring the compliance of the professional qualification level of citizens seeking employment with the requirements of employers. First, it concerns the unemployed, who do not have a profession or occupy previously places that do not require professional training, etc. In order to ensure the professional qualification level of jobseekers for employers, with the assistance of the State Employment Service in January-July 2017, 114 thousand unemployed received vocational training, which is 3% more than in the

corresponding period of 2016.

The number of people employed with the assistance of the state employment service grew by 39 thousand or 9% and made 484 thousand people. At the same time, 42% of them were employed promptly before granting the status of the unemployed [7].

In view of this, there are grounds to argue that work concerning improving the quality and ensuring the service orientation of social services of the State Employment Service of Ukraine is carried out systematically. It should be added that the organization of paid public and other temporary work allows certain categories of citizens (153 thousand people in January-July 2017), especially those who are in a state of unemployment for a long time, to resume labor skills, sometimes to receive a permanent job, and also affords an opportunity to improve their material well-being. Especially in those regions where the economic situation has become more difficult because of hostilities, the number of social services aimed at temporary employment of citizens who need that, has significantly increased [7].

At the same time, the situation in the labor market remains tense and is characterized by increase of unemployment. According to the statistics for the first quarter of 2017, the number of unemployed was 1.8 million people, in particular, 1.2 million people in cities and 0.6 million people in rural areas; men – 1.1 million and women – 0.7 million. The unemployment rate (according to the ILO methodology) made 10.1% of the economically active population (in the first quarter of 2016 – 9.9%), including among persons aged 25-29 – 13.2%, and among young people under 25 – 17.7% of economically active population of the corresponding age. The average unemployment rate in the EU countries was 8.3%, especially among young people under 25 – 17.1% [11].

The abovementioned circumstances require increased work concerning the provision of state social services in the field of employment, a variety of tools, forms

Services Digitizing in the Sector of Public Policy for Employment Provision and Security and methods of work, as well as the introduction of number of measures aimed at improving the quality of services for the population.

In view of the impact of the digital revolution” on the employment of the population, forms, methods and tools of providing social services in this area are influenced. The practice of providing electronic services by the European employment services is widespread [5].

The results of our research testified that a wide range of modern information and communication technologies is used in the implementation of the state employment policy. They are used both in the process of providing vocational guidance services and in the vocational training of the unemployed at the educational institutions of the State Employment Service, during the registration of service clients, and for the dissemination of information concerning the situation in the labor market, requirements of vacancies, etc. According to our deep conviction, the employment service is one of state institutions, where the widest range of modern technologies in the process of providing services to the population is used.

We include in the digital tools” (we understand as the totality of information and communication technologies and information resources that can be used by public authorities, state institutions), which is used in the process of formation and implementation of a service-oriented state employment policy in Ukraine:

administration of the Internet portal of the State Employment Service “Trud” ([www.trud.gov.ua](http://www.trud.gov.ua)). This resource allows job seekers to choose vacancies; to register for reception of information concerning vacancies on own e-mail; to pass testing; to review useful materials concerning choice of profession, building a career; to place your resume on the web-site. For employers, the Internet portal allows to find a resume of applicants for work, using the search form, get acquainted with interesting thematic materials concerning features of selection and recruitment of employees, the situation in the labor market, etc.;

introduction of electronic services “employer’s electronic cabinet” (<http://www.dcz.gov.ua/cabinet/Protected/Main.aspx>) and “electronic turn of citizen registration” (<http://www.dcz.gov.ua/EReception/#/about>). With assistance of the electronic queue it is possible to register for a visit to any employment center. “Employer’s electronic cabinet”, among other things, serves as informing employers of the state and main trends of the labor market, the professional qualification of persons registered in the employment center, etc.;

the organization of vocational training of the unemployed in a distance format at centers of vocational education of the State Employment Service using the platform Moodle. This allows to provide services for the organization of professional training for more people, including those who are physically unable to attend personally educational institution in order to acquire a new profession or improve their qualifications for further employment [8];

the use of the Single information-analytical System of the State Employment Service of Ukraine – SIAS.Net, which is a database of vacancies in enterprises, jobseekers and their vocational qualifications, and educational institutions where vocational training of the unemployed is carried out.

In our opinion, one of the most important components of the service orientation of social services in the field of employment is their availability for different categories of the population. In this direction, the employment service of Ukraine carries out not the first year a large-scale work in the form of activities of mobile employment centers, which go to stations, markets, central squares of cities and towns, bringing social services closer to clients. Perspective, in our opinion, is the provision of services in an online format.

According to the Head of the State Employment Service (Central Office), recently applicants for new jobs were able to freely learn English; each applicant had the opportunity for distance learning and online training through the Prometheus



Services Digitizing in the Sector of Public Policy for Employment Provision and Security educational project; for stimulating entrepreneurship, a project of the Crowdfunding platform is being implemented, which will allow future entrepreneurs to study and receive funds to start their own business; video interviews, on-line interviews and videos of vacancies that facilitated the process of finding a job for people living near the area of the anti-terrorist operation were introduced into work [12].

For strengthening this work, we consider it promising to conduct career webinars” — on-line events, where issues of job search technology, the launch of their own business by unemployed citizens, the preparation of a resume, etc. could be considered.

In view of the announcement of the launch of a new employment service portal that will allow users to receive some of the services remotely [12], in our opinion, it is also advisable to explore also the issue of the possibility of citizens to receive social services in the field of employment through the public services portal iGov <https://igov.org.ua> and the Single State Administration Services Portal <https://poslugy.gov.ua>.

Thus, the state employment office occupies leading positions among state institutions in Ukraine, which use modern digital technologies in their activities. At the same time, the growth of requirements, the necessity to strengthen the service scope needs the widespread use of modern technologies that ensure search, accumulation, dissemination of information. There are new software tools used by users of information.

Considering regional disparities in work proposal, it is important to develop those information technologies that will improve labor mobility. After all, with detailed information concerning the situation in labor market, including in another city (or another region), citizens can adopt well-argued decisions concerning the problem of employment, choose possible ways to increase their own competitiveness in the labor market, in particular through professional training, advanced training.

In this regard, it is advisable to consider creating a single information resource in the field of providing services aimed at regulating the employment of the population, and in the future – inclusion in a single portal of public services.

Therefore, the State Employment Service of Ukraine conducts a large-scale work to strengthen the service orientation of social services in the field of employment. At the same time, the complication of the situation in the labor market requires the application of coordinated efforts of state authorities, trade unions, employers, public organizations. Principles of service orientation and digitalisation of services should be laid down in elaborating a strategy for modernizing the system of providing state social services in the field of employment.

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