

труда, разрабатывать компенсационную политику, стимулирующую эффективный труд и рост конкурентоспособности.

конкурентоспособность, кризис, глобализация, профсоюзы, работодатели, партнерство, трудовой потенциал, социальная защита, обучение, модернизация

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Public Policy on the Labor Market in the Conditions of the Population Ageing

The actual social and economic problem of the population ageing, its key tendencies have been considered in the article. The possible consequences of the population aging for national economy have been analyzed. The need of state regulation of aging tendencies has been proved. The ways of lessening of the negative consequences of aging for economy and improvement of a state policy concerning elderly people have been suggested.

ageing, social policy, employment, state, social protection, pension provision, labor potential

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Государственная политика на рынке труда в условиях старения населения

В статье рассмотрена актуальная социально-экономическая проблема старения населения, его ключевые тенденции. Проанализированы возможные последствия старения населения для экономики страны. Обоснована необходимость государственного регулирования тенденций старения. Предложены пути смягчения негативных последствий старения для экономики и совершенствования государственной политики в отношении лиц пожилого возраста.

старение, социальная политика, занятость, государство, социальная защита, пенсионное обеспечение, трудовой потенциал

Statement of the problem. The ageing of population defines social and demographic processes for today and in a long term. The ageing of the population is one of the displays of the population age structure transformation in the course of demographic transition. Negative social and economic consequences of the population aging are connected not so much with the aging process, but more with a change of a ratio between elderly people and able-bodied population. The growth of a share of elderly people as a part of the population causes the need of attentive studying of their requirements, social and labor opportunities. Demographic aging becomes the serious state problem demanding the search of the optimum decisions already now and serious preparation for the next years.

Analysis of recent researches and publications. Many domestic and foreign scientists-economists devoted their works to studying of a problem of the population aging, among which are: Arkhipova S., Velichko N., Grishnova E., Libanova E., Paseka S., Semykina M., Shaulskaya L., Yaquba K. and other scientists. At the same time, in the

conditions of the demographic crisis in Ukraine and intensification of the population aging processes, the need of studying of opportunities of development of elderly people labor potential, its careful and effective use becomes a very urgent problem.

Statement of the objective. The purpose of the article is to find out the possible results of population ageing for economy, to define the directions of lessening of the negative consequences of the phenomena "ageing of population" for economy and to suggest the way of the public policy improvement on the labor market concerning elderly people.

The main material. One of the main negative tendencies of labor potential in Ukraine is a fast aging of the population, and as a result, the birth rate reduction, increase of the elderly people's part in the population structure. The increase of the elderly people number, taking into account that the half of them are disabled people, certainly, is a heavy economic burden for economy because it is followed by health care costs growth. Each country has to find the timely solutions for lessening of the negative consequences of this phenomenon for economy. The large number of elderly people (more than 1/4 population) that exceeds the number of children is characteristic for the developed countries where the tendency of the birth rate decrease and life expectancy increase is observed. This phenomenon is observed for our country for a long time, however according to the scientific forecasts the real "boom" in aging is expected in 30 - 50 years. The experts note that this phenomenon won't pass by those industrialized countries, where the population still rather young for today [10].

The problem of fast aging in Ukraine is aggravated with a low standard of living of the population, low availability of high-quality medical services, incomplete formation of the market institutes which should lessen the negative economic consequences of aging [4, p. 33].

We adhere to the point of view that among the most actual problems of economy it is necessary to mark out the change of demand structure, change of volume and structure of savings, reduction of the labor supply in the time of the significant increase in need for the budgetary resources owing to the growth of a pensioners share caused by the aging of the population [2, p. 61]. In other words, the need for finance to pay pensions will increase and tax revenues to the budget will be reduced as the share of the employed will decrease. The indicators of a gross national product will also decrease. On the assumption of the existing tendencies the problem of labor force deficiency will appear sooner or later. This deficiency can be compensated to a certain degree at the cost of production processes automation in the industrial sphere, but the problem remains critical in service industries [8]. It is necessary to consider that the increasing load at the socially oriented budget items in the conditions of the population aging first of all makes the requirements of pension means increase much more urgent. The expenses of the maintenance of health of elderly citizens will certainly increase and in medium-term prospect this will be followed with a need of increase of investments into health of able-bodied (considering its unsatisfactory state and high premature mortality) [3, p. 128]. It is necessary to foresee the formation of additional "demand" on high-quality medical services from the elderly population, need of investments into development of the special medical technologies, social infrastructure focused on elderly people, increase in financial resources for their support in the residential establishments, etc.

The serious efforts will be required in order to provide an adequate support to the growing quantity of elderly people, and give them the opportunities to get a decent job (in case of need or wish to remain economically active) and access to the appropriate medical care. The legislative base concerning elderly people in Ukraine exists already for a long time, however the strategic approaches and priorities of the corresponding policy are still not appropriately formulated. Public initiatives are concentrated mainly on the parametrical reforms in quite narrow segment, in particular, in the sphere of social protection of elderly

citizens of advanced age and their pension provision, and the ways of reforming in several directions, in particular, in health system are still discussed [4, p. 279].

The arrangements of support of elderly people employment besides changes in the legislation have to be proclaimed as a separate and one of the priority directions of the public policy in the employment sphere and be properly considered while forming the program and strategic documents. Bodies of the state protection, Pension fund of Ukraine and Public service of employment of Ukraine in common with all parties of social dialogue at all levels have to be directly involved in the development and implementation of programs of preparation for retirement, to carry out information and explanatory work concerning the demographic changes and respective social and economic consequences, providing the understanding of the increasing role of labor potential of elderly people, revision of an age framework of life cycles [4, p. 265].

The underestimation of importance of the elderly people labor potential role by the state and other social partners means in practice ignoring of interests and problems of elderly workers while forming labor market policy. In particular, the recently accepted Program of assistance of employment of the population and stimulation of new workplaces creation for the period till 2017, defines the priority actions and directions of public employment policy for the medium-term prospect, however doesn't contain any dispositions focused on the solution of specific problems of work of elderly people on the labor market [9, p. 296].

The existence of age criteria for the registration of jobless and early pensions causes low chances of elderly people to find a suitable work and firstly help younger citizens. In general it is possible to recognize such approach as a rational one, taking into account the specifics of elderly people employment policy due to that the task of employment continuation on the same workplace and for the same employer was set before. The search of a new job, what can actually be promoted by public employment service, in practice is less desirable option for many elderly people [9, p. 185]. This can be explained that new job transition is often followed by a partial loss of social and professional status, demands adaptation to the new kinds of activity, new work collective thus it is followed by psychological stresses.

Recently the researchers, politicians and employers agree in opinion that the version of the most acceptable for all social partners solution of elderly people employment problems which is the use of gradual retirement schemes (stage-by-stage, partial). Such schemes give a chance "to divide" the process of labor market leaving for some years. During this period the worker gradually passes from year-round employment to a part-time employment. At the same time it is important to pass to the facilitated routine of work [9, p. 216].

It is worth noting that there are many examples of various schemes of the reduced operating schedule in domestic and foreign practice which can motivate the elderly employees who acquired the right of retirement continue successfully working at the enterprise according to their strength. This assumes an employment with less number of days in a week or a less number of hours of work in day, load reduction by the division of labor duties, job on a temporary basis or in terms of the urgent contract, job of consultant, etc. At the same time the opportunity to receive the partial or full size of pension is provided [9, p. 248].

We consider that while forming public labor market policy it is important to borrow positive values of progressive western thinking concerning careful development and use of elderly people labor potential. We mean acceptance and implementation of "active aging" concepts which give the new opportunities to maintain health, active lifestyle and activity, form favorable social, economic and cultural environment [7, p. 5].

It is important to understand that the level of society civilization will be more and more characterized by the attitude towards elderly people. The innovations in the legislation

sphere become much needed in order to give the chance to the elderly people to get part-time job without discrimination in payment, create the system of the contracts conclusion between generations, guaranteeing stable earnings and high-quality medical care in advanced age.

For the sake of prosperity of the ageing society it is necessary to adapt, make available and comfortable all conditions of life, work, rest, treatment. High-quality changes of production and social infrastructure will promote more active integration of elderly people into the political and economic life, will allow to provide integration of elderly people into cultural and educational space with application of their rich life and social experience; to give help in social and psychological adaptation, maintenance of health, continuation of creative and physical activity of elderly people [1].

Certainly, the investments into health of the population, the statement of healthy active lifestyle are necessary not only at advanced age, and throughout all life. Then, being guided by the theory of the human capital, it is possible to claim that the number of workers who will be capable to work for health reasons more long and with bigger economic return among elderly people will increase [5, p. 282].

Resistant traditions of the social innovations concerning development of education of elderly people are absent in Ukraine but at the same time are strongly needed. It is necessary to overcome the stereotypes and to expand access to education within special programs for adults for people of advanced age [7, p. 4].

The public policy concerning elderly people in Ukraine is generally directed on satisfaction of their basic social and economic requirements. It would be expedient to reorient it gradually towards the expansion of opportunities of elderly people as that is demanded by the principles of "active aging". Therefore the practical steps on improvement and development of policy for elderly have to be directed towards support of employment of elderly workers and extension of the labor period, creation of conditions for health improvement and active longevity; ensuring social integration of elderly people [4, p. 280].

In the conditions of acceptance by a new president's team and Ukrainian government of responsibility for a state and prospects of country development, establishment of new strategic reference points, the efficiency of the current authorities will be determined by the implementation of important social and economic reforms, ability to make constructive and productive administrative decisions in the sphere of social policy which has guarantee economic growth due to the new quality of human resources, realization of population social requirements of decent life, ensuring human development according to the best world and international standards [6].

Conclusions and prospects for further researches. We consider that the changes of the social and demographic population structure caused by the aging phenomenon demand improvement and development of the labor market public policy concerning elderly people, and also taking into account the consequences of the population aging for economy and other spheres of societal life. In the conditions of reduction of inflow of young labor to economy the public policy will have to focus on the increasing need to use labor potential of the senior generation of workers. Thus it must be kept in mind that labor opportunities and social needs of employees of pre-retirement and retirement age differ from needs of other population. In interests of lessening of negative consequences of "ageing" economy, the complex of the public arrangements and social innovations should create favorable conditions of work for elderly people, maintain their health, labor and social activity, use and develop their labor potential carefully and effectively.

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Державна політика на ринку праці в умовах старіння населення

Метою статті є з'ясування можливих наслідків старіння населення для економіки, визначення напрямків пом'якшення негативних наслідків явища «старіння населення» для економіки країни і пропонування шляхів вдосконалення державної політики на ринку праці щодо осіб літнього віку.

Визначено, що у вітчизняній та зарубіжній практиці існує багато прикладів використання різних схем скороченого графіка роботи, які можуть мотивувати працівників старшого віку, які отримали право виходу на пенсію, продовжувати в міру сил успішно працювати. Це передбачає зайнятість з меншою кількістю днів на тиждень або меншою кількістю годин роботи на день, зменшення навантаження шляхом поділу трудових обов'язків, роботу на тимчасовій основі або на умовах строкового контракту, роботу в якості консультанта. Серед найбільш актуальних проблем економіки, викликаних старінням населення, виділено зміну структури попиту, зміну обсягу і структури заощаджень, зменшення пропозиції праці при значному збільшенні потреби в бюджетних ресурсах внаслідок зростання частки пенсіонерів. Доведено, що найбільш прийнятним варіантом вирішення проблем зайнятості літніх людей є використання схем поступового виходу на пенсію, які передбачають, що протягом декількох років працівник поступово переходить від цілорічної зайнятості до зайнятості неповної.

Обґрунтовано, що в інтересах пом'якшення негативних наслідків для економіки явища «старіння», необхідний комплекс державних заходів і соціальних інновацій щодо створення сприятливих умов трудової діяльності літніх людей, збереження їх здоров'я, трудової та соціальної активності, ефективного використання їх трудового потенціалу.

старіння, соціальна політика, зайнятість, держава, соціальний захист, пенсійне забезпечення, трудовий потенціал

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