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Specification of parameters of the youth labor market in a modern inclusive economy

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Annotation: The article is devoted to topical problems of quantitative and qualitative parametrization of youth labor market in a modern inclusive economy. The analysis of existing approaches to assessing the parameters of the youth labor market allows us to state the limitations of traditional methods for measuring and evaluating the quantitative and qualitative parameters of the youth labor market, including: the lack of consideration of the specifics of youth labor and employment, the possibility of assessing the working conditions of certain groups of young people, the formalization of qualitative criteria and formation of a comprehensive indicator of productive youth employment. Quantitative and qualitative criteria for parameterization of youth employment in the modern inclusive economy are proposed.

Key words: inclusive economy, youth employment, youth unemployment, youth labor market.

The report of the World Economic Forum "Inclusive Growth and Development Report 2017" notes that "there is no greater problem worldwide than increasing the participation of society in the process and benefits of economic growth" [1]. It is through the prism of inclusiveness that all aspects of social production are studied [2-3], including the possibilities of realizing the labor potential of young people.

With the parametrization of the youth labor market in the conditions of a modern creative economy, it becomes necessary not only to analyze it quantitatively and qualitatively, but also to determine the appropriate criteria and indicators.

Based on the analysis of existing approaches to assessing the parameters of the youth labor market, the following constitutive features of the research landscape have been identified.

Firstly, the differentiation in the approaches used extends both to the level of specification of certain indicators, and to the nature of analytical and statistical data, in the absence of which, as well as in the case of different collection methodology, the use of a number of indicators does not allow one to obtain a representative complete picture of the state and youth labor market trends

Secondly, the vectors of using the methodology for quantitative assessment of the parameters of the development of the youth labor market are associated with the study of the social and labor sphere as a whole at the country level, comparative cross-country analysis (including the ranking of countries) in the context of the existing statistical base on youth employment. However, a qualitative level cut in this case should imply "going beyond" official statistics and taking into account other (including sociological) databases;

Thirdly, the actual task is the formation of the final complex indicator of the quantitative and qualitative parametrization of the youth labor market and the choice of weights.

The analysis of existing approaches to assessing the parameters of the youth labor market allows us to state the limitations of traditional methods for measuring and evaluating the quantitative and qualitative parameters of the youth labor market, including: the lack of consideration of the specifics of youth labor and employment, the possibility of assessing the working conditions of certain groups of young people, the formalization of qualitative criteria and formation of a comprehensive indicator of productive youth employment [4].

An analysis of the conceptual foundations of the parameterization of the youth labor market, its available statistical base, taking into account current trends in youth employment, made it possible to form quantitative and qualitative indicators for the parameterization of the youth segment in the modern labor market in an inclusive economy. It should be noted that some of the indicators presented are reflected in official statistics, while the other part is not yet presented, but is proposed in the introduction to the methodology of statistical accounting and analysis.

The quantitative indicators of the youth labor market parametrization include the following:

1) Youth employment indicators:

- level of youth employment (in %);
- youth unemployment rate, % (including the share of long-term unemployed youth, %);
- duration of job search (months);
- the level of hidden unemployment among young people (%);
- share of informal youth employment (%);
- proportion of NEET youth;
- "progressiveness" of the structure of youth employment, including the share of young workers employed in high-tech jobs (%);
- the share of young workers whose work corresponds to the received specialty (%);
- Coverage of unemployed youth by employment assistance programs, efficiency of employment of unemployed youth by public employment services (%).

2) Wage indicators of employed youth:

- the share of young workers who receive wages at the level of the minimum wage, the regional average and above the average level (%);
- share of "working poor youth";
- comparative ratios of the average monthly wages of young workers with the average monthly wages of the employed population as a whole, as well as with the minimum wage;
- the level of real wages in the youth segment of the labor market

3) Indicators characterizing the working conditions of employed youth:

- the level of industrial injuries and occupational diseases among young workers;
- the share of young workers employed in hazardous and (or) hazardous industries (%).
- coverage of young workers with insurance against accidents at work.

4) Indicators characterizing the state of social protection of employed youth:

- share of poor youth receiving targeted social assistance (%);
- share of young workers covered by social insurance programs (%);
- coverage, duration and size of payments for pregnancy, childbirth and childcare of young workers.

5) Indicators of gender equality of employed youth:

- the ratio of the unemployment rate of men and women in the youth segment (%);
- the ratio of the unemployment rate of men and women in the youth segment (%);
- the ratio of wages of men and women in the youth segment (%);
- Duncan index for measuring occupational segregation in the youth segment, i.e. a coefficient showing the percentage of workers of the same sex who must change occupation in order to equalize the number of men and women in each occupational group.

The qualitative indicators of the youth labor market parametrization include the following:

1) Indicators of professional development of employed youth:

- professional qualification structure of youth employment;
- share of young workers with higher education (%);

- the share of young workers participating in training programs, advanced training (%);
- the share of young workers who are satisfied with the content of work by realizing their professional potential (%)
- the share of enterprises participating in the implementation of adaptation programs for young professionals (%).

2) Indicators related to guarantees and protection of the rights of employed youth:

- the share of employed youth with non-short-term employment contracts for their main job (%);
- share of young workers to whom enterprises have wage arrears (%)
- proportion of young workers with excessive working hours of more than 48 hours per week (%).

3) Indicators characterizing the participation of working youth in social partnership:

- proportion of young workers who are in trade unions (%)
- level of coverage of young workers by collective agreements (%);
- share of young workers working in organizations that have special programs for youth, %
- the share of young workers covered by organizations that protect the rights of workers (%);
- the share of young workers in the management structures of the enterprise (%).

4) Indicators characterizing the balance in the "work-life" ratio

- share of working youth with flexible work schedules (%);
- share of employed young women with children under 3 years old (%);
- share of young workers with children under 6 enrolled in preschool educational institutions (%).

Based on the proposed quantitative and qualitative indicators of the youth labor market parametrization based on regional statistical data, private indices can be calculated for the main and additional blocks (employment, wages, working conditions, social protection of employed youth, professional development, gender equality, guarantees and rights employed youth, participation of working youth in social partnership, "work-life balance"), on the basis of which it is possible to calculate the integral indicator of youth employment.

Recognizing the importance of previous scientific developments in the field of indicating the qualitative indicators of the labor market, it is necessary to further deepen existing research, taking into account the characteristics of the youth segment. Qualitative parameters of productive youth employment can be classified according to a number of criteria:

- by priority: primary (dominant), secondary;
- degree of formalizability: formalizable and non-formalizable;
- by the level of management: micro-, meso-, macro-, meta-levels;
- in relation to young people as a subject of labor relations: exogenous (external) - set by the "man-production" system and endogenous (internal) - job satisfaction, labor content;
- by the stage of a career: for the initial stage - the availability of jobs, adaptation; for subsequent stages, other criteria can be identified (for example, job security, the possibility of advanced training, career growth, the presence of "social lifts", etc..

Based on the specifics of these criteria, specific methodological aspects of assessing the quantitative and qualitative parameters of the youth labor market can also be determined.

It seems that the set of primary (basic) parameters for the analysis of the youth market will be as follows:

- availability of jobs for young people;
- compliance of the education received by young people with the labor functions they carry out;
- assessment of the content of labor (is the most important criterion for the formation of appropriate labor attitudes among young people, taking into account the specifics of this group of labor resources).

A set of "secondary" criteria for analyzing the youth labor market should include such aspects as gender equality, job security (employment security) for young people, job security for young

people, the possibility of improving the skills and professionalism of young people, career prospects, the presence of “social lifts” for young people.

In addition to the listed qualitative parameters of the youth labor market, it is necessary to highlight the presence of additional indicators related both to the individual psychological characteristics of the employee himself, and to the attitudes and values adopted in the organization and society. It is also necessary to take into account that young people are quite widely represented in the mosaic segment of non-standard forms of employment, which, according to researchers, is an umbrella term that combines various forms of interaction between an employee and an employer that are specific in nature.

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The methodology of assessment of the brand strategy of conditions the digital economy

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Abstract: The role of brand valuation as an intangible asset in the structure of enterprise assets is substantiated. The role of the brand as a marketing asset in the capitalization of the enterprise is indicated. Problems of practice of recognition, estimation, protection, revaluation of intangible assets and a brand in Ukraine in comparison with foreign approaches in this sphere are formulated.

The main problems of implementing the brand valuation methodology in the practice of Ukrainian enterprises include the use of a standard valuation of intangible assets, the lack of a standard for valuation of intangible assets, as well as the lack of uniformity in approaches to the management of intangible assets in general and brands in particular. One of the serious problems is the lack of harmonization of terminology in the field of valuation of intangible assets with international valuation standards.

It was substantiated the three most common methodological approaches to brand assessment: costly, comparative and profitable. The analysis showed that in the world practice it is accepted to use an income approach to brand valuation, in which the determination of value is based on the discounted value of cash flows. Applied examples of the application of this brand value assessment method are considered.

Based on the brand assessment methods discussed above, a number of methods have been proposed that allow taking into account the shortcomings of generally accepted approaches. The following brand assessment methods are proposed, which can be implemented in the practice of