

SHIFTS IN THE LABOR MARKET AS A FACTOR OF FORMATION OF QUANTITATIVE AND QUALITATIVE CHARACTERISTICS OF DEMAND IN THE EDUCATIONAL MARKET

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Research methodology. The results are obtained with the following methods: inverse analysis and synthesis in determining the role of negotiations in market coordination system; unity of the historical and logical in determining the nature of intersubjective interaction on the labor market; constructivization in determining the nature of the expected results of hyperexploitation of skilled labor force on the labor market and on the education market.

Results. Objective obstacles to fair competition between worker and employer on the labor market are revealed. Efforts to reduce employers' costs for profit, in particular, lead to hyperexploitation of skilled labor. Due to this, the employer removes part of worker's income as of the seller of labor services. It is shown that in the long term, the strategy of overloading the most skilled workforce creates demotivation for its quantitative and qualitative reproduction. It was found that overloading of the most skilled workforce changes the behavior of buyers on the education market. Potential recipients of educational services take into account the perspectives of following employability and the expected intensity of labor. This fact in turn increases of quantitative parameters of the demand on education market, but also serves as demotivator for conscientious training.

Novelty. It is revealed that current trends in the education market to increase the percentage of graduates who enter the universities and the simultaneous decrease in the average quality of training of students are determined by the situation on the labor market and are related to hyperexploitation of skilled labor.

Practical value. The revealed results of the research can be used to predict social and economic development in Ukraine. Also, on the basis of the study the strategy of higher education development can be formulated in terms of quality characteristics of training.

Keywords: market coordination, labour market, education market, education market demand.

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