

farmers), there is a necessity of continuous recording of production activities on the farms [5].

Establishing a comprehensive system of accounting information will undoubtedly bring a number of benefits to all entities that are associated with agricultural production.

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## **PRESERVATION OF LABOR POTENTIAL IN UKRAINE IN THE TERMS OF AGGRAVATION OF THE SITUATION AT THE LABOR MARKET**

In a market society, the problem of employment is fundamental, since its solution requires day-to-day attention from the state and local self-government bodies. Low levels of employment, lack of jobs, low wages form the appropriate standard of living for the population. Ensuring a high level of employment is an extremely important task both in economic and social terms.

The constantly negative growth of the population, the relatively short life expectancy for men, the mass emigration that has been observed in recent years has already resulted in a shortage of skilled labor, which does

not contribute to the attraction of domestic and foreign investments, impedes the development of labor-intensive branches of material production, constrains development of services. Even the presence of the unemployed is evidence that vacancies do not suit those who are looking for work. Today, in Ukraine, more than three quarters of economically active population have basic or new higher education. They make certain demands on the quality of workplaces and the level of wages, they are not satisfied with the vacancies offered to them. Particular challenges facing today's government are the behavior of young people with a high level of education, but these people try to leave their own country in search of a decent workplace and decent wages. The latter raises the threat of securing the national economy by its own labor force.

Today, the problem of reproduction of labor potential, ensuring optimal employment by creating modern jobs, increasing wages and ensuring its dominant role in the incomes of the population are of particular relevance. Lack of qualified personnel impedes the development of individual branches of the national economy, does not contribute to attracting investments, especially foreign ones.

The current situation in the field of employment and the modern processes of reproduction of labor potential, cause concern to public authorities, employers, scientists and specialists as it concerns national security. Thus, the reduction of employment in the field of science, the reduction of the number of students, students of vocational schools negatively affects the development of national intellectual potential.

Publications in mass media are particularly relevant. The recent publications in the newspaper "Voice of Ukraine" by A. Kinakh and O. Spivanovsky, as well as the scientific articles of scientists of the Institute for Demography and Social Studies named after M.V. Ptuh are worth discussing. The analysis of scientific publications devoted to demographic problems, problems of employment and the labor market make it possible to raise the issue of preserving national labor potential, improve the efficiency of its use and prevent its costs.

The purpose of the research is to identify trends in the reproduction of labor potential, preventing its reduction through optimization of employment in its own economy.

From the economic point of view, employment plays a decisive role in creating a social product. In fact, the level of population employment determines the level and quality of life, is the basis of the welfare of members of society.

In recent years, the significant changes have occurred in the field of employment, new types of employment are developing, first of all seasonal employment, self-employment, informal employment. The usage of new forms of flexible employment, especially freelancer has been widespread.

Analyzing the situation on the European labor market, it should be noted that the main streams of migrant workers are sent from Eastern European countries to Western and Northern Europe. A large part of the labor migrants from Ukraine take the countries of Southern Europe (Italy, Spain, Portugal). In recent years, powerful flows of labor migrants from Ukraine are being directed to Poland, the Czech Republic and Slovakia. Thus, the result of active labor migration from Ukraine, and especially seasonal, is the reduction of labor potential. The number of not only economically active but also economically inactive people has been decreasing quantitatively.

The processes that are observed in the field of employment and in the labor market lead to a reduction of labor potential, which in the near future negatively affects the labor supply of certain branches of economy and regions of the country. Since the reduction of labor potential may hinder the placement of new enterprises, as well as to limit investment attraction, the problem of preserving labor potential is especially urgent.

In this situation, Ukraine is not an exception, but rather a vivid example. Thus, falling coal production, low growth of oil and natural gas production, narrowing the opportunities for the development of the metallurgical and chemical industries, and the low level of development of mechanical engineering can be considered as the root cause of a significant reduction of employment in the industrial sector of the economy. During the last decade, land and human resources have become the dominant factors in the development of the national economy. True, the maximum industrialization of the agro industrial sector of the economy and the reduction of the role of the livestock sector in it, which requires much more

labor than crop production, was, in our opinion, the second reason for the reduction of employment in Ukraine.

The third reason for the decline in employment in our Ukraine was the constant reduction of employment in the budget sphere, which received the ironic name of the optimization. Thus, the mentioned processes in the industry, agriculture and in the budget sphere caused a reduction of the number of employed in the period from 2010 to 2017 by almost 20%.

In our opinion, the preservation of labor potential today serves as the most important component of the management system of labor potential. The essence of the process of preserving labor potential is the need to develop and implement measures to prevent the reduction of its quantitative parameters and improvement of qualitative characteristics.

Regional analysis of the development of labor potential and peculiarities of employment of the population makes it possible to identify problems of labor potential formation in the regions, its branch division, efficiency of use and necessity and possibility of preservation.

Today, Ukraine has a relatively low employment potential of 56.1%. In the regions where there is a low level of employment potential, obviously, there are no jobs, available vacancies do not suit the inhabitants of these regions, and the latter can be considered as regions of potential labor emigration.

So, summing up the above, it should be noted that Ukraine is undergoing a process of reducing the number of people forming its labor potential. The most significant decrease in the number of economically active population in recent years compared with the scale of the decline in the number of economically inactive population. It can be assumed that due to the involvement in the public production of the latter, it is possible to reduce the losses of the economically active population.

Today in Ukraine there is an unsatisfactory situation at the market, when certain branches of the economy, and especially the sphere of life, experience shortages of skilled personnel, and in the meantime, many of those who are released from material production and budget organizations lack decent wages.

Consequently, the problem of employment raises the problem of preserving national labor potential. This problem is compounded by the mass leaving of Ukrainian youth to study abroad, especially to Poland,

where boys and girls enter higher education institutions, while some young people, using material benefits, study in vocational schools.

Today, an extremely urgent task before the state authorities and local self-government is to prevent the emigration of the economically active population, which will enable the country to maintain its own labor potential.

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## **INTERNATIONAL TRADE IN THE WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS SYSTEM**

Today international trade is one of the major driving forces of economic development. A sphere of international economic relations is formed by merchandise trade, trade in services and products of intellectual labor of all countries in the world. Today about 80% of international operation account for international relations of different types in particular economic ones. In modern terminology, “trade is a positive sum game”. What represents