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DIGITALIZATION AS A FACTOR OF TRANSFORMATION OF EMPLOYMENT POLICY IN THE SPHERE OF SERVICES

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The introduction of digital technologies plays a significant role among the leading trends in the development of the modern economy, which leads to the transformation of the established practice of management and the implementation of economic policy, and the dynamic development of the service sector, which encourages the rethinking of economic processes in the direction of meeting the population needs. These trends set the direction for both scientific research [3] and strategic planning projects developed by government agencies [1]. This, in turn, emphasizes the relevance of the chosen topic.

The purpose of this research is to determine the areas of transformation of employment policy based on the analysis of the human capital use in the enterprises of the Ukraine's service sector in the context of digitalization.

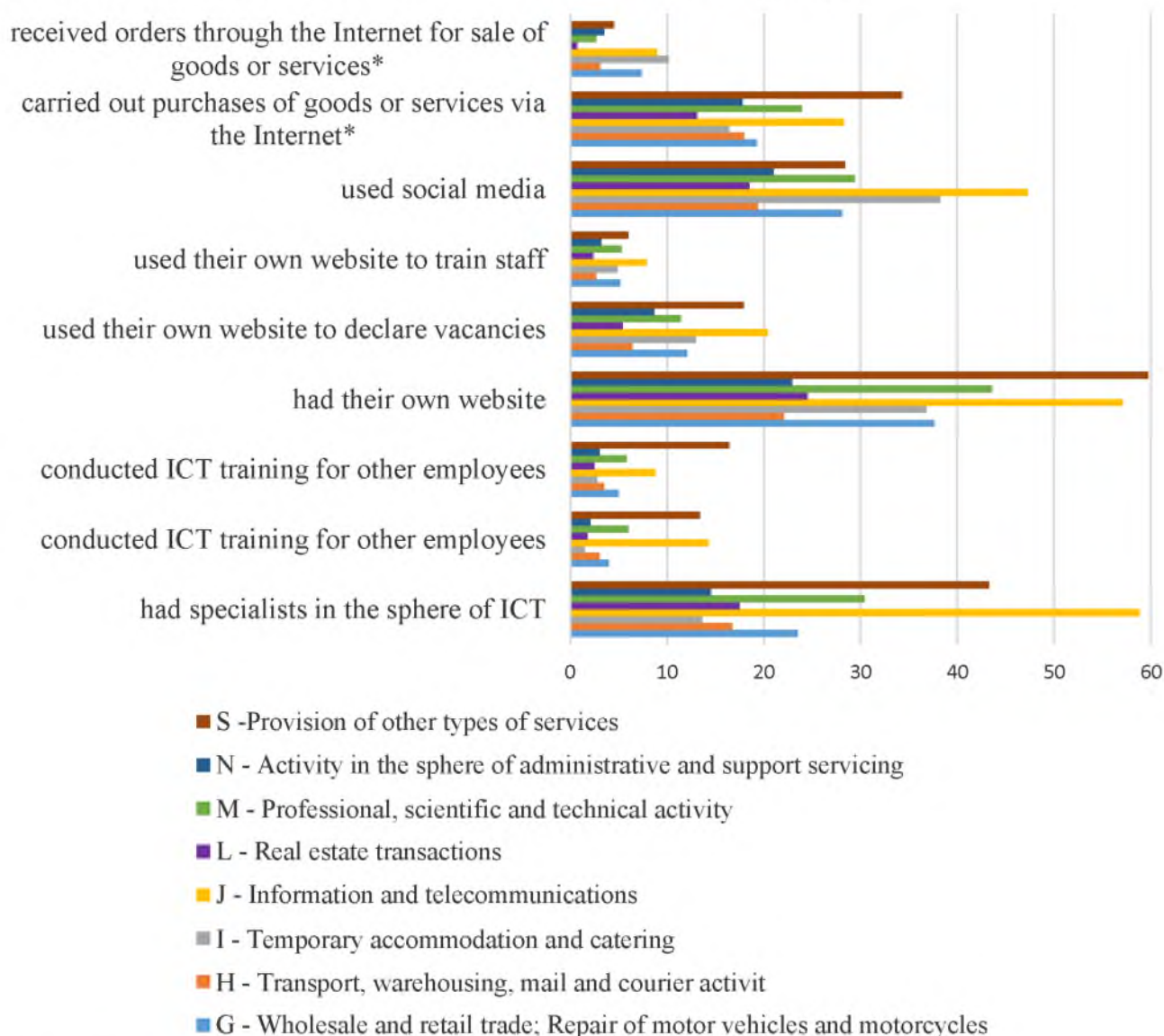
In domestic statistics the "narrow" approach to the characteristics of the service sector prevails, according to which from 21 sections of the KVED:2010 to this sphere is attributed, as Morgulets O.B. emphasizes, only 13 (from G to S) [3, p. 194]. Therefore, as an object of this study are data on the use of information and communication technologies in the enterprises of these areas. The subject of research is the processes of using human capital in the practice of management with the involvement of digital technologies.

The inclusion of enterprises of the Ukraine's service sector in the process of digitalization is carried out not only slowly, but also unevenly by types of activity. According to the state statistics service, in 2019, the share of companies that used

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computers was at a level that ranged from the lowest 78.8% in the sphere of temporary accommodation and catering to the highest 89.9% in the sphere of information and telecommunications. At the same time, access to the Internet was owned by 77.2% of the specified enterprises of the I sector and 89.2% of the J sector [2].



*except for orders sent / received by email

Figure 1. The share of enterprises from the total number of Ukraine's enterprises in 2019 by activity in digitization in the context of types of activities attributed to services, %

Source: built by author based on data [2]

As you can see in Figure 1, the rupture of these activities is also manifested by the availability of ICT specialists (13.6% for Code I versus 58.8% for Code J).

The practice of training computer literacy of employees of service enterprises was quite limited in 2019: in the training of specialists, the share of enterprises ranges from 1.5% of the I sector to 14.3% of the J sector; in training other employees - ranging from

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2.5% of group L (Real Estate Transactions) to 16.4% of group S (Provision of other services). Of the total number of enterprises, the share of those with their own website was the smallest in the sphere of "Transport, warehousing, mail and courier activity" (22.1%), and the largest in the sphere of "Repair of computers and communications equipment" (59.7%). 20.4% of enterprises in the sphere of "J - Information and Telecommunications" and only 5.4% of enterprises in the sphere of "L - Real Estate Transactions" used their own website to announce free vacancies and to train staff 7.9% of the J sector (the largest participation) and 2.4% of the L sector (the smallest participation). The share of enterprises using social media varied similarly: from 47.3% of the J sector to 18.5% of the L sector. The share of enterprises that used the Internet for the purchase of goods and services varied from 13.1% in the sphere of L to 34.3% in the sphere of S. And received orders through the Internet 0.7% of enterprises in the sphere "L - Real Estate Transactions" against 10.2% of enterprises in the sphere "I - Temporary accommodation and catering." Figure 2 makes it possible to estimate the uneven inclusion of workers in computerization processes.

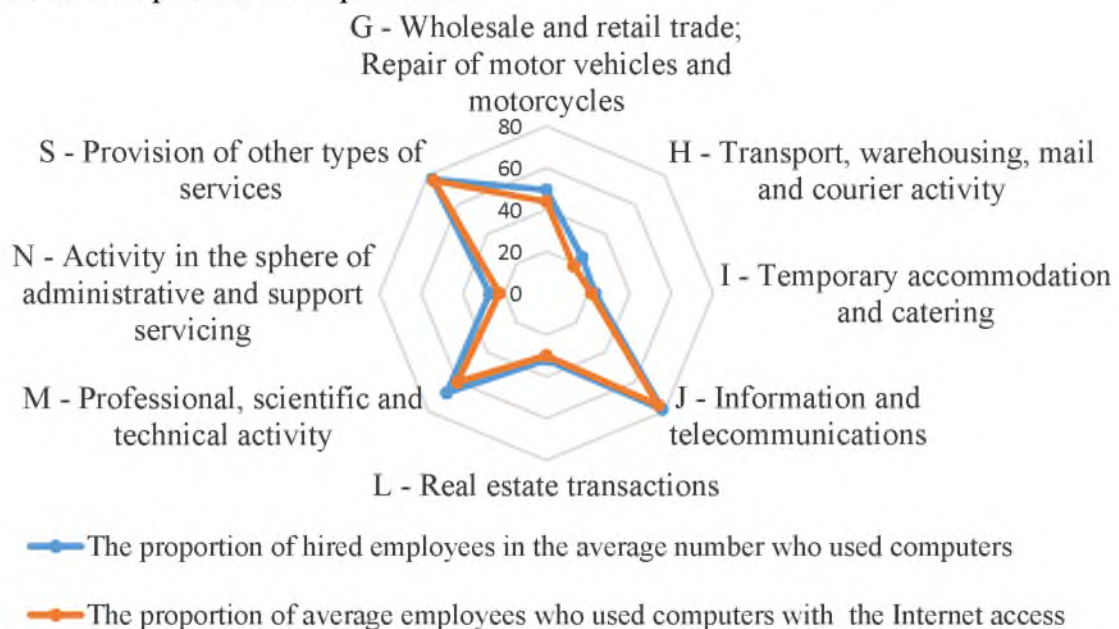


Figure 2. Employees' participation of service sector enterprises in computerization in 2019

Source: built by author based on data [2]

In the sphere of "Information and Telecommunications" the largest provision of employees with computers is 78.6%, the smallest is 23.4% in the sphere of "Temporary placement and catering"; equipping labor with access to the Internet is characterized by a range from 18.5% of the sphere "Transport, warehousing, mail and courier activity" to 76.2% of the sphere "S - Provision of other types of services."

Conclusions. The analysis allows to formulate the main priorities of the employment policy in the service sector for the implementation of the strategy for transforming Ukraine into a smart state. Such priorities are: transformation of the

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advanced training system and retraining of personnel with a focus on the use of ICT through the cooperation of regional employment centers with institutions of higher and professional education; wide popularization of the positive practice of creating digital jobs; promotion of self-employment in the IT sector in conjunction with organizational measures to spread the practice of personnel outsourcing, primarily in the areas of administrative and support servicing, temporary accommodation and catering, transport, warehousing, mail and courier activity; concretization of digital literacy indicators in the development of medium-term programs; implementation of the best international experience in computerization of the service sector.

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ВПРОВАДЖЕННЯ ЧАТ-БОТІВ В СФЕРУ ОСВІТНІХ ПОСЛУГ

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Освітні послуги стрімко впроваджують новітні програми, а також сучасні інструменти та цифрові технології. Розробка інструментів електронного навчання почалася задовго до пандемії COVID-19, проте саме глобальна ізоляція, масовий перехід від класичної освіти в аудиторіях закладів освіти до дистанційних інструментів навчання через Zoom, Hangouts і Skype дозволили усвідомити весь потенціал і проблеми такої форми навчання.

Сьогодні в навчанні важливо формувати персональний підхід, який виховує цілісну особистість і висококваліфікованого фахівця в певній галузі. Тому зміст навчальних курсів і методи навчання слід адаптувати до індивідуальних інтересів і темпів навчання, аби кожен студент досягав знання в комфортному ритмі. Створити певний алгоритм навчання, а також зібрати та проаналізувати дані про кожного студента допомагають чат-боти.

Чат-боти працюють на різних платформах, проте найбільш зручними для викладачів та студентів є ті, що працюють у месенджерах, зокрема, Viber, Telegram,

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