Problem setting. One of the essential characteristics of the modern economic development is an intensive spreading of non-standard employment, which affects increasingly the operation of the labor market and development of social and labor relations.

A steady growth of competition pushes businesses to cut expenses, the technological progress provides facilities for the emergence of small specialized enterprises, and a mass entry into the labor market of the retired and students gives rise to an increased number of jobs with flexible non-standard conditions of employment.

Recent research and publications analysis. Problems of non-standard employment have always been in the focus of the Ukrainian science, modern economic theorists, and administrators. A large contribution to the development of the economic science of employment, labor potential, and labor market has been made by S.I. Bandur, D.P. Bohinia, N.P. Boretska, V.M. Daniuk, H.K. Huberna, O.F. Novikova, V.P. Onishchenko, V.M. Petiukh, I.L. Petrova, S.I. Pyrozhkov, V.S. Vasylechenko, N.L. Yurlova, K.V. Zaitseva, F.D. Zastavnyi and other scientists. Despite the weighty contribution of domestic and foreign researchers, the present stage of social and labor relations in Ukraine calls for a more profound study of the causes and effects of non-standard employment rise in the national labor market.

The paper objective is generalization of the essential characteristics of non-standard employment and a study of the causes and effects of its rise in the national labor market.

The paper main body. Modern economics considers characteristics of standard employment both from general theoretic and regulatory viewpoints.

The regulatory approach is based on the legal documentation of standard employment characteristics. In this context, employment is normally regarded as being standard if it is a full-time hired work, based on indefinite term employment agreement with an enterprise or organization, under direct supervision of an employer or appointed people in charge. Alternatively, all forms of employment failing to comply with the set standard, including self-employment, can be regarded as non-standard.
From the theoretical point of view, the idea of standard employment varied dependent on the socio-economic conditions. The contemporary forms of standard employment originated and got wide-spread only in the late 19th century due to a rapid industrialization. Eventually they dominated in all the industrial economies in the 20th century. The development of mass industrial production and conveyor technologies, combined with the Fordistic-Tayloristic approaches to labor organization, required precisely these employment forms.

The current labor market is represented by a rather broad variety of non-standard forms of employment, and namely: temporary employment (labor contracts concluded for a specified term or for execution of a specified piece of work, for a seasonal, or odd job); part-time employment (working hours less than a certain rated amount); underemployment (temporary workplace absence or work for shorter hours for reasons beyond employees’ control); overemployment (working hours longer than a boundary value fixed in the law – normally over 40 hours per week); self-employment (employers, members of a production cooperative); informal employment (people engaged in individual entrepreneurship, individuals employed by natural persons, those working for the formal sector on an oral agreement basis); employment in households (people engaged in in-home service delivery or manufacturing of goods for commercial sale or self-consumption).

Grouping of all the above-mentioned forms under a general title complicates by far the study of non-standard employment as a socio-economic phenomenon. In general terms, its benefits and flaws are connected with the fact that, on the one hand, it provides labor market flexibility, while slackening employees’ position, on the other hand. This ambiguity is being actively discussed by researchers of labor and social relations: whereas some of them emphasize social expenditures resulting from non-standard employment, others stress its importance as an instrument of companies’ and workers’ adaptation for changes taking place continuously in the current economic and social reality.

**Conclusions of the research and prospects for further surveys.** The results of research into the essential characteristics of non-standard employment and the causes and effects of its spreading in the domestic labor market make it possible to draw certain conclusions. First of all, the hopelessness of non-standard employment control by blocking or restricting it is evident. Since basically it is this type of employment that provides jobs for socially vulnerable population groups. Jobs of this kind sprout and spread around despite the effective restrictions or even expressed prohibition. Obviously, diversification is likely to continue and gain momentum, as the Ukrainian economy has become part of the global one. There is nowhere to hide from the universal trends. The sooner labor-market theorists and practitioners realize it, the better.

The globalized world turns diversification of employment relations into a great competitive advantage, since it exerts a strong impact on the labor market capacity for accommodation to rapid changes of economic, social, and institutional environment. On the other hand, a negative effect of employment relations diversification is stringent labor laws. The more persistence the state shows in its
efforts to squeeze labor and social relations into rigid framework of standard employment, the lower competitiveness of labor force is, other things being equal.

Diversification of the Ukrainian employment relations is still manifestly inadequate. The domestic labor market does not make much use of the new forms of atypical employment, which are booming in the advanced countries – labor force leasing, work on call etc. To develop them in a civilized manner, the institutional environment should become more adapted for the innovative types of labor contracts. Diversity is a prerequisite and source of the market economy’s power. This principle fully applies to the employment relations forming in the labor market.