FORMATION AND IMPLEMENTATION OF SERVICE ORIENTED PUBLIC EMPLOYMENT POLICY IN THE EMERGING DIGITAL SOCIETY

Problem statement. Magnitude of the impact of information and digital technologies on the livelihoods of society is so great that it is sometimes likened to a man’s invention of writing. Occupation as a part of social and economic structure of the country is undergoing a significant impact information. The nature of this influence is contradictive. On the one hand, information has positive effect on productivity, increasing it. On the other – this could lead to jobs’ cutting. At the same time new jobs can be created as new technologies require special skills.

Recent researches and publications analysis.
Analysis of scientific papers suggests that the problem of informational social development has been deeply investigated by foreign (D. Bell, M. Castells, P. Hymanen, D. Tapskott, A. Toffler) and Ukrainian (G. Pocheptsov, S. Chukut) researchers.

Researches of A. Karpenko, A. Sokolov, V. Tertychka are dedicated to the problems of service-oriented public policy in Ukraine.

Scientific explanation of mechanisms of formation and implementation of service-oriented public policy on employment influenced by the development of digital society requires further investigation.

Paper objective is to highlight the main achievements as well as the problems of formation and implementation of service-oriented public employment policy in Ukraine in the conditions of building digital society, and in developing proposals for further implementation of digital tools for providing services of employment promote.
Main body of the paper.

Rapid development of modern information and communication technologies led to creating of theoretical and methodological framework, and accumulation of scientific knowledge about application of innovative tools for providing public services.

We regard the “digital tools” in this study as the totality of information and communication technologies and information resources that can be used by public authorities, government agencies in the formulation and implementation of service-oriented public policy of employment.

Issues of employment are important in many, even in the most developed countries. Particularly topical is the problem of youth unemployment and finding out the ways of solving it. In Ukraine, these problems are exacerbated because of the political and socio-economic crisis caused by hostilities in the east, and strengthening of the internal movement of people between the regions of the state. All these factors adversely affect the balance of labour supply and demand. Taking into consideration regional disproportion between demand and supply of labour, it is necessary to develop those technologies which can be used in carrying out explanatory work and will bring services to customers, enabling affect on the mobility of labour.

State Employment Service of Ukraine uses a wide variety of modern information and communication technologies. They are used for provision of social services (public vocational guidance, organization of vocational training of the unemployed), for carrying out advocacy, for information dissemination about the situation on labour market, and for the registration of the customer service.

“Digital tools” which are used in the formation and implementation of service-oriented state employment policy in Ukraine include:

• Internet portal for public service employment “Trud.gov.ua”;

• Electronic services “electronic cabinet of employer” and “electronic queue for the registration of citizens”;

• Youth career-oriented Internet portal which can be accessed through special electronic devices – vocational terminals;
• Organization of professional training of unemployed in distance format;
• The Single information-analytical System “Employment Service of Ukraine” – SIAS.Net.

**Conclusions.** Our results showed the use of wide range of information technologies in the formation and implementation of service-oriented public employment policy. However, growing requirements, the need of strengthen service orientation cause widespread use of modern technologies, which provide search, storage, distribution. There are all new software and hardware decisions which are used by the users of information. It is advisable to consider the establishment of a single information resource for providing services for the regulation of employment, and in the future – making them the single portal of the public services.