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DEVELOPMENT OF THE LABOR MARKET IN THE DIGITAL ECONOMY

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The emergence of new trends in economic activity related to the widespread use of the Internet and various types of mobile devices, the development of electronic and computer technologies and, as a result, the increasing efficiency of the provision of goods and services, indicate the transition to a new level of economic development. Such a new vector of development is the transition to the digital economy. The rapid development of digital technologies has led to transformational processes in modern society: the structure of the economy is changing, a new communication system is being formed. The relevance of the functioning of the labor market in the conditions of digitalization is determined by the need to identify and take into account the risks of subjects of labor relations.

The development of digital technologies produces global changes in the economy and society. Currently, the most developed countries of the world are going through the process of a new industrial revolution, as a result of which an innovative type of economy is developing, known as "Industry 4.0". One of the main trends in the development of the economy of the last decade is the penetration of digital technologies into various spheres of society. Digital transformation is aimed at simplifying human life, improving the quality of life and improving economic indicators. The digital economy refers to the economic activity of creating, distributing and using digital technologies and related products and services [1].

The labor market is the sphere of formation of demand and supply of labor, labor services. Through the labor market, the majority of the working population gets jobs and incomes. The labor market occupies an important place in the system of social and labor relations. The introduction of digital technologies automates many operations of labor activity, in connection with which, significant changes in personnel needs and requirements for them are caused, and also creates an effective and fast job search, including the possibility of remote work. According to The Future of Jobs study, by 2025, due to the automation of all spheres of human activity, more than half of all work tasks will be performed by machines. For comparison, in 2018, 71% of the work was done by human labor, and only 29% of the processes were automated. The research data is also confirmed by the McKinsey Global Institute (MGI), which estimates that in the coming decades up to 50% of work operations in the world can be automated. Thus, many professions will cease to exist, but in return, vacancies with fundamentally different qualifications will appear, which will require retraining or advanced training of many employees [2]. The process of blurring the boundaries between typical and

atypical work currently looks like this: on the one hand, Internet employment is becoming increasingly popular. Digital labor markets are developing rapidly, such employment is becoming massive (crowdworking), there is high competition and division of labor between employees.

Crowdworking is the placement of work orders on specialized digital platforms, usually divided into small tasks, both employees of the company that placed the order themselves and third-party job seekers can apply for the role of the executor of the order. On the one hand, the digital economy can be considered as a new stage in increasing the labor productivity of an economic entity. Increasing the efficiency of the organization's economic activities is due to the use of digital technologies. Digital information, methods and technologies of its processing, digital resources are key components in the production, exchange, consumption of goods and services. Also, the digital economy can be interpreted as a transition to a new type of economic relations affecting all sectors of the world market, the core of which is the rapid growth of high technologies. The relationship of all participants in the economic process is based only on the use of advanced technical means and methods of creating, storing, transmitting, processing and accounting information. At the same time, the digital economy can also be considered as a new type of economy, consisting of a certain type of economy (command, market, etc.) and applied digital technologies. Summarizing the above, the digital economy can be defined as a system of economic relations based on the widespread introduction and application of digital information and communication technologies in all areas of economic activity, partial or complete automation of information processing processes.

Digital technologies are changing the sphere of work - this is indicated in the research of a number of modern economists. A review of modern literary sources has been conducted to establish the impact of digitalization on the labor market; positive and negative manifestations of this influence have been identified. We note the key positive aspects of the digital economy's impact on the labor market. Many researchers point out that "dismissed people will have the opportunity to change monotonous, physically difficult, and often unhealthy work to a more exciting one" [3].

Another positive aspect is that digital technologies make it possible to improve the learning and self-learning process, as well as provide additional opportunities for getting a job in the form of electronic exchanges and remote work platforms. Thus, digital platforms "help to develop additional skills and improve qualifications, especially for people who previously did not have such opportunities due to social or geographical restrictions" In their study, the experts of the Digital McKinsey group point out that "if professions such as programmer and database developer have become popular for a long time, then specialization in the analysis of large amounts of data and the protection of private data, digital marketing and promotion in social networks, the blogger profession and other specialties have gained wide popularity only in recent years" [4].

One of the consequences of the digital economy is the replacement of human labor with modern innovative technologies. However, there will remain those areas where automation and artificial intelligence will either be poorly used, or will not be

used at all. These will be professions related to emotions, creative thinking, creativity (in terms of creating something new, imbued with emotions, unusual, which cannot be included in the algorithm). Thus, "working in professions that cannot be "digitized" is a real chance to avoid the risks of unemployment due to the development of ICT" [5]. The digital economy will lead to the relocation of the employee from the sphere of production to the sphere of management, coordination and verification. Thus, "the impact of the digital economy is in reducing the number of workers directly in production and increasing the number of employees in the service sector and management" [6].

The introduction of digital technologies will lead to mass unemployment and the strengthening of various kinds of inequalities. At the same time, the following negative aspects are highlighted. The growing degree of inequality between labor and capital. Greater wealth is inherent in the owners of intellectual or physical capital. Those who build their existence on the results of using their labor are less successful [7]. Displacement of human labor from many segments of the economy in the process of automation, which leads to the dismissal of people who perform simple and repetitive work [8]. According to the data of the Digital McKinsey expert group, by 2036, almost 50% automation of the processes of production of goods and services will occur worldwide, which "will lead to a significant release of personnel, a reduction in the number of jobs requiring average qualifications, and an increase in the difference in wage levels"

Increasing social tension in the labor market. According to experts, the introduction of digital technologies is, first of all, "an increase in unemployment due to the loss of work by people of lower and middle qualifications, leading to an increase in social tension in the labor market." The introduction of artificial intelligence will lead to the degeneration of many professions. So, "according to forecasts, individual professions will cease to exist at a rate of at least 1 to 3 professions annually. This process will progress over time" [9].

The negative impact of the digital economy will manifest itself not only in job cuts and the withdrawal of a number of professions from the labor market, but will also lead to an increase in income inequality directly related to abilities and knowledge. Thus, employees who do not have sufficient intellectual capital will perform simpler work and receive less remuneration, and "owners of scarce intellectual capital, on the contrary, will gain new advantages, including in remuneration" [10]. As for the labor market, its nature is completely changing: the labor market is becoming virtual. Employees and employers meet on certain Internet sites where the order is placed and the contractor is selected. The idea of an individual's employment is also being transformed. Now it depends on his ability to adapt to changing working conditions. Each employee monitors his own demand, constantly improves his professional skills and abilities.

Thus, there is a transformation of the labor market towards changing the requirements for employees related to their personal development and the desire for personal growth, which will allow them to be mobile in a changing economic reality.

Thus, it is necessary to focus attention on the need for high-quality training of qualified personnel in demand in the labor market and the real sector of the economy.

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ГОСУДАРСТВЕННОЕ РЕГУЛИРОВАНИЕ РЫНКА ТРУДА В УСЛОВИЯХ КОРОНАКРИЗИСА: КАЗАХСТАНСКИЙ И ЗАРУБЕЖНЫЙ ОПЫТ

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Рынок труда как развитых, так и развивающихся стран находится под огромным влиянием последствий продолжающейся пандемии коронавируса.