

About employment problems in the region

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Abstract. The paper outlines that the practice employment is interested in the highly skilled staff delivered by information technology education. Practice acts as the important criterion of quality check of preparation of technologies entrepreneur, checks the validity, value and an efficiency of scientific research on the basis of which formation is educated. Creation of conditions to protect interests of young specialists and to promote their employment on a labor market is of great importance for economic, demographic, social or political advancement in the region and on all country, just as for improvement of social and economic environment.

Keywords: *employment problems, young specialists information technology education, entrepreneurial culture, educational establishments.*

Introduction. Analyzing the need for specialists' analysis on the labor market in the region, and afterwards, the regulatory tasks are directly related to the country's education system, which itself includes social, demographic, technical, economic, cultural and most importantly educational tasks.

Many developed countries are actively engaged in both legislative and educational projects in Professional training and specialization of professional structures in the field of forecasting. Many scientists and economists of the different recognize that planning – “the most difficult and responsible site in all work on the organization of efficient control not only because process of definition of the purposes, a final choice of a direction of activity and development of the corresponding program in conditions of the market is exclusively combined, but also owing to complexity of all subsequent work on performance of plans because of variability of a conjuncture and necessity of specification and updating of plans” [1]. They warn industrial firms against simplicity and recommend defining, on the one hand, at the organization of system of planning interrelation of problems and steps on creation of hierarchy of plans, and with another to provide the monitoring system of work of firm and necessary

corrections. For this purpose the management is obliged to find an effective way of a combination of the key variables describing problems and people. Statement of the purposes and maintenance with their strategy and rules promotes the decision of this problem. The motivation and the control also play an essential role in maintenance of efficiency of performance of tasks. For the manager each specific goal opens an opportunity for its individual creativity which development should be promoted by sufficient organizing independence.

The actual material accumulated by practice, demands a scientific explanation, generalization, ordering. The science generalizes practice and is supported with her. It is constantly involved in practice and will improve it. However, acting as a stimulator of scientific search, the practice, changeable and constantly developing, not always can with sufficient completeness confirm or - to deny theoretical positions and conclusions. The mechanism of communication between a science, practice and formation is carried out in legal system of the state and caused by needs of a division of labor.

Main part. Most graduates remain unemployed, what definitely affects their lives. The fact that it is difficult for young specialists to enter the labor market and establish their place there, negatively influences their integration into society and the process of applying their knowledge in practice. The non-involvement of young specialists in the development of civil society and their isolation from the labor market should not be regarded as a one-time and temporary event. This process is taking place gradually and in the future will increase the shortage of specialists. Organizations, announcing a competition for the adoption of new personnel, also impose certain requirements that must be met by a competitor. One of the most important requirements that creates a serious obstacle for young graduates is the experience in the relevant field of activity.

As we know, one of basic elements of a market economy is the enterprise. The firm is understood as the economic subject who is engaged in industrial activity and possesses economic independence (in decision-making that, as well as in what sizes to make where whom and on what price to sell production). The firm unites resources for manufacture of the certain economic blessings with the purpose of maximization of profit. In difference from naturally developed market order of firm are based on a hierarchical principle of the organization of economic activities. The market isolation of means of production, firm - assumes their concentration. In the market an indirect quality monitoring, inside of firm - straight lines dominate. The market excludes dictatorship; it is based on economic stimulus, the firm, on the contrary, assumes one-man management and is based on administrative forms of management.

Many industrial firms on own experience were convinced, that planning is the means allowing them to define character, forms and sequence of the future actions during the long period. Bosses who form starting positions for achievement of optimum distribution of intra-firm resources, first of all, participate in work on intra-firm planning delegate the powers necessary for an effective utilization of these resources. From persons by whom powers are delegated and resources are given, the creative approach to use of resources is required. Progress in this direction depends on skill of managers to use the newest theoretical positions, various analytical toolkits for search of the best communications of the present with the future, for the decision of problems of definition of the purposes. Many foreign experts continuously emphasize that sense of intra-firm planning, finally. It is reduced to definition of decisions which are required to be accepted today for maintenance of effective activity of firm, its growth in the future.

The effective control assumes constant interaction with all other functions of management - planning, organizational activity, distribution of resources and a management of people. The organization of the control is considered one of the challenges facing to modern management. It is connected with expansion and complication of activity of major concerns, concentration and diversification. The administrative control, being a necessary condition of functioning of any economic mechanism, in modern conditions receives the further theoretical development and practical perfection on the basis of improvement of methods of the administrative account and the automated processing of the information, application of analytical methods of decision-making the system analysis. In essence in any field of activity of industrial firm, including production management, selling, the finance, the staff, etc., the

general both specific methods and procedures of the control can be found. At the same time various levels of management have absolutely various information needs. Efficiency of the administrative control plays the major role in maintenance of ability to live of industrial firm. The problem of the administrative control consists in maintenance of achievement of the planned purposes, realization of scheduled decisions by the organization of streams of the industrial information. The control includes gathering, processing and an estimation of the information on results of activity of various industrial divisions, drawing up of the reporting, revealing of deviations from the established purposes and the reasons of these deviations and definition of the actions necessary for achievement of the purposes [2].

Conclusion. Preparation of specialists in the field of the marketing education, owning modern receptions, procedures, educational technologies and values of marketing activity at a level of the enterprises, becomes one of the major and perspective problems. By virtue of the sharpest shortage of specialists for the enterprises of various branches of economy the authoritative center of preparation of specialists in marketing is necessary. By preparation of specialists it is necessary to strengthen attention to mastering by concrete methods, procedures and technologies of marketing activity. At the same time in the curriculum and curriculums it is necessary to consider all complex of modern requirements to the specialist in marketing (not being limited only functional knowledge), including formation of personal qualities and reception of the expanded circle of knowledge.

The improving of difficult situation in the employment field of course depends on the accelerated development of the region's economy. To accelerate the development, it's necessary to establish and consider the reasons, which interfere local entrepreneurs in business and in creating new workplaces. The majority of interviewee said that the preparation of the low-quality professional staff and bad management interfere employment. This requires preparation of professionals oriented to labor market and it is impossible to do it without scientific research.

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