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UNEMPLOYMENT, ITS CAUSES AND FORMS OF OCCURRENCE IN UKRAINE

Abstract. Unemployment is one of the major economic problems in Ukraine, which hinders the country's economic development. As of 2023, the unemployment rate stands at 30%, with every 4 citizens being unemployed. This article presents a study based on statistical data, examining the consequences of unemployment for the country and its potential implications. It also discusses active measures and government programs aimed at helping citizens cope with this situation. The findings of this research may be of interest to scholars and experts studying the causes, consequences, and solutions to the socio-economic phenomenon of unemployment.

Keywords: unemployment, labor market, cyclical unemployment, reform, economic crisis.

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БЕЗРОБІТТЯ, ЙОГО ПРИЧИНИ ТА ФОРМИ ВИНИКНЕННЯ В УКРАЇНІ

Анотація. Безробіття для України є однією з головних економічних проблем, що сповільнює економічний розвиток держави. Станом на 2023 рік рівень безробіття дорівнює 30%, кожен 4 громадянин – безробітний. Проведено дослідження на підставі статистичних даних, які наслідки для держави формує безробіття та до чого це може призвести. Також мова йде про активну боротьбу та державні програми, що допомагає громадянам впоратись з таким становищем. Результати цього дослідження може бути цікавим дослідникам та фахівцям, які займаються вивченням причин, наслідків та шляхів вирішення соціально-економічного явища – безробіття.

Ключові слова: безробіття, ринок праці, циклічне безробіття, реформа, економічна криза.

Problem statement. Unemployment is a socio-economic phenomenon in which the able-bodied and active population of a country cannot find employment despite their efforts to do so. In the case of Ukraine, unemployment slows down and negatively affects the economy of the country by reducing production and potential incomes, among other factors.

Relevance of the chosen topic. Currently, the unemployment rate in Ukraine has reached 30%. The conducted research provides an analysis of the factors contributing to the emergence of unemployment and methods for reducing the unemployment rate through government regulation. In challenging economic conditions, such as recessions, crises, or changes in the global economy, unemployment can deepen. This poses a threat to economic stability and presents a challenge to government management.

Analysis of recent research and publications. A cohort of scientists was and continues to be engaged in the study of this issue, The issue of unemployment in Ukraine has been examined by Ukrainian experts and researchers, such as Larisa Lukyanova, Viktoriya Kifyak, Oksana Dmitriyeva, Katerina Syroyizhkota, and others. These authors have studied the structure of the unemployed population based on the causes of unemployment according to statistical data and identified factors that contribute to increased unemployment. The impact of unemployment on the country's economy, population well-being, and demographic situation has been determined. Effective ways to increase employment based on the analysis of causes and consequences of unemployment in Ukraine have been proposed.

Purpose and Objectives. The objective of this research is to analyze the impact of unemployment on the overall economic component of the country and the financial situation of citizens in such circumstances. The study aims to identify the consequences of unemployment for economic stability and development of the country, as well as to assess the financial difficulties faced by unemployed citizens. Based on the obtained research results, political and economic recommendations will be discussed to reduce unemployment, support employment, and improve the financial stability of citizens

Presentation of the main findings of the research. Unemployment is a socio-economic phenomenon in which the capable and active population of a country cannot find work, despite actively searching for it. The main distinguishing factor that separates the unemployed from those who are not part of the workforce is the search for employment. The unemployed can include those who have been temporarily laid off and are waiting to be recalled to work. Undoubtedly, unemployment is a negative socio-economic phenomenon because it reduces the purchasing power of the population, the number of taxpayers, and leads to the emergence of additional expenses to support the unemployed. [2, 29-34]

There is a concept of natural or acceptable level of unemployment, which is reflected even in full employment, as unemployment is virtually unavoidable. Its level is determined by the structure of labor and goods markets, and in developed countries, it ranges from 4 to 6%. Unemployment is caused by the seasonality of labor demand since there are always people who change jobs. Additionally, there should always be available individuals when a new enterprise emerges who are capable of working. Overall, natural unemployment can be divided into three types: seasonal, frictional, and structural.

Seasonal unemployment is characterized by the existence of seasonal industries, such as tourism and agriculture, where it is almost impossible to intervene or change the seasonality, so it is classified as natural unemployment.

Frictional unemployment refers to workers who are in the process of searching for new employment (between jobs) or young individuals entering the labor market for the first time. This process is considered a healthy phenomenon in any economy.

Structural unemployment is explained by the fact that external factors lead to a shortage of job opportunities, and workers need to search for new employment. This can be caused by mine closures due to the depletion of valuable resources or the closure of a company due to financial problems, under circumstances that the worker cannot change [1].

Cyclical unemployment is distinguished as unemployment that occurs within the business cycle, associated with cyclical economic trends. For example, when consumer demand for goods and services decreases, there is a corresponding reduction in production, leading to an increase in unemployment as companies lay off employees to minimize losses. This is the cyclical nature of unemployment since a downturn is followed by an upturn, and there is no cyclical unemployment when there is full employment. Government policies aimed at stimulating the economy through fiscal or monetary measures during an economic downturn are designed to overcome this type of unemployment. Different types of unemployment require different solutions and approaches to combat them, but not all government policies related to the labor market lead to a reduction in the unemployment rate. Some of them have the opposite effect, such as unemployment insurance policies. The goal is to reduce income uncertainty for citizens, increase the time available for job search, which leads to better alignment of worker skills with employer requirements and increased labor efficiency. However, recipients of assistance, due to their unemployed status, extend their job search, which increases the duration of unemployment. There are heated discussions regarding this issue since the payouts are necessary for social stabilization. Cyclical unemployment has significant consequences for both the unemployed and the overall economy, as it represents a loss of potential production level due to the underutilization of human resources [1].

The next type of unemployment is institutional unemployment, which is related to legal norms regulating the supply and demand in the labor market. For example, the introduction of minimum wage or an imperfect tax system.

Let's consider the prerequisites that can lead to unemployment:

1. Economic crises that lead to a reduction in jobs and the cessation of business activities.
2. Technological changes that affect technological advancements, production capabilities, and automation, resulting in the replacement of humans with machines and software, leading to a decrease in the number of jobs.
3. Demographic factors such as declining birth rates, population aging, and migration, which result in a shortage of labor (reduced demand for labor).
4. Incorrect economic policies: Poor economic policies cause labor market instability and reduced labor demand.
5. Low levels of education and qualifications, which prevent workers from seeking advancement and higher wages.
6. Seasonality, as certain types of work are seasonal, causing a form of instability

that does not provide a constant income.

7. Inflation, which affects the number of jobs and labor demand, as the increase in prices for goods and services also has an impact.

It is considered that cyclic unemployment dominates in Ukraine, and it is the key type of unemployment due to the prolonged economic crisis. This is associated with an unstable economic situation. Ukrinform (a multimedia news platform of Ukraine) reports that unemployment in Ukraine has reached about 30% over the past year, which is critical (to recall, during the Great Depression in the US, it was 25%). Currently, there are 2 million people searching for jobs within the country, and 2.7 million individuals want to return to work after the war. It can be assumed that a large number of people who left the country do not intend to return, and this represents a significant portion of Ukraine's working population that was actively involved in the country's economy. A notable example of the government's fight against unemployment is the "Recovery Army" project, which aims to restore the country's infrastructure by engaging the unemployed. Various types of public works are available depending on specific regions, such as strengthening dams, unloading humanitarian aid, or firewood harvesting for the population, among other activities associated with city restoration. As a result, 4,500 unemployed individuals were involved in nine regions. Due to the economic crisis in Ukraine, there is a shortage of funds, so financial assistance to registered unemployed individuals has been redistributed. Currently, the payment can be received within three months instead of the previous one year, with the minimum unemployment benefit amounting to 1,000 hryvnias and the maximum equal to the minimum wage, which is 6,700 hryvnias.

There are popular vacancies that are currently in demand in the country, especially for turners, milling machine operators, and electro-gas welders, which account for over 24% of all vacancies. Therefore, there are job opportunities for individuals with these skills. The State Employment Service strives to organize vocational training for the unemployed, and it operates 11 centers for vocational and technical education. These centers involve institutions in each region, offering a total of 95 licensed professions and an additional 300 short-term courses. Through these programs, individuals can acquire specific qualifications demanded by employers, improving their prospects for employment. An example of such a program is the IT sector, which offers around 17 courses in web design, computer program testing, and more.

Based on this, it is worth understanding why and how Ukrainians struggle with the problem of unemployment. Its cause is undoubtedly the inefficient utilization of labor in the past and the absence of economic conditions that would provide people with the opportunity to use their skills in high-paying jobs. As a result, unemployment is both an economic and a social problem. Even before the war, unemployment in our country posed a significant threat to the state and social well-being.

Table 1

2022	Registered unemployed in Ukraine	Total population
January	315,4	41167,3
February	313,8	41130,4
March	286,9	41167,3
April	283,4	41167,3
May	311,0	41167,3

June	316,4	41167,3
July	296,7	41167,3
August	278,6	41167,3
September	260,5	41167,3
October	239,1	41167,3
November	206,9	41167,3
December	186,5	41167,3

Source: <https://index.minfin.com.ua/ua/labour/unemploy/register/2022/>

Analyzing the given Table 1, it can be said that in early March, the number of registered unemployed decreased, and in my opinion, this is due to the migration of a significant portion of the working-class population. However, in reality, this indicator is much higher because it only includes officially registered individuals. [5]

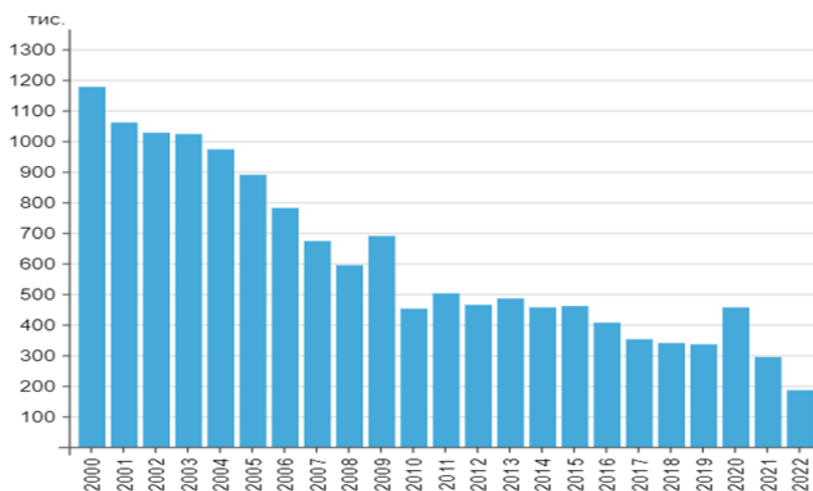


Fig. 1. Statistical data of officially registered unemployed

Source: <https://index.minfin.com.ua/ua/labour/unemploy/register/2022/>

Reviewing Figure 1, it can be concluded that since 2000, the number of officially registered unemployed individuals has significantly decreased from 1,190,000 to 200,000 in 2022. However, despite the decline, in 2020, the number of people without jobs increased due to the pandemic, which affected the market for several months and resulted in business closures and financial problems, leading to job cuts due to limited employment opportunities. This confirms my belief that Ukraine is predominantly affected by cyclical unemployment, as its underlying factors are economic crises and instability. [5]

Let's consider the causes of unemployment. There are several reasons for unemployment in Ukraine:

1. Economic crisis (theory of cyclicity): In recent years, Ukraine has experienced a series of economic crises, leading to increased unemployment rates. Low economic growth, insufficient investment, and ineffective government policies can also contribute to economic instability and unemployment.

2. Imperfect legislation: Despite efforts to improve legislation in Ukraine to assist the unemployed or those struggling to find jobs, there is a lack of effective labor market regulation. Issues such as gender and age discrimination, insufficient social protection for workers, and other factors hinder employment opportunities.

3. Demographic problems: Some regions in Ukraine face a shortage of population, particularly young people, which can lead to decreased economic development and increased unemployment. Additionally, in the past year, there has been significant internal migration within the country.

4. Insufficient skilled labor: Certain sectors of the economy may face a shortage of skilled workers, resulting in companies being unable to find the required expertise and unemployed individuals being unable to find jobs in other industries. It is worth noting that during Ukraine's post-war recovery, there will be a shortage of skilled workers in basic labor professions such as construction workers, milling machine operators, nurses, drivers, loaders, and more. [9]

Now let's consider the ways to address the problem of unemployment in Ukraine. This can be achieved through various measures aimed at creating new jobs, supporting entrepreneurship and industrial development, improving the quality of education and worker qualifications, as well as providing social support to the most vulnerable population groups. Vulnerable groups include unemployed individuals actively seeking work but unable to find it, people with disabilities and limited capabilities who require additional social services and are hindered by limited job opportunities. It is also important to carry out reforms in the employment system and maintain a favorable business environment. The term "business environment" encompasses various factors that influence it, such as economic growth or decline, inflation and exchange rates, unemployment and employment levels, political stability, and other external economic factors. Furthermore, reducing unemployment in Ukraine requires an integrated approach involving cooperation between different branches of government, businesses, and the public. The national employment strategy should focus on implementing comprehensive measures to ensure full employment and overall economic development. One solution could involve the development of infrastructure and transportation networks in regions, which would increase local employment opportunities and reduce migration from rural to urban areas. [6]

Ukraine is combating unemployment, and examples of reforms and organizations addressing this issue include:

- Program "Affordable and Comfortable Mortgage" provides support services for youth under 35 and low-income individuals to obtain a mortgage with a low interest rate.
- Program "Successful Country" is a state program aimed at creating new jobs by supporting small and medium-sized businesses, which in turn generate new employment opportunities.
- Program "Youth Employment" provides free consultations for job search, assistance in resume development, interview preparation, and finding relevant job vacancies. It also includes internships, skills enhancement, and financial support.
- Program "Military Personnel Careers" is a support and social adaptation program for military personnel transitioning to civilian life. It offers various services such as professional orientation, job readiness training, job search support, and everything else that can help military personnel adapt to civilian life and find employment.

Analyzing the labor market, experts and analysts have examined the forecasted unemployment rate for the next year. Providing an exact answer is difficult as it depends on

various external economic factors such as political stability, the overall global economic situation, and relationships with other countries. However, the following forecast can be considered: as of September 2021, the Ministry of Economic Development, Trade, and Agriculture of Ukraine estimated that the unemployment rate in 2024 would be 7.7%. However, as mentioned earlier, the current unemployment rate is approximately 30% according to unofficial data from Ukrinform (Ukraine's multimedia news platform), which reflects the situation in Ukraine. Therefore, it is challenging to make accurate predictions. The Ministry of Economic Development, Trade, and Agriculture based their forecast on the available data at that time. However, the situation in our country has completely changed over the past two years, so forecasts may not always turn out to be true in the future

Conclusions. Where the results of the work and prospects for further research in this direction are summarized.

Summarizing the above, the following conclusion can be made: unemployment is a socio-economic phenomenon in which the able-bodied and active population of a country cannot find work but tries to find and engage in it. By examining the main forms of unemployment (structural, seasonal, frictional, institutional, and cyclical) and analyzing changes in the labor market, it can be understood that cyclical unemployment dominates in Ukraine. Cyclical unemployment is characterized by a decrease in demand for goods and services, leading to increased bankruptcies of companies and job cuts. Cyclical unemployment has significant consequences for both the unemployed and the economy as a whole, as it represents a loss of potential production level due to the underutilization of human resources.

As of the end of December 2022, the official data reported 186,000 unemployed individuals. However, throughout the year, this figure constantly fluctuated, sometimes decreasing and sometimes increasing. Analyzing the data on the number of unemployed individuals from 2000 to 2022, it is evident that the number of officially registered unemployed individuals decreased due to the country's economic development. However, despite the decline, the number of people without jobs increased in 2020 due to the pandemic, which affected the market for several months and led to financial problems for companies and staff reductions due to limited funding.

Ukrainian government agencies are actively involved in combating the reduction in the unemployment rate by implementing various programs such as "Youth Program," "Accessible and Comfortable Mortgage," "Successful Country," "Career in the Military," "Recovery Army," as well as providing financial assistance and all possible measures. However, there are debates regarding whether it is necessary or not to provide financial support to individuals instead of actively seeking employment. Nevertheless, the most important conclusion is that it is almost impossible to accurately predict the level of unemployment or whether there will be unemployment at all (within natural or acceptable levels) since analysts make forecasts based on the data they have at present, while many things can change over time due to external economic factors.

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USE OF MATRIX METHODS OF ANALYSIS OF STRATEGIC ALTERNATIVES BY ENTITIES OF THE HOTEL BUSINESS

Abstract. The analysis of strategic alternatives is an important task of the strategic management of business entities, therefore scientific-theoretical, methodical and applied research on the improvement and peculiarities of the application of analysis methods and tools do not lose their relevance. Scientific developments in the application of matrix methods in the strategic analysis of hotel business entities in Ukraine are of a fragmentary nature, which determines the need for further scientific research in this direction.

The purpose of the study is to systematize scientific and theoretical approaches to the definition of matrix methods for the analysis of strategic alternatives that can be applied in the management of hotel business entities.

In the process of research, a number of general methods of scientific knowledge were used, in particular, systematic analysis, synthesis and generalization, while studying scientific literary sources and publications in open editions, the hypothetical method, methods of deduction, synthesis, abstraction and formalization were also used. The theoretical basis of the research was scientific publications on the subject of strategic analysis and the application of matrix methods of analysis of strategic initiatives, presented in open sources and scientometric databases.

The article examines the essence, content and features of the use of the main matrix methods of analysis of strategic alternatives, defines their advantages and disadvantages. The possibilities of applying individual matrix methods to achieve the defined goals of strategic analysis of hotel business entities have been identified. It is proposed to consider the hotel