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## THE INFLUENCE OF DIGITALIZATION ON TRANSFORMATION PROCESSES ON THE LABOR MARKET

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The need to study information processes in modern society is emphasized by both foreign and domestic scientists who study the impact of the information society on the labor market [4; 13-41], as the development of digital technologies, on the one hand, caused the Industrial Revolution 4.0 and create a digital economy. The key driver of economic growth is information and communication technologies (ICT), which ensure the functioning of global markets for information and knowledge, capital and labor, and on the other hand - cause certain risks [1; 20-33]. These include those that arise in the labor market, in particular the risk of job losses and polarization of the labor market, as "digital inequality" between those who fit into the digitalization of the economy and those who do not have time for it [2; 3; 35-40], as in at the state level and at the population level, leads to social stratification, which extends to new industries, regions and professional groups. Thus, based on the new opportunities offered by the digital economy and the new risks that arise in the labor market, the relevance of both theoretical and empirical research related to the digital transformation.

Despite the large number of publications on this topic, we note that there is a need for further research, taking into account the links between new technologies, employment and education to reconcile the needs of the economy and the labor market. In this context, it should be noted that there is no common view among researchers on the impact of digital technologies on employment and unemployment. Existing research on this issue indicates the destructive nature of technological change and the consequences associated with the destruction of jobs. Thus, according to experts of the World Economic Forum, the key challenge associated with the onset of the Industrial Revolution 4.0 is a change in demand for employment [4]. According to OECD estimates, in the member countries of this organization, up to 9% of jobs can be fully automated, and 25% can change significantly due to the automation of 50-70% of relevant production operations [5], which will lead to significant changes in the employment structure. In this case, as noted in [2; 4], future automation will not affect the quality of employment, but only change the types and number of tasks in most professions. Not only professions that require repetitive operations and do not require a high level of qualification (for example, a bank employee, travel agent, cashier for ticket sales, they will be replaced by modern computer technology - electronic banking, banking terminals, electronic payment

systems, ticket booking platforms, etc.), but cognitive and analytical work related to the performance of standard operations, instead there is a demand for specialists of new profiles (expert algorithms for working with "big data", database and knowledge architect, etc.). There are also new employment profiles, including self-employment - the share of individual self-employed in the total number of them in the EU is quite large and in none of them falls below 50% with an average of 70%, this trend is most evident in the services sector, to which, according to OECD labor market statistics [6], from 75 to 85% of the total labor force, namely digitalization of the services sector, contributes to the emergence of micro-enterprises [12] with the owner and the only employee in one person [7; 8], as well as in the creative industries [9; 10] as a field of global outsourcing of companies and the application of professional knowledge and skills of employees [11].

According to expert assessments, we propose professions that can be affected by digital transformations in the labor market, grouped into four segments that differ in the degree of influence of digitalization, in particular by transforming, destructive and both simultaneously with the prevalence of transforming or destructive effect (Fig. 1).

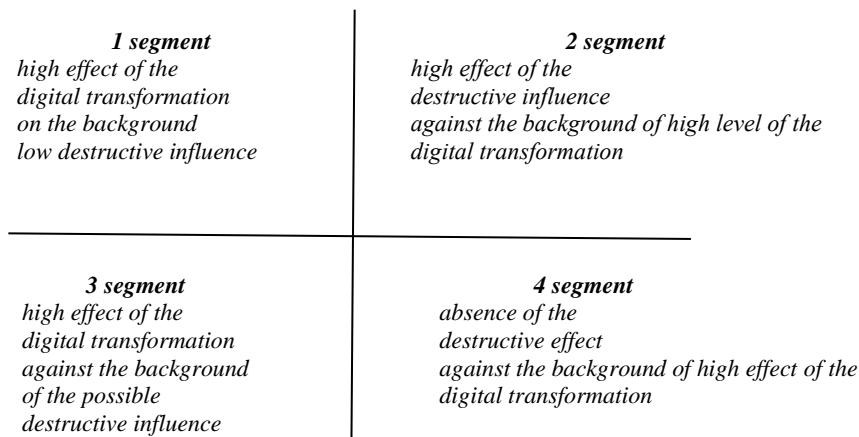


Fig. 1 - The impact of digitalization on the profession

Source: developed by the authors based on [2,3,4,5].

As a result of digitalization, the content of professions from segment 1 cannot be replaced, as they require systematic thinking. Specialists in this segment are required to be able to receive and analyze new information, including with the help of big data technology. The development of automated systems will help to displace professions in the 2nd segment. In the future, these professions may become

fully automated, even without significant content transformation. The content of professions from the 3rd segment changes significantly, however, not all tasks can be automated and employees are not threatened by "replacement". Only the division of labor between humans and machines changes. In the future, such employees will be involved in solving non-standard situations and developing a methodology. Machining data using digital technologies reduces the demand for specialists in 4th segments. In [12] we grouped accounting and financial professions according to the level of influence of digitalization on them, such grouping can be carried out by other professions specified in the Classifier of Professions [13] and will be a further study of the impact of digitalization of the economy on labor market transformation processes.

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Наукове видання

# **СОЦІАЛЬНО-ЕКОНОМІЧНІ ВИКЛИКИ**

## **Матеріали Міжнародної науково-практичної конференції**

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