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MASTER'S LEVEL QUALIFICATION PAPER
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SUMMARY

Today, freelancers are independent, highly skilled workers who are not in the staff of the organizations, and independently provide services to customers thanks to the use of information and communication technologies, without concluding a long-term one employment contract.

The article is dedicated to the problem of the impact of information technologies on transformation of employment in Ukraine. The paper considers the development of new, flexible forms of employment, creation of new jobs in the sector of freelancers. Advantages of non-standard forms of employment and the problems that they cause in the field of socio-labour relations. Stressed that due to the globalization of the labor market, freelance is one of the most effective tools for combating unemployment for countries where there is a high level of it.

Noted that the State should be interested in the creation of conditions for development of freelance as freelancers to create new products and provide important services using information and communication technologies, and the development of freelance as a valuable form of entrepreneurship positively affects the gross national product (GNP) of Ukraine, reduces the level of unemployment and income into the budget.

Transformational processes taking place in Ukrainian society today affect all aspects of public life, including employment. Problem employment was especially relevant in Ukraine during the current crisis. The scourge of our time - unemployment - is one of some socio-economic problems that needs close attention from the state and society. To overcome it, you need to create new ones jobs and it requires huge funds. But this is becoming more and more pronounced a phenomenon like freelance, where jobs are created from virtually "nothing" (at least for states), in addition, where they are really in demand.

Recently, a lot of research has been devoted to independent informal employment, remote work, flexible schedule. In some ways, this is due to the fact that self-employment on this day remains a little-studied concept.

Due to the trend in the world economy, a new class is being formed employees who are not focused on working in the state, but are willing to work for hire on short period of time. Employees of this class are called freelancers, and this form employment – freelance.

Development of Internet technologies, globalization of the labor market and the possibility of employment online staff have led to an increase in the popularity of remote work. For example, in the United States, more than a third of employees are freelancers. In Ukraine it is type of employment is less popular.

However, taking into account the involvement of young professionals in information technology is reason to assume that over time the number of freelancers will be only grow.

Today, freelance is a widespread form of self-employment. Now a freelancer is a person who performs work without concluding a long-term one a contract with an employer that is hired only to perform a certain type of work (freelancer). Freelance gives you the opportunity to independently manage time and projects, offer their services on the international market and, accordingly, earn more.

Freelance is a collaboration with an employer on a temporary or permanent basis that carried out via the Internet. This means that the stipulated work or project is carried out on the territory of the executor, not the employer.

In this case, the freelancer, also known as the performer, has freedom of action, ie performs the work or the project at a time convenient for him and in a way convenient for him. One of the main advantages of this informal employment is that freelancers take such work that satisfies them, take such orders that suit them and are interesting to them. For many, freelancing is not only a form of remote work, but also a way life and thinking, freedom of action and lack of strict regulations. This is a free way, deviation from public opinion and stereotypes.

A freelancer must properly promote himself and his abilities, he must create such conditions that customers come back to it again and again. Freelance has its advantages and disadvantages in the activity, both for the freelancer and for employer. The advantages of a freelancer include:

- Independence - freedom of choice of work task;
- Free work schedule;
- No transport problem, ability to work from home (which is especially relevant for young mothers and low-mobile categories of citizens);
 - The most comfortable working conditions - personalized workplace, clothes, temperature regime, food, etc .;
 - Relatively high level of income (freelancer does not need to spend money on
 - office rent, daily transportation costs, etc.);
 - Doing only your own work - no one will ask to "replace";
 - Creating an optimal balance between work and family;
 - Opportunity to choose a job and refuse to perform uninteresting projects;
 - Opportunities for international cooperation;
 - Ability to independently choose partners, rather than adapt to the existing team.

Advantages in the activities of the employer:

- Ability to pay only for the work done, not for the hours spent on workplace;
 - Opportunity to involve higher class specialists from different regions;
 - Opportunity to save on an expensive office workplace;
 - No need to provide social guarantees, pay for vacations and sick leave;
 - Ability to minimize document flow and reporting;
 - Opportunity to refuse to continue working with a freelancer at any time, which is easier than the dismissal of a staff member and requires certain grounds and compliance with more complex legal procedures.

Problems (shortcomings) in the activities of a freelancer include the following:

- There are not always guarantees of payment for work performed;

- Profit instability;
- Lack of social package;
- The need to keep accounts and pay taxes;
- There are not always suitable proposals;
- Additional costs for the workplace;
- Possible problems with satisfying consumer loan orders;
- Ghostly opportunities for quality career growth.

Problems (shortcomings) in the activities of the employer: the inability to control the process performance of work.

The global trend of freelance came to Ukraine with a certain delay. Our experts have long looked at this way to make money, not fully trusting him. But the post-crisis labor market has not been able to show significant growth... all this has prompted compatriots to go "free swimming". The majority of the country's population does not even know about the existence of this concept. Some identify the concepts of "sole proprietor" and "freelancer", but they should be to differentiate, because a freelancer is a kind of specialist, and an individual entrepreneur is often acts as an employer and may have its own employees.

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TASKS FOR MASTER'S LEVEL DEGREE QUALIFICATION PAPER

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Ishchenko Yuliia

(student's full name)

1. The theme of the paper is **UKRAINE ON THE INTERNATIONAL FREELANCE MARKET**

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2. The term of completed paper submission by the student is «__» _____ 2021

3. The purpose of the work is to determine the impact information society on market development labor, identification of characteristics, conditions and problems of functioning of the virtual market labor, benefits and threats of using a freelancer as a promising form of labor organization relationships in the virtual labor market.

4. The tasks are to consider:

- the result of the use of labor is an information product (service) or intellectual product, ie presented on tangible media information that contains new knowledge that is the result of intellectual creative work;

- the presence of virtual entities to which service customers and their executors (electronic freelancers) should be included;

- availability of virtual infrastructure, which includes online platforms to find work and offer services, electronic payment systems, information systems, etc.

5. The object and subject of research is the modern period, which is characterized the ever-increasing impact of innovation on socio-economic development of the country. The most prominent place in these processes was occupied by information and communication technologies, the use of which led to the emergence of a qualitatively new type social system - information society.

6. The qualification paper is carried out on materials of scientific articles by domestic and foreign authors, textbooks and manuals on selected topics, regulations, analytical reports of international organizations such as the ILO, UN, OECD, data from government statistics, publications of sites and scientific papers.

7. Approximate master's level degree qualification paper plan, terms for submitting chapters to the research advisor and the content of tasks for the accomplished purpose is as follows:

Section 1

INTERNATIONAL FREELANCE MARKET AND ITS PROSPECTS

Section 2

FREELANCE IS A NEW OPPORTUNITY

8. Supervision on work:

| Chapter | Full name and position of the advisor | Date, signature | |
|---------|---------------------------------------|-----------------|------------------|
| | | task issued by | task accepted by |
| 1 | Petrushenko Y.M. | | |
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9. Date of issue of the task: « ___ » _____ 2021

Research

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CONTENT

| | |
|--|----|
| Introduction..... | 9 |
| Section 1. International freelance market and its prospects..... | 11 |
| 1.1 Freelance in the Ukrainian labor market..... | 11 |
| 1.2 Analysis of the international freelance market in Ukraine..... | 13 |
| 1.3 Growth of the freelance market abroad..... | 13 |
| Section 2. Freelance is a new opportunity..... | 17 |
| 2.1 Labor economics and employment problems..... | 17 |
| 2.2 Employment through digital platforms in Ukraine..... | 19 |
| 2.3 Problems and strategic perspectives..... | 26 |
| Conclusion..... | 29 |
| References..... | 31 |
| Annex..... | 34 |

Introduction

In Ukraine there is an intensive informatization of most areas of human life and activity. The latest information technology is becoming the determining factor socio-economic and intellectual-spiritual development of Ukrainian society.

A specific feature of the information sphere Modern society has its impact on all industries public life, and manifestations of such influences are very diverse. The main ones the factor of social change is the production and use of information. Knowledge become the highest value and the main the product that underlies the formation new social structure of society, and also new management models.

Especially the impact of informatization on the market is significant labor. The content and character are constantly changing labor, there are new forms of labor organization and employment, changing social and labor relationships. Such trends increase interest to the theoretical understanding of the features development of the labor market and search for its directions adjustment and alignment to requirements of life.

The impact of information technology on the labor market is the subject of research by many scholars and practitioners. Issues of employment in the information society have been studied in a number of scientific papers. Different aspects of the functioning of the virtual market works were studied by such domestic and foreign scientists as Zh.V. Balabanyuk, IM Novice, W. Davidov, M. Malone, J. Nilles. The results of freelance research are presented in the works of O.Ye. Kuzmina, S.M. Savchenko, DO Strebkova.

Actuality of theme. At the same time, relevance and the practical significance of studying, systematizing and optimizing the impact of information technologies and virtualization of social and labor relations for the further development of the national labor market are necessary further research in this direction.

The purpose of the work is to determine the impact information society on market development labor, identification of characteristics, conditions and problems

of functioning of the virtual market labor, benefits and threats of using a freelancer as a promising form of labor organization relationships in the virtual labor market.

The object and subject of research is the modern period, which is characterized the ever-increasing impact of innovation on socio-economic development of the country. The most prominent place in these processes was occupied by information and communication technologies, the use of which led to the emergence of a qualitatively new type social system - information society.

The tasks are to consider:

- the result of the use of labor is an information product (service) or intellectual product, ie presented on tangible media information that contains new knowledge that is the result of intellectual creative work;
- the presence of virtual entities to which service customers and their executors (electronic freelancers) should be included;
- availability of virtual infrastructure, which includes online platforms to find work and offer services (freelance exchanges, crowdfunding platforms, professional social networks, groups and pages in social networks, career sites or sections of companies and organizations, sites of recruitment agencies and career counselors, employment services and relevant associations), electronic payment systems, information systems, etc.

Section 1. International freelance market and its prospects

1.1 Freelance in the Ukrainian labor market

Freelancing is one of the main trends not only in Ukraine, but also in the world, which is confidently increasing its relevance in modern conditions. For example, about 34% of the US workforce is temporary, freelance or freelance. It is expected that by 2020-2025 their number will reach 40-50%. [1, p.89]

As for the global freelance market, according to experts of the world's largest freelance platform "Upwork", the freelance services market has a steady growth, with freelancers accounting for 60% of the global labor market by 2020, and the turnover of the telecommuting market will reach \$ 46 billion As for wages, analysts note that the total earnings of independent professionals is about \$ 1 trillion. per year.

These phenomena could not but affect Ukraine, which is located in the center of Europe and has always been famous for its specialists and professional staff. Our country is the most attractive labor market for hiring freelancers in various fields, especially web development, mobile application development, web design and other IT-related technologies. Moreover, today Ukraine ranks fourth in terms of their earnings in the world. The above aspects form the relevance of this issue, which requires more detailed research and identification of prospects for further development. In 2019, the number of freelancers on the Freelancehunt platform increased by 54.69%. Customers of their work increased by 34.62%.

It is worth noting that on the Ukrainian service Freelancehunt for an average fee freelancer for one project increased by 12% to almost 2000 hryvnia. Half of all money among freelancers is received by IT specialists. Next will be designers, and they are slightly less than IT professionals, but published projects by category twice less. Budgets on average 5 times smaller than programmers. Next to the rating of popular areas of marketing, the overall budget, which is only slightly inferior to

design, then copywriting. At the same time, the competition in these categories is the highest, the performers are twice as many as the orders.

The development of the domestic freelance market has quite significant positive aspects, especially given the unstable political and economic situation and the crisis that has affected many areas of the national economy. TP Zbrytska believes that “freelance, which is actively developing in Ukraine, has a positive impact on the national economy, as this type of activity can be used as a tool to reduce unemployment. Also, the result of active cooperation of Ukrainian freelancers with customers from other countries is foreign exchange earnings into the country's economy, and with the growth of such income may increase investment, especially in real estate. [6, p.17]

Tertychny OO positive features include the following aspects:

1) freelancers have great freedom in the labor market in determining the order and price, which contributes to the development and activation of this market.

2) they have the opportunity to perform work for customers from other countries, which allows you to get currency for the country, while their earnings are higher than the national average.

3) while working for a foreign company, freelancers gain work experience, which they begin to use in their country, there is an active exchange of experience at the international level.

4) Freelancers and the IT sector today are a powerful source of currency for the country.

5) active work of freelancers contributes to globalization processes.

At the same time, the scientist notes the negative consequences, including the following:

1) quite often freelancers do not pay taxes, or do not pay them in full.

2) the income received by freelancers, as well as any shadow income, leads to the development of corruption and the shadow economy.

3) freelancers cannot create political lobbying organizations, they are politically passive, and this leads to a weakening of the development of social partnership in Ukraine.

4) the activities of a freelancer are not related to the territory of the country. In the event of a worsening economic or political situation, he is free to change his place of residence, and foreign organizations provide relocation assistance to highly skilled workers.

NA Azmuk refers to the negative consequences as follows: "there is a problem of protection of confidential information and copyright, low level of social protection of this category of employees, lack of legislation, resulting in a possible outflow of the employed population into the informal sector."

1.2 Analysis of the international freelance market in Ukraine

The COVID-19 epidemic and the implementation of strict quarantine in many countries have repeatedly raised questions about the reorganization of workers and the number of staff needed. In connection with this, the issue of transferring part of office workers to remote work or the use of freelance work became relevant.

World practice shows that cooperation with freelancers can reduce the costs of enterprises, and also gives freelancers the opportunity to work in the best conditions to freely choose the field of activity and work schedule. ThoughtA. Kolota [1, p. 73], intensive introduction of new advanced technologies, first of all information and communication, more and more determines the transformation of forms of employment, such growth as a result of subjects of labor activity, which leads to reduction of volumes of standard employment, traditional practice and practice. In general, there is a tendency to increase the influence of persons who are freelancers of the organization, the final form of each individual product produced by the organization [2, p. 41].

In view of this, the transformation of forms of employment can determine the result of the formation of a new information, creative economy. Flexible forms of employment are possible forms of effective use of potential highly skilled, creative workers [3, p. 80].

Accordingly, we can predict the growth of demand in the freelance market and the change in the conjunction of tourists in the market will have a significant impact on the activities of domestic enterprises in the near future.

The freelance market began its active development in 2006. But the rapid increase began in 2011. For comparison, for the period from 2006 to 2011, freelancers earned about \$ 38 million. And from 2012 to 2017 - 262 million dollars. As for the number of independent specialists, for the period from 2011 to 2016 the number of their registrations on freelance exchanges reached 180,000 people, of which about 25% are active freelancers who earn only by freelance. [3, p.90]

Domestic analysts also note the rapid growth and development. Over the past 5 years, the earnings of freelancers have increased by 49%, and their registration - by 27.4%. They explain this by the influence of the following factors: improved skills, as well as the high quality of services provided.

1.3 Growth of the freelance market abroad

The global freelance market is growing along with the demand for remote work, as evidenced by the results of a study by Payoneer [13], which resulted in a survey of 21 thousand professionals from 170 countries. The study found that freelancers have more than a third of the US population (Fig. 1.1).

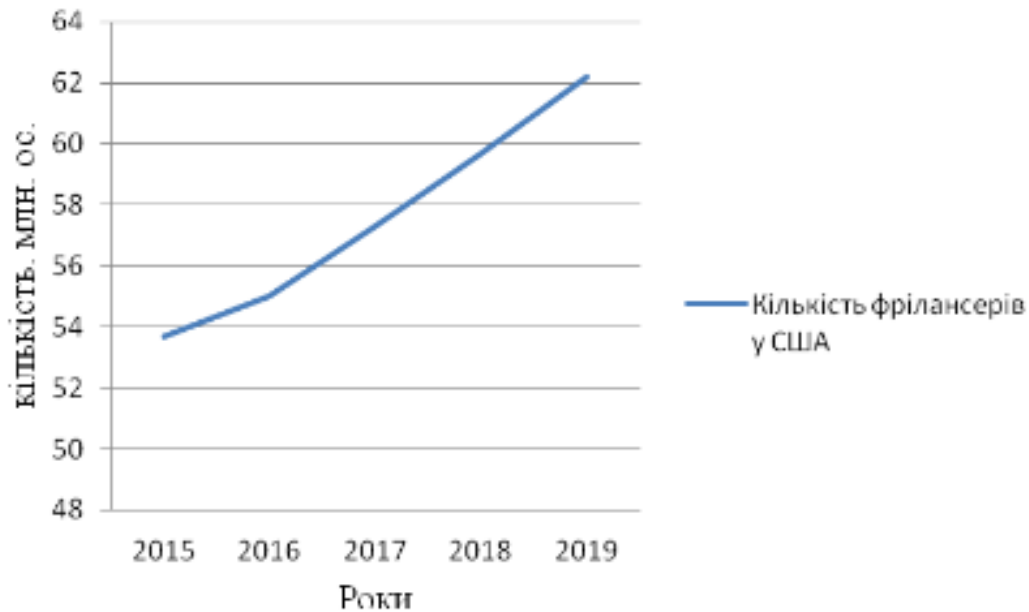


Fig.1.1 Number of freelancers in the USA in 2015–2019

In 2017, the number of freelancers in the United States reached 57.3 million, and about 36% of the working population, it is projected that in 2027 the number of freelancers will be 86.5 million people, which will be 50.9% of the total labor force of the United States [1, p.4].

On average, freelancers who work in the US market receive about \$ 60 an hour, which is three times more than the staff of similar professions. In 2017, freelancers represented about 35% of the US workforce and 16.1% in the European Union. In UkraineOECD (Organization for Economic Co-operation and Development) research has shown that the work of freelancers is mainly represented in the service sector - 50% of men and 70% of women. Each figure demonstrates a global trend: freelance is on the rise .

In addition, 78% of the UK population believe that freelance work contributes to a work-life balance, 72% acknowledge that freelancing has a positive effect on family life, and 29% say that this is part of their career strategy. Such surveys show that the average hour on the world market is about \$ 19, the minimum rate is \$ 3, and the maximum is \$ 100, and lawyers receive the largest rate - \$ 30 per hour, designers, IT specialists, content managers and marketers receive from \$ 19 to \$ 22

per hour. More than half of freelancers work at least 30 hours a week, performing no more than three projects simultaneously. Only about 10% work more than 60 hours, fulfilling seven more orders at a time. Ukraine not only lags behind global trends, but is one of the freelancers.

According to various sources in 2013–2020, Ukraine ranked first in Europe for the fourth time in the world in terms of employment on digital platforms. If in 2011 the number of freelancers in Ukraine was about 9 thousand people, then in 2019 - already 495 thousand people. The increase in the number of freelancers is due to a set of political and economic crises that have occurred over the past four years. People began to actively look for stable areas of labor and employers that provide rewards in a more stable currency. The key point was the adoption of Bill # 4496 “Implementing Amendments to Certain Legislative Acts of Ukraine (Regarding the Removal of Administrative Barriers to Export Services)”, which removed administrative barriers to export services and simplified the legal procedure for enforcement. In recent years, several powerful Internet sites have appeared in Ukraine to search for freelance work.

The most popular web services in Ukraine are [Freelancehunt.com](https://freelancehunt.com), [Freelance.ua](https://freelance.ua), [Weblancer.net](https://weblancer.net) and [Kabanchik.ua](https://kabanchik.ua). The advantage of [Freelancehunt](https://freelancehunt.com) is the relative ease of work - from registration and sending the first application to a freelancer will take less than half an hour, taking into account the time spent on filling the portfolio. Every day on the site opens thousands of projects in the field of design, programming, work with texts, SEO and marketing, mobile development and more. The site provides cooperation through a secure agreement - the site guarantees both parties to the project to save their funds. During the execution of the task of the customer's money is reserved on the service, which excludes fraud. The Contractor shall receive all earned funds if he fulfills the technical task and publishes the work within the stipulated period. If the freelancer fails to fulfill his obligations, the customer will be refunded his money.

Section 2. Freelance is a new opportunity

2.1 Labor economics and employment problems

According to C. Handy, abandoning the stereotype of perception non-standard forms of employment as inferior and collecting them in "Single portfolio", you can skillfully control financial flows in different periods of life, taking into account different life circumstances [5, p.8].

In this sense, self-employment, part-time employment, temporary work, production of goods at home can create a more stable material foundation. The development of self-employment in the informal sector is gradually transforming the model of labor relations "employee-employer" in "Customer-performer".

The informal sector in general and employment in it are very difficult to quantify. The most important source of information about employment in the informal sector - a sample survey of the population (households) on economic activity that conducted by the State Statistics Committee of Ukraine. The number of people employed in the informal sector of Ukraine's economy in 2009 compared to last year decreased and amounted to 4.5 million people, or 22.1% the total number of employed population aged 15-70 years. At one pole in the spectrum of informal employment there is an unproductive activity aimed at ensuring the conditions of simple survival of families, such as production household products for resale in the market (66.0% of those employed in the informal sector of the economy, or 73.0% of all employed in agricultural production).

On the other - highly qualified services provided by freelance professionals, such as doctors, teachers, lawyers, IT specialists, etc. The role of a group of independent freelance professionals is becoming more significant that independently sell their services on the market labor. The market of freelance services today is already quite developed in Europe and America and is developing rapidly in Ukraine

and countries. CIS, attracting more and more new participants from both the performers offer their services both to individuals and businesses willing to cooperate remotely.

Perspectives expansion of a new category of workers - electronic freelancers (e-launchers) are associated with an increase in the volume of work on the production and processing of information, as well as the further development of information and communication technologies and their development by broad layers of modern workers. The popularity of freelance is dictated primarily by economic reasons, when you can work on several customers, there are more opportunities for self-realization. One of reasons for the demand of enterprises for freelancers is in their quest to save costs, including labor costs.

A freelancer does not need to be officially employed, provide him with social guarantees that must be provided for full-time employees, allocate him a job and monitor his work. Designers, journalists, translators, photographers, illustrators, marketers, consultants, project managers, IT specialists and people of other professions have the opportunity to do work for customers from all over the world.

In March 2020, the Payoneer payment platform published a study of the freelance market. Payoneer interviewed about 1,000 industry representatives from 100+ countries to find out how the start of the pandemic and the slowdown in the global economy affected them. And also how they see the further development of the vertical.

Despite the initial decline in demand for their services, freelancers were optimistic. Many saw the pandemic as an impetus for the development of outsourcing.

Their predictions came true.

Exactly 6 months after the first survey, in September 2020, Payoneer analysts returned to freelancers and learned what has changed in their income level and how they see forecasts for the industry in the near future.

In March, about 32% of surveyed experts noted a decline in demand for their services. At the same time, 53% of freelancers expected an increase in demand in the future.

Covid-19 has indeed led to a short-term slowdown in revenue growth. At the same time, from March to July, freelancers noted an increase in revenue by 28%.

Lockdown has had a small impact on freelancers from Ukraine: the local gig economy is stable, despite the reduction of global outsourcing.

50% of Ukrainian freelancers who work with clients from Europe said that demand has not decreased.

56% of Ukrainian freelancers who work with clients from the United States said that demand has grown or remained at the same level.

Ukrainian freelancers felt only a small impact: in the period from April to May, revenues fell by 4%, but in June increased by 3%.

A previous Payoneer report found that many large companies and organizations are looking for remote employees through online marketplaces. Especially in the field of software and IT.

In addition, in the second quarter of 2020 in the United States, the number of small and medium-sized enterprises that hired freelancers increased by 42%.

2.2 Employment through digital platforms in Ukraine

"Freelancers are freelance professionals who are not employers or temporary workers, enter into service contracts for a fee with business clients," wrote J. Kitching and D. Smallbon in their paper [13,p.89].

Based on the above definitions, we can say, based on the letter of the Ministry of Labor dated 15.05.2008 № 105/13 / 116-08, that a freelancer is a self-employed person who performs one-time orders or temporary work without enrollment in the staff of the enterprise.

However, since we are considering the legal side of the concepts of "freelancer" and "freelancer", it is necessary to analyze the Labor Code of Ukraine. However, domestic legislation does not provide clear definitions, but there is a wording "work on the basis of a civil employment contract." Concluding a contract is a must. In the case of its presence between the freelancer and the employer there are civil relations, which are governed by the Civil Code. The contract is concluded in writing, signed by the parties.

However, another way to address the lack of concepts may be to hire an employee for home-based work. Many people confuse homework with a freelancer, let's consider the difference.

Labor relations with homemakers are regulated by the Labor Code and the Regulations on working conditions of homemakers, approved by the resolution of the USSR State Labor Committee and the Secretariat of the VTSRPS of September 29, 1981 № 275 / 17-99 (hereinafter - Regulations № 275) [6]. This Regulation is valid on the territory of Ukraine insofar as it does not contradict the legislation of Ukraine.

First, even in the very concepts, in accordance with the Regulation № 275 of the resolution 29.09.1981 N 275 / 17-99 homemakers are persons who have entered into an employment contract with an association, plant, enterprise, institution, organization, collective farm to perform work at home personal labor from materials and with the use of tools and means of labor allocated by the enterprise, or purchased at the expense of the enterprise. While a freelancer is an employee who is not enrolled in the staff, but performs certain types of work for the customer, according to the agreements [16,p.103].

Secondly, the categories of employees who can be freelancers or homemakers.

First, consider homeworkers, the preemptive right to enter into an employment contract for work at home is granted to:

- women who have children under the age of 15;
- disabled people and pensioners (regardless of the type of pension);

- persons who have reached retirement age but do not receive a pension;
- persons with reduced working capacity, who are duly recommended to work at home;
- persons caring for the disabled or family members who are long-term ill and in need of health care;
- persons engaged in work with a seasonal nature of production (In the off-season), as well as studying in full-time educational institutions;
- persons who, for objective reasons, cannot be employed directly in production in the area (for example, in areas and areas with free labor resources).

However, it should be noted that at the same time it does not contain a direct ban on concluding employment contracts at home and with all other employees. Freelancers can be specialists in various fields, such as programmers, designers, copywriters, translators, photographers, illustrators, operators, site owners, bloggers and others.

Third, wages. Remuneration of homeworkers is made at piece rates for work actually performed or products that meet the established requirements for its quality. Remuneration of freelancers is made in the same way, but in case of dishonesty of the employer (non-payment of labor) to apply to the freelancer in law enforcement agencies does not make sense.

Further, an important component of any job is leave, workers and employees-homemakers are granted annual leave of 15 working days, if they are not in accordance with the law are entitled to annual basic leave of longer duration. While a freelancer cannot count on either vacation or sick leave, working conditions are also created independently.

Given all the previous facts, it should be noted that the lack of any legal framework for freelancers is unacceptable, so it is appropriate to create a new Labor Code of Ukraine, work on which is still ongoing.

The draft Labor Code will not bring anything fundamentally new to the issue of home-based work. The draft code contains Article 42, which regulates working

conditions at home. It states that the employer and the employee may agree to perform work at home, if the person has the necessary conditions that meet the requirements (labor protection, fire safety, sanitation). And the employment contract can provide compensation for the fact that the employee uses their own equipment and tools, as well as reimbursement of other costs associated with work at home (electricity, water, etc.).

The turning point in 2016 is the adoption of the Law of Ukraine №4496, which abolished administrative barriers to the export of services and simplified the legal procedure for doing business for freelance entrepreneurs. This was one of the key factors that made Ukraine one of the leaders in the world freelance arena, ahead of only the United States, India and the Philippines.

Note also what other innovations make the adoption of this Law:

- for the company-exporter of services it is no longer necessary to conclude a written contract with wet seals with the customer and check it in the bank. The contract for the provision of services (for example, for the development of software) can be concluded upon e-mail, by accepting a public offer, in electronic form, upon issuance and payment of an invoice.

- Banks will be forbidden to require translation of the agreement into Ukrainian, it will be enough to provide documents in English, they will do the translation themselves.

- before the adoption of the law, the invoice for accounting was not the primary document, but now it will be so. This will facilitate both the accounting itself and communication with the tax.

- banks will be able to identify export transactions, but currency control over exports of services is eliminated. To confirm that this is an export of the service, the bank may require an invoice.

This suggests that the level of international cooperation between Ukrainian freelancers, including foreign employers, will only increase, which outlines quite positive prospects for both individuals and the state as a whole.

Kyiv is the leader in the number of freelancers. At the same time, Kharkiv leads in terms of earnings, despite the fact that the number of freelancers there is almost twice less. Among the leaders are also the cities of Dnipro, Odessa, Lviv and Zaporizhia. This fact is explained by the fact that in large cities people understand more the trends in the labor market, have more opportunities for self-development and training, and also consider freelance more profitable both from a financial point of view and for personal reasons.

Table 2.1 Number and earnings of freelancers in the cities of Ukraine (2016-2021)

| City | Number, persons | Earnings, USD |
|--------------|------------------------|----------------------|
| Kharkiv | 14 993 | 54 008 384,82 |
| Kyiv | 32 332 | 39 356 826,52 |
| Lviv | 8 206 | 17 663 091,42 |
| Dnipro | 3 654 | 11 008 912,9 |
| Zaporizhzhia | 9 865 | 17 746 786,34 |
| Odessa | 5 389 | 6 458 461,99 |
| Other cities | 40 561 | 17 733 380,66 |

The IT sphere, represented by freelancers, as we can see, is actively developing, which is a very positive fact during the deep crisis that Ukraine has been experiencing for the last 3 years. This is one of the few areas of development of the national economy, which has a positive dynamics, and it is she who is of particular importance at both macro and micro levels.

OA Grishnova and OA Savchenko explain why: first, this area is a bright representative of the innovative economy, which is based on human knowledge and competencies, it is almost the only area of not post-industrial but post-industrial economy, which in our country is developing dynamically. Secondly, even in the context of the unprecedented depth of the systemic crisis that engulfed Ukraine in 2018-2020, this area continues to grow and develop. Third, Ukraine is constantly increasing the number of companies operating in the field of IT, as well as the

number and share of people who are employed in it (and, most importantly, engaged in intellectual work).

Fourth, this area is the least affected by corruption, although there is fierce but almost "pure" competition (and this may be a major factor in the dynamic development of this area). Fifth, after the sharp fall of the hryvnia against foreign currencies in 201 in this area (which due to globalization and informatization works almost without borders) wages have become the most competitive, which makes it possible to attract the most capable and motivated workers. [5,p.21]

IT is a broad concept that includes the following categories: web development, design, SMM, copywriting, translation, architecture, etc.

The global freelance market is growing along with the demand for telecommuting. This is evidenced by the results of a study by Payoneer, which interviewed 21 thousand professionals from 170 countries.

It was found that freelancers are more than a third of the US population. In 2015, about 53.7 million Americans worked freelance, in 2016 - 55 million, and in 2017 their number reached 57.3 million. This is 36% of the working population.

According to Payoneer, the United States remains the most interesting market for remote work. In 2015, 37% of freelancers worked for clients from this country, and now - 68%. The fact is that, on average, freelancers working in the US market receive \$ 60 per hour. This is three times more than full-time employees of similar specialties.

In general, the survey showed that the average hourly rate on the world market is \$ 19, the minimum rate is \$ 3, and the maximum is \$ 100. Lawyers get the most - \$ 30 per hour. The services of designers, content managers and marketers are estimated at \$ 19-21 per hour, IT specialists - at \$ 22.

According to the study, more than half of freelancers work at least 30 hours a week, having no more than three projects at a time. About 10% work more than 60 hours, working on seven or more orders at a time.

As of 2018, it can be stated that freelance exchanges have become international client bases, where 73% of all freelancers find work. The role of social

networks has also grown. In 2015, only 8% of freelancers sought work through professional online networks, and now this figure has reached 38%. Previously, LinkedIn was used to search for work, and now more and more people are choosing Facebook.

Ukraine not only does not lag behind world trends, but is also one of the leaders in freelance. According to various sources, in 2013-2017 Ukraine ranked first in Europe and fourth in the world in terms of employment on digital platforms. If in 2011 the number of freelancers in Ukraine was about 9 thousand people, in 2016 - already 60 thousand.

The fact is that our state has a large number of skilled labor, but wages and living standards leave much to be desired. Domestic demand for certain professions is also low. All this encourages Ukrainians to look for work on special freelance services. These platforms act as online intermediaries between supply and demand in the labor market. The most popular in Ukraine are Upwork.com, Kabanchik.ua, Freelancehunt.com and Freelance.ua.

In 2015, only 8% of freelancers were looking for a job through professional online networks, now - 38%

The increase in the number of freelancers is also due to a complex of political and economic crises that have occurred over the past four years. People have begun to actively seek more stable labor markets and employers that provide remuneration in a more stable currency.

The adoption of Law # 4496, which removed administrative barriers to the export of services and simplified the legal procedure for doing business for freelance entrepreneurs, was also a key issue.

In 2017, a study of Ukrainian employees of digital platforms was conducted at the request of the International Labor Organization. It was found that Ukrainian freelancers are relatively young and have a high level of education. According to the survey, 55% of respondents have higher education, and 2% have a PhD. 25% of respondents consider working through digital platforms as their main source of

income. 33.8% of respondents work for a Ukrainian customer, while others - fully or partially for foreign clients.

According to the survey, Ukrainian online workers are mostly satisfied with their work. Among the positive points, freelancers mentioned access to a larger order market, better pay (compared to office work) and a more flexible work schedule.

In general, the development of freelance in Ukraine has a positive effect both for online workers and for the country as a whole, as the country is reducing unemployment and increasing foreign exchange earnings. Among the problems remains the imperfection of the legal framework, which leads to lack of registration and further - to non-payment of taxes. Therefore, next year the state should create conditions that would encourage self-employed people to work legally, pay taxes and most importantly - to stay in Ukraine.

2.3 Problems and strategic perspectives

"It is estimated that at least 3% of the Ukrainian workforce is involved in online work. 17% of Ukrainian office workers have already tried digital work and would like to switch to it completely; one of the two sees this as an additional source of income," the report said.

This report is based on two surveys conducted by KIIS for the International Labor Office (ILO) in September-December 2017. The research focused on the working conditions of employees of digital platforms in Ukraine. Most of them, according to KIIS, call themselves freelancers.

"They find work through digital platforms, where tasks are posted by clients from Ukraine and other countries. The work can last from a few minutes to several months; it is not classified by law as an employment relationship. This means that the working conditions of freelancers remain outside the scope of labor law," the report emphasizes.

The results of the survey show that digital work is available in Ukraine through about 40 different platforms. These platforms include those that serve the Ukrainian market, as well as those that serve the post-Soviet, Russian-speaking and international markets. Some employees also regularly find work through social networks.

Researchers note that employees of digital platforms are mostly young people and have a high level of education. At the same time, 26% of respondents call digital platforms the main source of income. Two thirds (67%) worked mainly on one platform for three months before the survey. Among them, 79% believe that if this platform is closed, they will quickly find an alternative digital platform.

According to KIIS, the main reason why people work on digital platforms is the desire to earn extra money. Other reasons include the desire to work from home, higher earnings compared to offline and problems finding work in other areas. The main barriers to finding a job in the offline economy are the lack of jobs in the area and the offer of too low wages.

“Almost a third (31%) of the surveyed employees of digital platforms worked exclusively for clients from Ukraine, while others fully or partially worked with foreign clients. 11% of freelancers have one main client. Those who do not have a main client usually have mostly two to five clients a month, ”the study said.

The most popular field of employment on digital platforms is working with texts, especially copywriting (23%). In second place - the IT sector (12%). At the same time, in the IT sector, the most popular areas of work were related to the creation and maintenance of Internet sites.

According to the report, the average freelancer spends 30 hours in a typical week of digital work, of which 22 hours are for paid work and 8 hours - for free. At the same time, more than 20% of employees of digital platforms work more than 48 hours a week - a higher percentage than the general population. The digital mode of work is shifted closer to the evening, about a third of freelancers work at night.

The vast majority (80%) of respondents received payment for the project, while 12% received hourly pay, and other types of payment, including money transfers, similar to wages, received 8% of freelancers.

"Those who reported the amount of their earnings, on average, earn a little more than the average monthly salary in the country. However, since the average salary in the country includes contributions to social security contributions, leave and paid sick leave, it is impossible to say directly that earnings on digital platforms are higher. Employees who consider digital work the main thing, especially those who work with foreign clients, earn much more than other employees of digital platforms," the article explains.

In addition, there is a significant difference in pay for digital work by gender. Yes, men earn 2.2 times more than women. This difference is much larger than in the Ukrainian offline economy. In KIIS, this approach is explained by the fact that women work mainly for the domestic market, and men - for the international.

Researchers also note that half of the respondents (55%) are satisfied with their work on digital platforms. The main reason for this is a free work schedule and the ability to work comfortably at home. Dissatisfaction of freelancers is associated with the lack of wage standards and instability of earnings (16%).

The vast majority of freelancers (97%) believe that the field of work on digital platforms has prospects. 69% of respondents see themselves as employees of digital platforms in the future in 3-5 years.

Ukrainian freelancers consider their competitors primarily their compatriots. Women feel this competition especially strongly. At the same time, IT specialists, mostly men and focused on foreign markets, see foreigners as their competitors (57%).

Conclusion

At present, globalization, which covers all spheres of modern life, is manifesting itself on an ever-increasing scale. One of the areas is the labor market, which needs highly qualified mobile personnel. All this is the reason that in recent years more and more companies and professionals in various fields prefer freelance projects. As world practice shows, this type of work brings sufficient benefits, on the one hand, allows companies to optimize their budget, and on the other hand gives freelancers the opportunity to work in the best conditions, to choose their own work schedule and field of activity.

The post-industrial revolution dictates fairly new working and entrepreneurial conditions. Small and medium-sized businesses have flexibly and quickly reoriented and during the economic crisis that accompanies the development of the state, trying to compete with dignity in domestic and foreign markets. And first of all due to the development of freelance and the involvement of narrowly focused specialists who are responsible for a specific process in the work of the enterprise.

The level of Ukrainian specialists in various fields of activity, especially IT, is known all over the world, which necessitates their support from the state in order to interest and not lose human potential forever. That is why it is necessary to create conditions that would encourage freelancers to register, pay taxes, work for the development of the homeland and most importantly stay in Ukraine.

Ukraine is a country located in the center of Europe and has quite fruitful international relations with countries in Asia, Europe, the United States and others. That is why the current trends in the world can not but affect our country. Scientists and analysts need to continue to study the processes that shape the freelance market, analyze the activities of freelancers, which in the future will inevitably affect the positive changes in the legal framework and all related areas of development.

A lot of scientific works are devoted to the study of positive and negative aspects of freelancing and analyzed by many experts-practitioners: economists, recruiters, marketers and others. However, it is often noted that the positive fact is

the possibility of reducing unemployment and foreign exchange inflows into the country from foreign countries. To the negative - the imperfection of the legal framework, which leads to lack of registration and subsequent non-payment of taxes. Thus, an important role in the formation of the freelance market and the main - the positive influence of the state on its development - is given to the state and its interest and support for new forms of cooperation between workers and employers.

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Annex A

Summary

Ishchenko Y.V. Ukraine on the international freelance market. Qualification Master's Work. Sumy State University, Sumy, 2021.

The qualification work is devoted to the analysis of theoretical and practical aspects of international freelance market in Ukraine.

Factors in the development of international freelance market, as well as an analysis of its development in Ukraine. Problems and prospects for the development of freelance in Ukraine. Attention is paid to the main trends in the development of online freelance platforms in Ukraine, as well as the Labor economics and employment problems.

Key words: freelance, international freelance market, freelancer, online job boards, the market of freelance services.

Анотація

Ищенко Ю.В. Україна на міжнародному ринку фрілансу. Кваліфікаційна робота магістра. Сумський державний університет, Суми, 2021.

Кваліфікаційна робота присвячена аналізу теоретичних і практичних аспектів міжнародного ринку фрілансу в Україні.

Фактори розвитку міжнародного ринку фрілансу, а також аналіз його розвитку в Україні. Проблеми та перспективи розвитку фрілансу в Україні. Приділено увагу основним тенденціям розвитку онлайн-фріланс-платформ в Україні, а також проблемам економіки праці та зайнятості.

Ключові слова: фріланс, міжнародний ринок фрілансу, фрілансер, онлайн-дошки вакансій, ринок фріланс-послуг.

Annex B



Frilanserlik faoliyatini yo'lga qo'yish
mumkin bo'lgan kasblar:

- jumalist;
- yurist va advokat;
- biznes trener;
- fotosuratchi, illyustrator;
- rassom, arxitektor va muhandis;
- loyihalovchi;
- reklamachi, marketolog;
- kopirayter;
- dasturchi;
- SEO-mutaxassis;
- dizayner;
- 3D-modellashtirish mutaxassisi;
- poligrafiya mahsulotlarini sahifalash
va boshqalar.

Annex C

Remote

Place of work: Remote

Employment Status:
Works for one company

Tax: Company withholds taxes

Project duration: Long projects

Company provides benefits (health insurance, equity..)

omnes.

Freelance

Place of work: Remote

Employment Status:
Self-employed

Tax: Pays self-employment tax

Project duration: Short term

Not eligible for benefits

