

the person has already pulled out the suitcase, he realizes that he has been mistaken. This is the second problem, which is designed to solve the application “Where Bag”.

And, finally, the third problem is the notification of the loss of luggage from sight. This problem became especially urgent this year, when tourists have to wait many hours at the airport. If you fell asleep while waiting, and someone at this time decided to steal your luggage, then the mobile application will notify you about the loss of luggage from sight and you will have time to react quickly. The interface of the application is as simple as possible. It contains a list of suitcases and information about their distance from the device. So it can be used by people of any ages.

Ukrainians should be informed about the IBeacon program because when using this application, the statistics of abduction and loss of luggage will decrease considerably, which will lead to better feedback and pleasant cooperation with the International Airlines of Ukraine and other airlines of the world.

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## **PROBLEMS OF EMPLOYMENT AND UNEMPLOYMENT IN UKRAINE**

The current transition to market relations is associated with great difficulties in Ukraine, the emergence of many socio-economic problems. One of them is the problem of employment, which is inextricably linked with people, their productive activity.

The purpose of my report is to define the essence, types and socio-economic consequences of unemployment, to identify the causes and problems of unemployment in Ukraine and to suggest solutions to them.

I believe that my topic is one of the most relevant for Ukraine, since this problem remains open and unresolved for Ukrainian society. Also, the problem of unemployment can affect everyone, from a student to a middle-aged person.

Unemployment – the presence of people in the country, who are the part of the economically active population, able and willing to work, but cannot find a job.

Karl Marx believed that unemployment arises because:

1. Production is developing more slowly than growing the number of citizens, which are able to work, and this part of the population of the country turns out to be superfluous;

2. New machines replace people in production, so people are unnecessary;

3. The structure of demand and production is changing, and therefore production is reduced in the traditional, most labor-intensive sectors.

In Ukraine, 45% of unemployed Ukrainians have a higher education. And in big cities the situation is much more critical. For example, in Kharkiv, 87% of unemployed people with higher education are in the center of employment. In Kyiv and Zaporizhzhia the number of certified specialists without work exceeds 80%.

Unemployment is one of the major factors that affects the socio-economic situation of the population, in particular, it determines its poverty and the extent of labor migration abroad.

The main problems in employment in Ukraine are:

1. There is no clearly defined state policy in choosing the directions of spending collected funds in employment funds.

2. Demographic problem.

3. The transition of specialists to the sphere of informal employment, the shadow economy, migration abroad.

4. Deterioration of the quality characteristics of workplaces, insufficient introduction of new jobs, especially for qualified personnel, which increases the volume and level of unemployment, reduces labor productivity and the competitiveness of production.

5. The mismatch between demand and supply of labor.

In my opinion, in order to solve the problem of the unemployed person, the following is required:

- the revival of the economic situation and investment activity in the country, creation of conditions for a dynamic movement of capital, development of measures for the development of the system of workplaces and increasing the need of enterprises and organizations for the workforces;

- improvement of payment system, expansion of opportunities for population to receive additional incomes (dividends from securities, interest on deposits, etc.), development of social benefits system, subsidies and benefits reducing the labor demand of individual socio-demographic groups, especially women, studying young people and retired people.

Unemployment is a serious problem for the country's population. As it was said above, unemployment arises when the labor supply is above its demand. To overcome unemployment in the country, and especially in the country with a transition economy, it is necessary to create (on the part of the state) the necessary conditions for attracting workers to be engaged in the sphere of national economy, providing jobs in troubled regions of the country, campaigning entrepreneurs to create jobs. It should also be noted that the state needs to create jobs through public works (road construction, bridge repairs).

Thus, we can conclude that the problem of unemployment in Ukraine is relevant and for its solution it is necessary to create conditions for the growth of economic activity of enterprises and to create such information policy in the country that could motivate applicants to work at domestic enterprises.

The policy of state regulation of employment in Ukraine should ensure a minimum level of unemployment.

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## **BIG DATA FOR REGIONAL AND STATE MANAGEMENT**

Thanks to big data technologies, in particular solutions of the class High Performance Analytics, the profound analytics becomes more and more demanded in a public sector. It