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## **PROBLEMS OF LABOR FORCE TRAINING ACCORDING TO THE NEEDS OF MARKET ECONOMY**

The growth of industrial production volumes and rates during the last five years and the increase of employers demands on the quality of labor have highlighted one of the most important problems of the country's economic development: the problem of labor force shortage. There is also a situation where the graduates of vocational-technical schools cannot find the vacation by the profession, because of lack of its demand.

Many researchers are paying attention to the problems of training, retraining and professional development of personnel in the country. Thus, these problems are devoted to the scientific works and publications of S. Melnyk, P. Koropets, S. Dudnikov, V. Konovalov. The methodical basis for determining the need in qualified personnel is highlighted in the works of E.

Dubinin, V. Savchenko. T. Bogdanova, K. Bondarchuk studied the status and problems of labor training at work. However, despite the scale and depth of scientific research in this field, the problem of volumes balance remains unresolved.

Therefore, the purpose of this article is to study the current state of ensuring the national economy branches by labor force and the adequacy of skilled workers training in the system of vocational-technical education for its needs.

Today, the existing system of vocational-technical education does not fulfill its main function: to provide fields economy with skilled workers, taking into account the needs of its prospective development.

The main reason for the current situation is that it failed to respond adequately to the changes in demand for labor and, accordingly, to demand for professional training in a professional qualification. This negatively affected both the number of vocational-technical schools and the number of students in them. Thus, the total number of educational institutions that carried out working personnel training decreased by 1/5, and the number of students in them by one third.

The main reasons for the imbalance between the workers preparation and the need of them in both quantitative and qualitative terms is the lack of projected calculations of economy needs in the labor force due to the professional qualification section at the enterprises, organizations and regions and the gap between the links of vocational-technical education system with the production sector.

The Ukrainian modern labor market characterizes by its over-saturation mainly in the professions for the services sector, such as: "conductor" (the number of graduates exceeds need for workers by more than 2000 times for the load on one vacant work place - 154 persons), "hairdresser", "manicurist", "cosmetologist" (exceeding 53.8 times the load for one work place - 18 people, 25.2 times for the load - 5 people and, respectively, 19.5 times for the load - 8 people). At the same time, the volume of workers training for these professions has increased. "Overproduction" of skilled workers is also observed in the professions of catering, bakery, confectionery, garment industry and trade.

Summarizing, the innovative development of the Ukrainian economy in the process of adaptation to integration processes requires the application of new technologies, the introduction of advanced scientific and technological progress, and, consequently, a radical improvement of the workforce, which raises the requirements for its quality.

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## **CORPORATE CULTURE IN PERSONNEL MANAGEMENT SYSTEM**

The effective operation of many successful enterprises depends on the presence of a high level of corporate culture, which is an important and powerful tool for managing the employees of the enterprise. Today, there is existence and constant development of corporate culture that provides long-term effectiveness of the enterprise's business, since it directly affects workers' motivation, productivity and efficiency of their work.

Corporate culture is a set of rules, customs and practices in the gas management of personnel, which has no normative consolidation in the laws and is based on the general cultural level of society, the norm of morality, business practice [1, p. 61].

The main characteristics of an effective corporate culture are the following core values that are intensely supported, clearly defined and rapidly distributed. If everyone agrees with certain values, then culture is strong, and if there is no agreement on values, then such corporate culture is weak [1, p. 62].

Consequently, corporate culture in the personnel management system is considered as a strategic tool that allows all units and employees to be oriented towards the general goals, to increase the initiative of the staff, to ensure commitment to the general cause and to facilitate communication [2, p. 21].