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ALTERNATIVE TYPES OF EMPLOYMENT IN THE CONTEXT OF HUMAN POSSIBILITIES EXTENSION IN THE DIGITAL ECONOMY (CASE OF UKRAINE)

Abstract. As a result of the Fourth Industrial Revolution, the global spread of digital technologies and automation processes have led to a steady decline in staffing needs. Thus, in the near future only the most competitive part of the working population will have the opportunity for productive, well-paid, and stable employment. The problem of ensuring social wellbeing by providing livelihoods to the general public, expanding opportunities for self-realization, and the most productive use of labor potential can be partially solved by the implementation of unconditional basic income. However, for many countries around the world, as proven by experiments, this decision could be quite expensive and controversial. In this context, the main positive and negative socio-economic, demographic, and political aspects of the implementation of unconditional basic income in Ukraine were identified. A research has been made on alternative types of employment (freelance, gig employment, crowd employment), as well as on the opportunities for self-realization and implementation of activities useful to society in the digital economy (implementation of social projects; volunteering, participation in social projects; lifelong learning; raising children and care for the elderly, etc.) as promising areas of human potential use in society.

Key words: opportunities for self-realization, social sphere and labor market, digital economy, unconditional basic income, alternative types of employment.

Problem statement. Global changes in the social sphere and labor market, associated with the development of information and communication technologies, changes in the content of labor and forms of its organization, the gradual increase in productivity determine that not only the most competitive part of the working population will have access to the productive, well-paid, and stable employment, but also a more wider category of people. The labor market will need fewer workers. This necessitates the search for both financial resources to ensure the well-being of a less competitive part of population in the labor market, and alternative activities that will use the potential of these people, as well as have a positive socio-economic effect in the long term that will benefit society and change it for the better.

Analysis of research and publications. Dynamic and multi-vector changes that occur in the socio-labor sphere in the transition to the digital economy, the current state of the labor market in its global scope are studied by Azmuk N.A. [1-2], Grishnova O.A. [3-4], Kolot A.M. [5], Mishchuk G.Yu. [6]. Current issues of transition to the digital economy, the consequences of technological progress are also presented in the reports of international organizations - the World Economic Forum (Global Competitiveness Index 4.0 [7-8], The Future of Jobs Report [9-10]), and some leading consulting companies [11]. However, employment issues and ensuring the minimum necessary level of income for the general population during the Fourth Industrial Revolution, as well as the global technological change, changes in the content of labor and forms of its organization remain insufficiently studied, despite their growing relevance and social significance in the near future.

Therefore, **the purpose of the research** is to study the changes in the social sphere and labor market that occur under the influence of digital technologies, as well as to study alternative types of employment and opportunities for self-realization as promising areas of utilizing human potential. In fact, the untapped human potential leads to significant social losses and the growth of socially vulnerable groups.

Results. The wider use of digital technologies and automation processes that took place during the Fourth Industrial Revolution have led to a steady decline in staffing needs. Thus, experts of the World Economic Forum in "The Future of Jobs Report" [10] note that in 2025 the share of machine labor will exceed the share of human labor (in 2022 the share of human labor is projected to be 58%, machine - 42%; in 2025 - the share of human labor will decrease down to 48%, and machine labor will increase up to 52%). Naturally, for different areas of employment or professions, these processes have different scales and require different amounts of investment. The rates of layoffs will also vary, but is likely to be faster than the creation of new jobs. The labor market demand, supply, and the employment structure will change, although, it can be argued that these changes will be evolutionary, not revolutionary.

The features of the existing organization of business processes in various fields have led to the fact that the greatest opportunities for automation are now concentrated in such areas as hotel and restaurant businesses, agriculture, manufacturing, transportation and warehousing, wholesale and retail trade, mining, construction, utilities, finance and insurance, arts and entertainment, real estate, administration, information, health and social care, management and training services.

The extremely high possibilities for automation in the restaurant industry are demonstrated, for example, by the automation strategy introduced by the Japanese chain of sushi restaurants Kura [12]. In its 262 restaurants, robots help prepare sushi, and waiters have been replaced with conveyors. To ensure the freshness of the dishes, this system monitors the duration of circulation of each sushi plate, and automatically removes them after a certain time. Visitors place orders by touching the panels on the touch screens, and when they finish their meal, they place empty plates into the oblong opening near their table. The system automatically issues the bill, and then washes the plates, and quickly delivers them back to the kitchen. Instead of hiring managers for each restaurant, Kura has established a management center that remotely controls almost every aspect of the restaurant's operations. Kura's automated business model allows it to sell a plate of sushi for only 100 yen (about a dollar) providing a much lower price than their competitors. As we can see from this business model of running a restaurant, the need for staff is minimal, which is considered an advantage in terms of production costs reduction, but as for providing employment to the population may have contradictory consequences.

The problem of ensuring social wellbeing by providing livelihoods for the general public, expanding opportunities for self-realization and the most productive use of human potential can be partially solved by the introduction of unconditional basic income. This approach requires significant financial resources and a high level of social responsibility of the population. Also, as objectively observed, the experiments conducted around the world on its implementation showed quite contradictory results [13-17]. Such experiments on the implementation of unconditional basic income in the EU showed that when receiving it, most people do not start working less than before, on the contrary, the interest in finding self-fulfilling work-increases. In Ukraine, the situation is slightly different due to the historical background and the long-standing misconception that "the State owes something to its citizens." These and other issues create many problems that researchers in developed and affluent countries do not usually encounter. The public sentiment on this issue in Ukraine is quite vividly reflected in the "Electronic Petition №22 / 022551-ep. Implementation of unconditional basic income in the amount of not less than UAH 7,000 per month in order to effectively improve the socio-economic living standard of citizens and create a fundamentally new direction of the State development" that was published on March 28, 2016 [18].

The introduction of the concept of unconditional income in Ukraine not only requires significant annual expenditure of financial resources, but can also lead to such negative consequences as decrease in economic activity, employment productivity, and lack of motivation to work[19]. Consider the main positive and negative aspects of the introduction of basic unconditional income in Ukraine (table 1).

However, despite the above-mentioned problematic issues, it could be argued that the people-oriented trends in today's global economy give hope for positive changes in the social sphere and labor market in Ukraine as well. We are talking primarily about the growing importance of the social significance and efficiency of the labor, importance of public development, and positive socio-economic transformations in the world for the generation of postmillennials, which is now entering the labor market. The results of the Bloomberg study [20] show that, in 2019, one of the world's population (32.0%) was already represented with Generation Z (born in 1995-2009). For example, almost 30% of Generation Z choose products from those manufacturers that reflect their values. In addition, according to the study by the British online

service Green Match, 40% of young buyers refused to buy or boycotted the brand for unethical, in their opinion, actions. The generation of social individualists focuses not on the scale of the brand, but rather on the emotional response created from the contact with it [21]. Generation Z workers consider themselves a harmonious part of the "world of work". Work is an important part of their lives that provides self-fulfillment and gives an opportunity not only to earn money, but also to embody their life values. They change jobs quickly and do not keep jobs that lack necessary opportunities for them.

Table 1 – Implementation of basic unconditional income in Ukraine: pros and cons

Effects	Positive	Negative
Socio-economic	Maintaining social stability, increasing confidence in the future. Poverty and inequality reduction. Higher level of involvement in social life, greater engagement in decision-making to help solve social problems.	The growth of ineffective and needy tendencies in society, the formation of a social stratum that cannot and/or does not want to work.
	Providing means of living for socially vulnerable, uncompetitive people in the labor market.	Lack of financial budget for large-scale implementation of basic unconditional income.
	Growing opportunities to start your own business, find a job that inspires and really benefits the society.	Decreased motivation to search for main and additional sources of income. Decreasing employment productivity.
	Expanding learning opportunities, including the use of modern online platforms.	Decreased motivation to learn and improve personal and professional characteristics. Gradual degradation.
Demographic	Partial improvement of the demographic situation due to the growth of social guarantees.	Increasing birth rates among social groups that are uncompetitive on the labor market.
	Increased mobility opportunities of citizens due to the general improvement in welfare.	Increased migration to the countries with a much higher level of basic unconditional income.
Political	Increased level of public trust in government, better social support of government projects and programs.	Increasing controversy at the international level due to different amounts of basic unconditional income in other countries, as a result of the current economic situation.

Speaking about the problems of employment of less competitive segments of the population, it should be noted that without the need to work to meet the basic minimum needs, a person can find many other opportunities that are both good for self-realization and useful for society (volunteering, participation in social projects, lifelong learning, spiritual development, upbringing of children, etc.). In the 21st century, work should be socially beneficial, so its emphasis is gradually shifting from economic to social efficiency. Therefore, the overcoming of economical predominance and solely economical outcomes of employment is a key step towards the highly developed society, based on human-centered, highly moral values).

In many countries around the world, people are pressured to work overtime because regular employment does not provide them with the necessary financial (and not only) resources and opportunities for self-realization. Consider the most common alternative types of employment in the digital economy, identified by Deloitte in the report "Deloitte Global Human Capital Trends" (table 2).

Table 2 – Alternative types of employment in the digital economy [11]

Type	Characteristic
Freelance	Freelance workers provide support to the core staff and are usually paid for an hour, day or other unit of time.
Gig employment	Gig workers are rewarded for individual tasks (or micro-tasks) while performing certain duties.
Crowd employment	Crowd workers compete for participation in the project, and often only those who have shown the best results are rewarded.

Such employees could be found through various online platforms. The main reason these people work on platforms is their need to earn extra money. Other reasons include the desire to work from home, higher earnings compared to offline job settings, and problem finding work in other areas. The main obstacle in finding a job in the offline setting is lack of jobs in certain areas and a too low salary [22].

A significant disadvantage of alternative types of employment is that, quite often, they require extra time besides regular work, which could be spent with the family, devoted to various hobbies and other activities that make life more meaningful and interesting.

In situations when labor is not considered solely as a source of income and livelihood, the following opportunities appear in terms of self-realization and implementation of activities useful for society (table 3).

Table 3 – Opportunities for self-realization and implementation of activities useful for society in the digital economy

Direction of self-realization	Opportunities for self-realization	Influence of digitization trends
Implementation of social projects	Ability to solve social problems, unite like-minded people, bring ideas to life.	Running social projects online opens up more opportunities for people to come together. In fact, only language skills, common interests and free time are needed.
Volunteering, participation in social projects	Possibility to provide society with beneficial activities, and assist people with their needs, if required. Additional opportunities for socialization. Opportunity to visit new countries, make new friends and meet like-minded people; initiate and implement various social projects.	In the digital economy, volunteer projects can bring people together from all over the world in order to get involved in addressing important public issues. In modern conditions, volunteer projects in both online and offline form is an important source of inspiration for many caring people, and at the same time a source of their increasing social productivity at the micro and macroeconomic levels.
Lifelong learning	With the increasing rates of knowledge obsolescence and the need to keep up with the new digital trends, continuous learning and development is becoming increasingly important.	Many online platforms with courses in almost any area of knowledge support the spread of lifelong learning. Even formal university education is changing its vector of development in favor of distance and online learning, which provides significantly better access to modern data.
Raising children and caring for the elderly	Currently, only those people who have financial support from other family members, or savings, are able to dedicate themselves to raising children. Caring for the elderly is also one of the important employment alternatives that contribute to the positive social tendencies. Quite often the attitude towards the elderly is an indicator of the compassion in society, and shows a good level of its social and economic development.	With the help of digital technologies and the spread of remote employment, the work-life balance can improve, and opportunities for self-realization will expand for those people who have dedicated themselves to raising children. In the context of digitalization, with the growth of online and phone communication, the in-person communication remains extremely important and cannot be replaced.

Different areas of self-fulfillment are harmoniously combined and developed by a person throughout lifetime. It could be said that the possibilities of human self-realization are as limitless as their intellectual abilities. A harmonious person needs self-realization in various areas. The best option is when work brings both income and satisfaction. However, very often people have interests that are not related to work and try to find self-realization in various areas that may be socially important, but do not bring income.

Conclusions. The global digitalization trends have already led to significant changes in the social sphere and labor market, that is primarily due to the growing share of online work and release of a significant number of employees from jobs that can be easily automated (simple routine work in manufacturing and office settings). In Ukraine, these trends are primarily manifested through the growing share of remote access jobs (work from home), and meetings using online platforms. Social stability issues related to the loss of jobs by the least competitive workers can be partially addressed by the introduction of basic unconditional income. The results of the analysis of socio-economic, demographic, and political aspects of its implementation in Ukraine show that there are currently not enough financial resources and socio-cultural preconditions to do so; the socio-economic and political situation remains difficult. A low level of income of many workers necessitates the search for alternative types of employment to obtain additional income, which leads to increased working hours, and aggravating the work-life balance. Both spread of digital technologies and transition of many types of work to online expand the previously existing opportunities for self-realization, provide greater opportunities for international business and social projects, promote distance employment worldwide, and expand educational opportunities at leading universities without significant financial costs.

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**ЦИФРЛЫҚ ЭКОНОМИКАДАҒЫ АДАМ МҮМКІНДІГІН КЕҢЕЙТУ КОНТЕКСТІНДЕГІ
ЖҰМЫСПЕН ҚАМТУДЫҢ БАЛАМАЛЫ ТҮРЛЕРІ (УКРАИНА ҮЛГІСІ БОЙЫНША)**

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**АЛЬТЕРНАТИВНЫЕ ВИДЫ ЗАНЯТОСТИ В КОНТЕКСТЕ РАСШИРЕНИЯ ВОЗМОЖНОСТЕЙ
ЧЕЛОВЕКА В ЦИФРОВОЙ ЭКОНОМИКЕ (НА ПРИМЕРЕ УКРАИНЫ)**

Аннотация. Широкое использование цифровых технологий и процессы автоматизации, которые происходят в условиях Четвертой промышленной революции, приводят к непрерывному сокращению потребности в персонале, поэтому в ближайшем будущем возможности продуктивной, достойно оплачиваемой, стабильной занятости будет иметь только наиболее конкурентоспособная часть трудоспособного населения. Проблему обеспечения социальной стабильности путем предоставления средств существования для широких слоев населения, расширение возможностей для самореализации и наиболее продуктивного использования трудового потенциала может частично решить введение безусловного базового дохода. Однако для многих стран мира, как свидетельствуют результаты проведенных экспериментов, это решение является достаточно дорогим и противоречивым. В этом контексте были определены основные положительные и отрицательные социально-экономические, демографические и политические аспекты внедрения базового безусловного дохода в Украине. К основным позитивным результатам имплементации базового безусловного дохода можно отнести: поддержание социальной стабильности, рост уверенности в завтрашнем дне; снижение бедности и неравенства; обеспечение средств существования для социально незащищенных, неконкурентоспособных лиц на рынке труда; расширение возможностей для обучения, открытия собственного дела, поиска работы, которая вдохновляет и имеет реальную пользу для общества; улучшение демографической ситуации за счет роста социальных гарантий; увеличение возможностей для мобильности граждан, обусловленное общим ростом благосостояния; возрастание уровня доверия к правительству, социальной поддержки правительственных проектов и программ. К негативным аспектам внедрения базового безусловного дохода относится: рост иждивенческих настроений в обществе, формирование общественного слоя, который не может и не желает работать; недостаток финансовых ресурсов в бюджете; снижение мотивации для поиска основных и дополнительных источников дохода, падение производительности труда; снижение мотивации к обучению и саморазвитию; рост уровня рождаемости среди социальных групп населения, являющихся неконкурентоспособными на рынке труда; рост миграции при введении значительно более высокого уровня базового безусловного дохода в других странах; усиление противоречий на международном уровне, что может быть связано с различными объемами базового безусловного дохода, на которые влияет текущая экономическая ситуация.

Низкий уровень доходов вызывает необходимость поиска альтернативных видов занятости для получения дополнительного дохода, что приводит к росту рабочего времени, ухудшению баланса между работой и личной жизнью. В данном контексте в статье исследованы альтернативные виды занятости: фриланс; гиг-занятость; крауд-занятость. Важными направлениями самореализации, осуществления деятельности, полезной для общества, а также перспективными направлениями использования имеющегося в обществе человеческого потенциала в цифровой экономике являются: реализация социальных проектов; волонтерство, участие в социальных проектах, обучение в течение жизни, воспитание детей, уход за пожилыми людьми и др. Различные направления самореализации гармонично сочетаются и развиваются человеком в течении жизни. Можно утверждать, что возможности самореализации человека также безграничны, как и возможности его интеллектуальной деятельности. Гармоничная личность нуждается самореализации в различных направлениях своей деятельности, наилучшим вариантом является тот, когда работа приносит как доход, так и удовольствие, но довольно часто люди имеют интересы, не связанные с трудовой деятельностью, и самореализуются в различных сферах, которые могут быть общественно важными, но не приносят дохода. Распространение цифровых технологий и переход многих видов труда в онлайн повышают имеющиеся ранее возможности самореализации, способствуют распространению дистанционной занятости в мировом масштабе, а также расширяют возможности получения образования в ведущих университетах без значительных финансовых затрат.

Ключевые слова: возможности самореализации, социально-трудовая сфера, цифровая экономика, базовый безусловный доход, альтернативные виды занятости.

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