

LABOR MARKET ANALYSIS FROM THE POSITION OF EXTERNAL HR MARKETING

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The labor market of Ukraine is in a state of transformation, which is accompanied by negative consequences associated with a decrease in labor efficiency, worsening working conditions, an increase in the share of informal or non-standard employment, etc. Analysis of the labor market is particularly relevant from the standpoint of forming HR marketing directions. Particularly significant are the presence of structural unemployment, an increase in the burden on regional labor markets, an increase in the level of unemployment and social tension in the country [1]. The situation on the labor market is associated with the war of the Russian Federation against Ukraine, which significantly affected the reduction in the number of enterprises that were partially or completely forced to cease their activities. At the same time, there is a positive dynamics of growth in the number of industrial enterprises, in particular, in 2023 their number was 114,155 [2].

Studying the population size and its characteristics helps to identify demographic trends, set priorities in education, healthcare and employment, and develop effective strategies for the development of labor potential. During the period of Ukraine's independence, the permanent population decreased by more than 10 million people. There is a steady trend towards a decrease in the permanent population of Ukraine, which is more than 3 million people every ten years.

Research on the gender structure of the population can be a useful tool for planning appropriate social strategies in the field of external HR marketing. The number of women outweighs the number of men in the population structure of the country. This trend can affect the labor market, demographic trends, the distribution of social roles, etc. Thus, statistical data at the beginning of 2024 show an uneven distribution of the population by region. The largest share of the population lives in Dnipropetrovsk region (8.9%), the city of Kyiv (8.4%), Kharkiv (7.4%), Lviv (7.0%), Odessa (6.7%) and Kyiv regions (5.1%). In the remaining regions, the specific share of the permanent population does not exceed 5%. It is also necessary to take into account the distribution between urban and rural populations. The city of Kyiv takes first place in this indicator with 15.0%, followed by Dnipropetrovsk region (13.3%), Kharkiv region (10.8%), Odesa region (8.1%) and Zaporizhia region (6.5%).

The largest share of the rural population is in the Zakarpattia region – 8.2%, Ivano-Frankivsk region – 7.9% and Vinnytsia region – 7.6%. For the rural population, there is a decrease in the number of women per 1000 men (this indicator decreased by 92). According to the forecasts of the M. V. Ptukha Institute of Demography and Social Research of the NAS of Ukraine, significant changes are predicted in the age structure of the population of Ukraine by 2061, namely: an increase in the proportion of the population aged at least 60 years to 31.2% and a decrease in the proportion of children to 14.9% [3].

Thus, the current and projected demographic situation in Ukraine is characterized by the aging of the nation, which requires the development of comprehensive programs aimed at supporting an increase in the birth rate. Statistical data indicate a change in the demographic burden on the working-age population, with the predominance of the elderly category. The northern and north-eastern regions are among the "older" regions of the country, while the western regions, the capital and some southern

regions are relatively “young”. Today, the highest level of aging is observed in the Chernihiv region, and the lowest in the Transcarpathian region. The constant decrease in the population due to natural and migration processes is threatening. Since 1993, there has been a constant decrease in the country's population, and the overall increase is negative.

The total number of displaced persons is 22.7 million, which corresponds to 62.7% of the population of Ukraine. This indicates a deep destabilization of the social structure. The decrease in the population size leads to a reduction in the flow of applicants and, accordingly, higher education students in higher education institutions. Demographic changes are becoming an important factor affecting various spheres of society, including higher education. Higher education in Ukraine is becoming mass, which is determined by the growth in the number of higher education students who receive higher education. Although the mass nature of higher education has positive aspects, such as expanding opportunities for personal and professional development, it is also accompanied by negative consequences. The emigration of qualified workers will create an even greater deficit in the labor market, deepening the economic crisis. There is also a feminization of education: the number of women among teachers and postgraduates is increasing.

There is a reduction in the total number of employees in the type of economic activity 85.4 "Higher education" during the studied period. If in 2010. 11,676 people worked in the industry, then in 2023 only 2,497 people. The reasons for the reduction in the number of employees were the war, the departure of Ukrainian teachers and scientists abroad, the transition to distance learning. The growth in the volume of services sold in the field of higher education is positive.

Literature

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