UDC 311.2

THE USE OF BIG DATA IN THE GRADUATE'S EMPLOYMENT ANALYTICS

ИСПОЛЬЗОВАНИЕ BIG DATA В АНАЛИТИКЕ ЗАНЯТОСТИ ВЫПУСКНИКОВ

Grishanova Y., Vankevich A.

Vitebsk State Technological University, Republic of Belarus

Гришанова Я.В., Ванкевич Е.В.

Витебский государственный технологический университет, Республика Беларусь

ABSTRACT

LABOR MARKET, GRADUATE EMPLOYMENT, BIG DATA

The problems encountered by young professionals in employment are discussed. An analysis method has been identified to improve the employment analytics through the use of Big Data.

АННОТАЦИЯ

РЫНОК ТРУДА, ТРУДОУСТРОЙСТВО ВЫ-ПУСКНИКА, BIG DATA

В статье рассмотрены проблемы, возникающие у молодых специалистов при трудоустройстве. Для улучшенія анализа занятости был опредлен метод с использованием Big Data.

Young professionals are the future of the professional workforce. They are more likely to work in fast-growing firms and master modern professions. More than previous generations, they are looking for more stable jobs and careers. Today's young adults are different. However, this characteristic of young adults poses challenges for organizations that need to attract and retain new talent. Young adults rate interesting work, good benefits, job security, and chances for promotion as the most important characteristics of job in a job search. These characteristics were generally rated more important than a high income. Young people can be disadvantaged in looking for work because employers often prefer older, more experienced employees who can "hit the ground running" and be productive immediately. [4] This applies particularly in times of high general unemployment, when employers can have the pick of unemployed people – some of whom have much more experience than others [2]. We heard evidence of how the State could help to create more opportunities for young people and connect them with opportunities that are already available, as well as how young people and employers can be supported in the recruitment process.

Organizations are challenged to identify what their young adults want and how to manage these needs within the larger context of managing all of its human resources. While young professionals are a diverse and educated group, many educated young people cannot break

their way into the professional workforce. Today, young educated workers work in jobs that do not advise their educational level or are completely unemployed. However, the conducted rapid polls reveal the need for a more correct and large-scale study to identify the necessary competencies and skills, and to ensure the possibility of their forecasting (using Big Data).

In the past few decades, significant forces and factors have dramatically changed the nature and characteristics of the labour market in both advanced and developing countries. On the one side, technical progress, globalisation and the reorganization of the production process – with outsourcing and offshoring: «have radically altered the demand for certain skills: several jobs are disappearing while new jobs are emerging». [1,p.6]

Recently, some of these new data sources have enabled social scientists to study new aspects of labor market activity that have historically been difficult to analyze. Although some aspects of the "wiring" of the labor market have been considered in detail in the context of falling costs of communication, the capture of massive volumes of fine-grained data on labor activity and its analysis have many new implications, especially for research into labor¬ based phenomena. [3]

In the modern world there is a diverse set of tools for data processing.

Big Data allows to combine and exploit a wealth of information from different sources; but data ownership remains an issue. Currently, private users have advantage in making use of this data for HR and business planning strategies; generate significant revenues. Some of these efforts have created benefits for both employees and companies, others have shifted risks to more vulnerable groups. Potential benefits in policy making and implementation remain underexploited. Policy makers need to monitor Big Data HR-strategies to avoid undercutting of labour standards.

In recent years, the amount of labour market information (LMI) conveyed through specialised internet portals and services has grown exponentially, encouraging and supporting the realisation of many internet services and tools related to the labour market, such as job matching services, advertising of job positions, services for sharing curricula. [1, p.6]

One approach that enables management of Big Data for LMI is the KDD process. The KDD process consists of five main steps, selection, pre-processing, transformation, data mining and machine learning, interpretation/evaluation. Clearly, it needs to be adapted to the domain of interest, enhancing one task or step with respect to another. [1, p.15]

Based on huge amounts of data, organizations can make accurate "portraits" of their potential customers, open new target audiences and, in general, conduct in-depth analysis of their business and make more informed decisions.

An important difference between Big Data methods is the ability to answer the questions "why this is exactly the case", "what should be done to achieve the desired result".

In Belarus, Big Data analytics can also be used. At the same time, it is necessary to identify a set of tools that will be used specifically for graduate employment analytics. The identified

tools and the analysis will eliminate the existing problems in the labor market and give a forecast in the necessary personnel.

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