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NON-STANDARD FORMS OF EMPLOYMENT "VIRTUAL EMPLOYMENT" AND PUBLIC ADMINISTRATION IN THE MODERN LABOUR MARKET (PART 1)

Abstract. The article is devoted to the actual problem of studying the experience of public administration of the countries of the world with the development of the market for non-standard forms of employment "virtual employment". Relatively simple determinants of the market of non-standard forms of employment "virtual employment" and their determinants are determined. The definitions of the determinants of non-standard forms of employment "virtual employment" and their classification are proposed as follows: captcha input; participation in surveys; performing simple tasks, in particular, obtained on the Amazon site; printing; selling goods on the Internet and creating an online store, including using the Amazon platform; drop shopping; sale of intellectual content; the work of a rewriter, copywriter, moderator, translator, retoucher, editor, presentation developer, blogger, development of advertising and special projects. The advantages and disadvantages of the market of non-standard forms of employment "virtual employment" for market carriers and stakeholders, as well as the potential income of carriers of the market of non-standard forms of employment "virtual employment" in different countries are shown. The resources, knowledge and skills necessary for the introduction as market carriers of non-standard forms of employment "virtual employment" are determined, and a classification of market participants is proposed. It is shown that the world experience of state management of the development of the labor market in the realities of the modern world demonstrates the expediency of the active participation of state bodies in the widespread non-standard form of employment "virtual employment". A significant part of this process requires the development and use of new mechanisms of state management of the development of the market for non-standard forms of employment "virtual employment" in society. In modern conditions, there is a significant variety of non-standard forms of employment of a virtual nature, which are used in various areas of public life and significantly expand the territorial scope of employment of carriers of the virtual

services market. The study and development of a non-standard form of employment "virtual employment" in the realities of the modern world urgently requires the inclusion of state educational authorities in the curricula and educational programs of most specialties of educational institutions.

Keywords: determinants, definitions, non-standard form of employment, market of non-standard form of employment, carriers of virtual employment, stakeholders of the virtual employment market.

The urgency of the problem. Theoretical and methodological comprehension of state management of the transformation of employment of the population, the formation of its modern consciousness, which should be inherent in all subjects of employment, is an urgent need of time, as this phenomenon in the XX-XXI centuries. has become one of the global factors that significantly affects modern civilization. This interest is determined by the huge changes in the way of life and its social, political, economic and other backgrounds. The transformation of employment is of a global nature, it is associated with the transformation of cultural paradigms, the consequences of which is the emergence of an irregular cultural space, the meaning of which requires an initial discovery in a new meaning.

Analysis of recent research and publications. The problems of the social and labour sphere and employment were studied by D. Boginya, E. Grishanova, M. Nizhny, R. Kolosova, A. Kolot, G. Melikyan, V. Petyukh, etc., in whose works employment is analyzed as a statistical accounting and social economic category; the result of the interaction of supply and demand in the labour market; component of macroeconomic proportions; an important direction of the social and economic policy of the state, etc. [4]. Research on non-standard forms of employment in public administration is limited and requires a more systematic and grounded approach to the transformation of the modern labour market. This is partly due to the absence or insufficient involvement in the scientific toolkit of definitions of modern determinants of non-standard forms of employment of the population (NFE). Meanwhile, public administration of employment is one of a large number of complex systems, the semantic dissemination of definitions of which and the generalization of their state in the mechanisms of public administration is an urgent need of our time, which makes it possible to accumulate valuable information about their activities, the results of which are of decisive importance in transforming those there are also the construction of new constituent systems.

Therefore, the author focused on the definitions of the relatively simple determinants of the NFE "virtual employment", though it is somehow limited, but it also requires a systematic and grounded approach.

The purpose of the article: a study of the involvement of relatively simple NFE "virtual employment" by government agencies around the world to increase the

level of socially effective use of leisure time. Because of the doubts about the invariability of processes in the social and labor sphere, according to scientists, is seems to be quite appropriate. [3; 7].

Presentation of the main material.

Characteristics of the labor market of non-standard forms of employment "virtual employment".

Today, a stable layer of people has been formed on the Internet, whose employment is virtual (Picture 1). The carriers of virtual employment often offer their services on specialized online resources, through advertisements in the media or

Pic. 1. Components of non-standard forms of employment "virtual employment" (simple forms)

through personal contacts. Virtual employment is especially prevalent in journalism and other forms of work related to writing; jurisprudence; computer

programming; architecture; design (advertising, web design, interior design, etc.); translation, photo and video filming, expert and consulting activities. [8]

The NFE "virtual employment" market is rapidly developing in the world, attracting both new carriers (performers offering their services) and stakeholders (individuals and organizations) who are ready for freelance cooperation on a virtual basis. [1]

The market for NFE "virtual employment" is already quite developed in the world. Thus, according to the US Department of Labour, Bureau of Labour Statistics (2005), about 10.3 million people in the US were independent contractors, accounting for 7.4% of the US workforce. [10]

If we talk about certain professions, then in the United States, a survey of copywriters and journalists showed that the carriers of virtual employment in this area were mainly women (73%). They are of an advanced age (65% are from 40 to 60 years old), 65% of them are married, 57% have children, 92% have higher education. Of the women surveyed, 52% live in cities with a population exceeding 1,000,000.

The income level of the largest stratum of surveyed research participants is less than 50 thousand dollars (68.9%). Income 200 - 249 thousand US dollars for 1.1%, for 2.1% it is 150 - 199 thousand dollars, for 4.0% - 100 - 149 thousand dollars, in 23.9% - 50 - 99 thousand dollars. Moreover, 91.3% of journalists, carriers of virtual employment, plan to continue to provide virtual services in the future, and 77.8% have no other employment.

In general, a study of the US virtual employment market showed that most of its carriers had been working 30-40 hours a week for a significant period - for 14 years (on average).

But the NFE "virtual employment" markets in Italy, Sweden and Norway demonstrate the income level of their carriers below the national average.

In the German-speaking part of Switzerland, 20% of respondents said they were only interested in standard employment (on the staff of a firm), and 15% considered the NFE "virtual employment" a good opportunity to start a career. 10% of respondents changed the form of employment to virtual due to the loss of full-time work in the company.

But all the respondents named the independence and independence of labour as the advantages of the NFE "virtual employment".

As for the state policy to support the NFE "virtual employment", in Finland and Norway, virtual employment carriers are subject to social security programs, which provide for unemployment benefits, medical care and sick leave payments for all categories of citizens.

Governments in France and Germany have granted virtual employment holders the right to some affordable health insurance benefits. So, according to the legislation of these countries, government bodies classify virtual employment carriers as citizens

in need of social protection. In turn, in the United States, 12% of carriers of virtual employment - translators are deprived of health insurance.

According to the research of the Giant Group (2006), carriers of virtual employment in the UK, working in the IT field, identified government bodies and the financial sector as their main stakeholders.

There are few examples of trade union protection for virtual employment carriers. In particular, it is possible to highlight the APESMA trade union existing in Australia, 35% of whose members are carriers of virtual employment. Another example is the Canadian Virtual Employment Workers' Union, of which freelance workers in the media industry are members. [6]

The state of the NFE “virtual employment” market in the countries of the former USSR can be considered on the example of Russia, where the spheres of its distribution are limited by legislation only to sales, marketing, personnel management and IT.

The composition of the NFE “virtual employment” market in Russia is as follows: pure media - 27%; carriers of virtual employment in their free time from their main job - 33%; migrants, who are carriers at a time when they are unemployed - 40%.

The composition of stakeholders in the NFE “virtual employment” market in Russia cannot be characterized by significant diversity. It consists of individuals (40%), medium and small banks (10%) and large banks (50%).

The income level of the carriers of virtual employment in Russia does not correspond to the world indicators. Most of them have an income of less than \$ 100 (40%).

The state policy of support for the NFE market “virtual employment” in Russia is aimed at limiting the main advantages of this form of employment: independence and independence of the carriers. Thus, officially, in the area of NFE “virtual employment” in Russia can operate: as carriers of virtual employment - individuals who conclude civil contracts with legal entities and individuals; as a stakeholder who has attracted a virtual employment carrier, accordingly, is obliged to pay insurance premiums for him (Pension Fund, Social Insurance Fund and others), which significantly increases the stakeholder's expenses; as individual entrepreneurs without hired workers (the tax burden is only 6% of income with revenue (2015) of more than 371,023 rubles, and in 2016 - more than 385,888.83 rubles (fixed insurance premiums reduce the payment); virtual employment carriers are required to provide tax authorities with a limited list of reports (often no more than 1-2 reports per year).

Opportunities that carriers of virtual employment have in the Ukrainian market.

The advantages of the carriers of the precarious form of employment "virtual employment" are as follows: independence (not relevant for all speakers), free work

schedule (very convenient for students); the opportunity to work at home (relevant for young mothers, people with limited mobility and people with health problems); a relatively low threshold for organizing your own business (a virtual employment carrier does not need to spend money on renting an office, on daily transportation costs, etc.); often (but not always) the most comfortable working conditions: personalized workplace, clothing, temperature, food, etc. [2]; creating an optimal balance between work and family [9]; the possibility of greater participation in public life; the ability to choose independently a place of work and a possibility to refuse to carry out uninteresting and unprofitable projects, you can only do work of your own; the ability to independently choose partners, and not adapt to the established team.

Still, virtual employment also has negative consequences for media. Primarily: it is necessary to constantly seek new orders on your own, which is associated with the cost of time, and sometimes with direct financial costs (payment for the services of specialized sites, advertising, etc.); income is extremely unstable, as compared to the "advance payment" / "pay day" system when you work for the state; it requires the ability to plan a personal budget; there could be potential problems with the approval of investment applications; for some psychological types of personalities, virtual employment can be a more nervous style of work than working on the company's staff; the need for a virtual employment carrier to conduct accounting and pay taxes himself; the virtual employment carrier needs additional efforts for self-motivation and time management; in some cases, the need to self-pay by the virtual employment carrier for health insurance; the carrier has no social guarantees; depending on the type of pension system of the state, the citizen will either not have an old-age pension at all or will receive a minimum pension, or will have to pay contributions to the pension fund himself; in the legislation, where liability for parasitism is required, there may be problems with the law due to the lack of official employment or tax deductions; if the carrier does not declare his income and does not pay income tax, then there may be problems with the law in most jurisdictions of the world; high risk of fraud or other dishonest actions on the part of stakeholders, in which it will be difficult for the carrier to prove the existence of a contractual relationship (if the contract is concluded orally or through Internet resources, or it is impossible to identify the parties to the transaction).

The advantages of the virtual employment market for stakeholders are the ability to: pay only for the work performed, not for the hours spent at the workplace; attract higher-class specialists from different regions (there is no necessity to stick to full-time specialists from your region); save on expensive office work (relevant only in large cities with the most expensive real estate), on the purchase of furniture and equipment for arranging the workplace; minimize paperwork and reporting (however, it is more difficult and not always possible to include payment to the carrier in the cost of production, especially high-tech or science-intensive products, which leads to

the need to pay for the work of the carrier from profit); refuse to continue cooperation with the virtual employment carrier at any time, which is much easier than the release of a full-time employee, which requires certain grounds and compliance with more complex legal procedures; be free from the need to provide social guarantees, pay vacation and sick leave.

Stakeholders in the virtual services market can also have negative consequences, namely: more difficult to control the process of performing work; high risk of fraud or other dishonest actions on the part of the virtual employment carrier, especially geographically remote; there are confidentiality problems and a high risk of leakage of classified information; the inability to attract carriers of virtual employment to perform work requiring access to state secrets or personal data; the difficulty of attracting a virtual employment carrier to a long-term multistage project, since there is a risk that the carrier can leave it at any time or increase the price for his services; depending on the taxation scheme applied in the enterprise of the stakeholder, there may be problems with payment for the services of the virtual employment carrier, if the latter does not want to declare his income or is not a tax resident.

As for Ukraine, in May 2020, the turnover on the Ukrainian exchange Freelancehunt (a stakeholder in the virtual employment market) amounted to UAH 33 million. In general, carriers of virtual employment at the initial stage can attract more than 100 online exchanges (ruCaptcha, Anketka.ru, Profittask, Earningcash, Amazon Mechanical Turk, etc., where stakeholders post tasks: captcha input (number, symbol from the picture, image recognition) - UAH 10 per hour; taking surveys - UAH 15-20 per hour; simple tasks - from UAH 1 - 5 per task to UAH 1-150 per task; task from Amazon (from \$ 0.1 to 1.0 per task) It is obligatory to have an electronic wallet for withdrawing funds. But they pay little. With employment about 8 hours a day, the real income is UAH 50-150 per day with diligence, attention, discipline, patience (often the advantage is knowledge of a foreign language).

The essence of this method of virtual employment is to reproduce information from audio or video media in text format. Such assignments are often posted by stakeholders: journalists, blog editors, television workers, entrepreneurs and other professionals. This allows them to significantly save time on the routine.

You can look for such employment in Telegram channels and in Facebook groups.

Resources for boosting your virtual employment skills are here: books or videos on the basics of business communication and speed typing.

Typing is one of the most popular ways of virtual employment in Ukraine without investment. The essence of this virtual busyness is to retype text from images or scans of documents. But even if one works working 5 days a week for 8 hours, the income, at best, is up to \$ 70 per month. In the worst case such worker won't get any payment at all. Or, moreover, it will defraud money by demanding a deposit for allegedly valuable materials or payment for checking the first text. In general, this employment method is

very popular among scammers. In addition, it is difficult to find real typing orders today, because there are free and fast alternatives for the stakeholder, for example, services for converting files from one format to another.

To get started, it is important to be able to type quickly, use text editors (MS Word, Google Docs). The tasks are easy, but can take a long time to complete.

The advantages of virtual "typing" employment: a real opportunity to make quick money with the Internet, phone and a computer only; the ability to train soft skills: self-discipline, stubbornness, patience, sociability, tolerance; find out interesting information (sometimes expensive and closed); improve the skills of quick typing, attentiveness, memorization.

The disadvantages of virtual busy "typing" are: lack of opportunities for career and professional development (tasks are very primitive and one-off); low work efficiency (there is a lot of work, but the income is small); it is almost impossible to reach a stable income; no career prospects (such work is easy to automate, and this is the risk of being left without employment and income); it is difficult to raise the level of earnings (it is easy for a virtual employment carrier to find a replacement in the form of a cheaper specialist).

A popular way of virtual employment in Ukraine is selling goods on the Internet. You can sell used goods, and your things in good condition, and new products, both in the Ukrainian market and at the international level.

An online store is an opportunity to make good money, even in a small village. The main thing is to have goods, a post office (preferably New Mail, it's Ukrainian commercial postal service) and a stable Internet. You can sell anything from phone cases to carpets and tablecloths. But first it is necessary to research the demand for the product, and even better to test it (try to sell a small batch).

An online store can be created even without a website and hosting, for example, on Instagram or Market Place. But we need a budget (at least several thousand hryvnias) for the purchase of goods and their promotion.

Also, when creating an online store, it is important to decide on: niche; products (choose, buy, test for quality and only then sell); visual style; pricing policy; conditions of employment.

It is advisable to prepare answers to popular customer questions, photograph products, write posts, be sure to create a business page on Facebook and Instagram.

Thus, the Amazon platform is visited monthly by more than 1.6 billion users from all over the world. You can sell almost anything on it. For Ukrainians, this is an opportunity to create their own online store on the site, where there is no need to attract traffic. And special programs only allow you to purchase goods, deliver them to the Amazon warehouse and work with customers (logistics, storage of goods, registration of returns are Amazon's concerns).

The business economy on an Amazon site is something like this: 30% of the cost of products - delivery to the Amazon warehouse and cost; 30% - Amazon commission

for other services and use of the service; 15% - marketing, promotion, expenses for the salary of their team; 25% - profit.

To start, it is important to decide on the product (the same requirement for starting any business). To sell on the Amazon site, you need to use the Unicorn Smasher, Jungle Scout, AMZScout extensions. They analyze the requests of other sellers of certain goods, predict the number of sales in the near future, and provide lists of the most popular goods.

Important for the creation and successful promotion of an online store is to: have pumped-up communication skills to easily communicate with suppliers, Amazon employees, customers, know English well (at least at the B1 level, but better at the C1 level); have a starting capital of at least \$ 300 (this advice is given by those who have built a successful business on Amazon); have well versed in marketing, sales, accounting, finance.

Skills for creating and successfully promoting an online store can be improved on the following resources include: chat in Telegram, where sellers discuss news on the US market and the nuances of Amazon's work; Amazon Expert Skill - Telegram channel, where they talk about the sale of goods on Amazon, share news on the US and European markets; Project Amazon is a Facebook group where you can find information and reviews about business courses on the Amazon site, as well as useful tips.

Dropshipping is the sale of goods that are out of stock. The bearer of this form of virtual employment is an intermediary between the manufacturer (supplier) and the buyer. Its main task is to find clients.

Typical scheme of virtual employment in dropshipping is the following: the client places and pays for the order from the virtual employment carrier; after receiving payment, the virtual employment carrier negotiates with the supplier, pays for the goods for him, but keeps his share of the profit for himself; the supplier processes the order and sends it to the buyer.

To start in dropshipping you need to: decide on a niche; specify the list of products; find suppliers; create a website or a business page on social networks (will allow you to determine the sales channel).

To increase the speed of dropshipping sales, you need an advertising budget.

As a resource for pumping skills and awareness of the nuances of virtual employment in dropshipping, we recommend the Marina Mathers YouTube channel.

Benefits of virtual employment in dropshipping are: there is no need to purchase goods in advance (if business does not go well and it is not possible to find customers, then the carrier of the virtual employment market does not lose anything (except time); employment in the absence of a staff and experience in logistics (this is a supplier's problem); a large selection of manufacturers and suppliers are ready to work on dropshipping (this makes it possible for the carrier to experiment with goods and

suppliers); the carrier of the virtual employment market has the opportunity to open his own business and improve his skills in finding clients, selling and business communication.

There are also disadvantages in virtual employment for dropshipping: the supplier may turn out to be unscrupulous, that is, he sends a quality product for testing, and a poor-quality product with defects to customers; the virtual employment carrier does not have the ability to control all stages of the supplier's interaction with customers (the carrier is responsible for all the shortcomings in the supplier's work); there are financial risks, even the description of which in the contract with the supplier does not guarantee the protection of the media.

Selling intellectual content is selling books, photos, or videos.

Selling books is possible using the Kindle, an e-book reader from Amazon. Anyone can write and print a book on the Kindle publishing platform. Income is 35-70% of the cost of the book. But books in Ukrainian on Kindle, most likely, will not be missed by moderators. Or the income from them will be negligible. Therefore, the recommendation for virtual employment carriers is to write in English. And one more thing: to publish a book on Kindle publishing, you must confirm the authorship in English.

The virtual employment medium for the sale of intellectual content in the form of books must: understand the peculiarities of sales in the American market; be able to draw up a marketing strategy for an American audience; know English at a minimum B1 or C1 level, if the author wants to write or translate on his own, as well as understand the features of everyday communication in English.

The advantages of virtual employment for the sale of intellectual content in the form of books can be considered: the opportunity to start cooperation with American or other foreign publishers, sometimes with advances of \$ 5,000-10,000 (but this requires excellent sales) and the chance to make good money if literature and book publications are the main direction for the professional development of the virtual employment carrier.

The disadvantages of virtual employment for selling intellectual content in the form of books are: the carrier will receive a fee only after the sale of books for \$ 100+; a high level of competition, because authors from all over the world gathered on the Kindle; you need to spend a lot of time writing or translating a book, and (if a virtual employment carrier does not know English at the level of a native speaker, then money for translation services); the carrier has to spend on the cover design, if he is not a designer.

Selling photos and videos is a great additional income option for virtual employment carriers who are knowledgeable in photography, design, illustration, and videography. The essence is that the virtual employment medium places his works on photo and video stocks with the possibility of their unlimited purchase. From this, the carrier receives a bonus fee (about 30% of photos and videos).

To start sales, it is enough to have unique photos and videos (you can sell the same works on different sites) in good quality (in accordance with the requirements for them on the sites). The platforms for sale can be Shutterstock, Dreamstime, VideoHive, BigStockPhoto, DepositPhotos.

Benefits of Selling Photos and Videos include: passive income (the carrier of virtual employment once took a photo or shot a video, posted it and then earns on it without additional effort and cost); the opportunity to start cooperation with foreign clients; you can make interesting shooting in advance, because once a year, photo stocks report on the trends of the new year and which works they will consider first.

Disadvantages of selling photos and videos could be: first, you will have to upload a lot of photos (about 10-30 units every day, the situation is similar with video); it is difficult to predict what content to make for sale; in order to make high-quality photos or videos, a virtual employment carrier must have expensive equipment and relevant skills.

Working with content is the next opportunity for virtual busy carriers. It opens up many options for development - from creating her blog to developing her educational materials. The carrier can be both a content maker and a controller of the processes of the content department.

The first option is rewriting. Unlike copywriting, here the medium rewrites the texts, and does not write them from scratch. Often, stakeholders order a rewriting of competitors' articles while preserving the meaning, but rephrasing the proposals. This allows the stakeholder to avoid copyright infringement while still receiving quality content.

To become a rewriter, the virtual employment carrier must: good command of the language (Ukrainian or Russian); be able to find synonyms; be able to formulate thoughts in other words; be able to structure information.

If a virtual employment carrier wants to work in the international market, then it is important to know a foreign language at a minimum B2 level.

Resources for leveling up rewriting skills: "Correctarium - Ukrainian language" - Telegram channel, where old and new rules of the Ukrainian language are explained; "Literacy (Russian language)" - Telegram channel about the rules of the Russian language.

Typical stakeholders of such virtual employment carriers are SEO studios, content studios, blog editors. You can search for an order on freelance exchanges, in thematic groups and Telegram channels.

Copywriting is writing advertising materials (selling texts). Their purpose can be both to stimulate the purchase of any product, and to increase brand awareness, and so on.

Carriers of virtual employment in copywriting can be both full-time workers (office or remote) and freelancers (take one-time orders). They work with texts for

websites, Landinzi, pages on social networks, e-mail newsletters, product cards, YouTube channels (scripts for videos). Frequent stakeholders are SEO studios, online stores, entrepreneurs, online media editors and corporate blogs.

To become a copywriter, a virtual employment carrier, in addition to the ability to write and create, must know sales techniques and marketing tools. Negotiation skills will not interfere. Also, the carrier must understand related areas (at a basic level).

A moderator is usually a site administrator: layout of articles, adding product cards and descriptions to them, moderating comments. The main stakeholders are online stores.

Moderator skills: fairly fluent PC skills; at least partial knowledge of the technology of work in various CMS; the ability to quickly learn new things.

This employment is routine, but it can be recommended for a part-time job in a virtual employment format. It can be combined with some kind of creative work.

Resources for upgrading moderator skills: YouTube videos about working with various CMS (WordPress, OpenCart, Joomla, etc.).

Translator. For this, the method of virtual employment requires a good command of foreign languages (above average). You can work with various projects-tasks: translate articles or presentations; register subtitles for videos in English; proofread foreign language texts and edit them; do interpretation through various platforms for online meetings.

You can work part or full time at a translation agency, collaborate with copywriters or SEO studios.

To start, you need knowledge of a foreign language at the B2 level and above, so that you can not only translate, but also edit texts.

Resources to upgrade your translator skills: YouTube videos (for example, *linguamarina* by Marina Mogilko, *EnglishClass101.com*, etc.); textbooks for studying grammatical and lexical features of different languages.

Benefits of an interpreter as a virtual employment: constant language practice; broadening one's horizons; a virtual employment carrier can be the first to know about technology trends in various fields and gain access to very expensive information products.

Disadvantages of a translator as a virtual employment: competition from artificial intelligence (Google Translate). But this only applies to translation, because a self-respecting stakeholder will not use a slightly "combed" translation from Google; it is easy to get stuck at the same level of development and constantly translate information, plus or minus of the same complexity, in one topic, forgetting words and phrases from other topics.

Conclusions. The article defines the definitions of common relatively simple non-standard forms of employment in the virtual employment market. The main findings and research results are as follows: the modern labor market is acquiring a significant speed of

its transformation; a significant part of this process is determined by the widespread use of virtual employment; in modern conditions, there is a significant variety of non-standard forms of employment of a virtual nature; non-standard form of employment "virtual employment" operate in various spheres of human activity; non-standard form of employment "virtual employment" significantly expands the territorial scope of employment of carriers of the virtual services market; the fundamentals of non-standard form of employment "virtual employment" should be included in the curricula and educational programs of most specialties of educational institutions.

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