INTRODUCTION

Taking into account the fact that among the paradigms of civilization development (as you know, a nonlinear paradigm at the heart of the evolutionary progress of society puts the development of values, spirituality, culture, which form a certain type of economic and innovative development that does not interfere with spiritual and social norms and criteria; linear paradigm determines the priority of technocratic approaches) Ukraine has chosen a linear paradigm, at the same time the impact of technocratic changes on social and labour relations, labour market, social protection is not studied and not calculated.

The rapid transformation of economic and social conditions of society on the basis of digital technologies, raises the question of developing strategic guidelines for the adaptation of the labour market of Ukraine to change. It is not only about increasing the requirements for employees of companies in connection with the introduction of high-tech products, but also about protection against the risks of digital transformation. At the enterprise level, the task is to transform the basic HR-processes, approaching in a new way to the issues of personnel selection, corporate training, without lowering social labour standards. On the other hand, the development of technology entails serious changes in the labour market and increases the likelihood of job losses, so at the state level there is a task to develop and implement appropriate adaptive strategies that would neutralize possible social risks of the labour market.

Currently, only those management decisions and innovations that provide opportunities for significant cost reductions have a chance to be implemented. In addition, the use of cloud technologies significantly reduces the cost of purchasing high-cost equipment and creating the appropriate IT infrastructure. In a digital economy, it is possible to save on labour costs, because the ability to use other people’s resources (not just labour) on the terms of outsourcing creates an opportunity not to keep a permanent staff, which is one of the factors of rising unemployment, the spread of underemployment. If in Ukraine the factor of digitalization is added to the existing factors of unemployment growth (deindustrialization, structural deformation, imbalances of regional economic development), the probability of unemployment growth, problems in the social and labour sphere, catastrophic reduction of social standards becomes a threatening reality.

The issue of digitalization and its consequences for all spheres of life has been repeatedly raised in the world community. Thus, the President of the United States (Bill Clinton) initiated an assessment of the digital economy (digital economy) and its consequences for the future in 1998. The results of the evaluation of the digital economy were discussed at a conference on 25-26 May 1999, which resulted in the publication of a book BRYNJOLFSSON et al. (2000) and appropriate measures, strategies for using digital technologies to increase economic benefits and reduce social risks. In this regard, the task is to assess the benefits and risks of the digital economy in Ukraine, in particular in the social and labour sphere, to develop adaptive strategies to mitigate them.
LITERATURE REVIEW

The research of well-known foreign and domestic scientists is devoted to the development of digitalization processes and their impact on the labour market, among which it is worth noting: Arthur (2011); Azmuk (2020); Beregovskiy (2021); Bottalico (2021); Brynjolfsson (2000); Bührer (2017); Bukh (2017); Cove (2018); Eichhorst (2017); Gray (2015); Gretchenko (2021); Butko, Ivanova (2020); Khandiy (2019); Khanin, Shevchuk (2021); Kholaiuk (2021); Kindzersky (2020); Kitova (2021); Koptelov (2021); Korzun (2020); Koizov (2019); Kozyrev (2018); Kuznetsova (2021); Lishchuk (2021); Mashenkov, Derkachenko (2021); Novikova (2019); Popelo O. V. (2017), Revko A. (2020), Saloid S., Kyrchenko, Tulchinskiy (2020); Samoilovych, Marhasova (2021); Shkarlet, Dubyna (2017); Simonova (2021); Tapscott (2014); Tarasenko (2017); Tulchynska, Zhuygalkevych, Treiak (2021); Vasilescu (2020); Vladimirov (2021); Yanchenko (2020); Zhuk (2020) and others.

The study (BOTTALICO, 2021) is based on an overview of current changes in the logistics labour market, considering the processes of digitization and automation that affect working conditions, work profiles, training systems and skills. Scientists (BUERER et al., 2016) have shown that digitalization has the opposite effect on labour markets, and the relationship between technology and the labour market in the digital age can change. The study (GRETCHENKO et al, 2021) proposes a real set of new competencies in labour market management by materializing the basic provisions of digital organization. Scientists (SIMONOVA et al., 2021) have concluded that the labour market is saturated with qualified professionals with competence that does not meet modern conditions.

The study (KUZNETSOVA et al, 2021), examines the development of the digital economy and how it contributes to changes in the structure of the labour market, the release and growth of demand for information technology. Scientists (EICHORST et al., 2017) have analyzed the transformation of occupations and forms of employment, as well as the role of the platform’s economy, including the phenomenon of self-employment. The authors of the article (LISHCHUK et al., 2021) consider the institutional, infrastructural and technological aspects of digitalization in rural areas, and also predict that a change of profession will require employees to acquire additional competencies in demand in the digital economy. The article (VASILESCU et al., 2020) examines the impact of digitalization on the economy, society and quality of life associated with significant challenges in the labour market.

The article (VASILESCU et al., 2020) examines the impact of digitalization on the economy, society and quality of life associated with significant challenges in the labour market. Based on the results of the study (BORISOVA et al. 2021), methodological recommendations for effective interaction between universities, business and government agencies for the training of specialists in demand in the labour market have been developed. Scientists (VLADIMIROV et al., 2021) have explored new specialties and competencies that will be relevant in the future, as well as obstacles to retraining, as well as concluded about the future prospects of the labour market in a crisis.

In Ukrainian scientific journals there is both an optimistic vision of the results of digitalization (KINDZERSKY, 2020; TULCHYNSKA et al., 2020) and moderated taking into account possible risks (AZMUK, 2020; DUBYNA et al., 2017; NOVIKOVA, 2019; KHANIDIY et al., 2019; SHKARLET, 2017). According to KOZNOV (2019), the processes of digitalization can lead to structural unemployment only in the short term, since in the long and medium term there will be an adaptation of the training system for new specialties, the share of flexible forms of employment will increase, the role of intellectual labour will increase compared to traditional physical work.

Among the global scientific community, in addition to the meticulous prospects of digitalization, there are also more restrained predictions, for example, DON TAPSCOTT (2014), emphasizes the reduction of transaction costs (in the search and transmission of information, negotiations) as the most important consequences of digitalization, but also the possibility of reducing staff costs. KOZRYEV (2018) notes that the consequence of intensification of digitalization processes may be cases of fraud, illegal use of other people’s resources for the purchase of cryptocurrencies, “piracy” on the Internet. Fr. Sadova argues that the transformation of employment began as a response to the need to reduce costs and increase
Risks of digital transformations of labour relations and the labour market

In the medium term, this problem can be solved by digitalization of the economy, but in the long term it (digitalization) is rotated by a reduction in solvent demand of the population.

Fr. Sadova argues that the transformation of employment began as a response to the need to reduce costs and increase competitiveness, which in the medium term can be solved in the process of digitalization of the economy, but in the long term these processes will lead to a reduction in solvent demand of the population.

BUKH et al. (2018) also emphasize the risks of digitalization, namely: marginalization of workers from developing countries due to the fact that the digital economy is developing mainly in developed countries; the likelihood of “returning production” to developed countries, that is, deindustrialization of developing countries. KHANDIY et al. (2019) identified the social risks of digitalization’s impact on labour relations mainly at the personal level, namely: job losses; loss of the main source of income; deprivation of social security; loss of social status, possibility of personality degradation; marginalization of the individual. Despite the thorough coverage in the scientific literature of the content of the digital economy, informatization, digital transformation, their impact on the labour market, adaptive strategies of digital transformations to minimize social risks of the labour market and deterioration of protection of workers' rights in the process of changing social and labour relations need to be clarified.

In this regard, the purpose of the article is to systematize the risks of the digital economy's impact on the labour market, social and labour processes in Ukraine, to justify the need to develop adaptive strategies to reduce social risks and negative consequences of digitalization. Novelty consists in clarifying the concept, types and nature of risks of labour relations, their structuring; substantiation of the impact of the digitalization process on the labour market.

METHODOLOGY
Research methods are based on: a systematic approach to identifying interdependence between the digitalization of the economy and changes in the social and labour sphere. Also used: graphic method, method of analysis, generalization, deduction for research and development of proposals to reduce social risks of digital transformation of the labour market in Ukraine; method of decomposition to highlight from the general totality of advantages and risks of the digital economy risks of formation of social and labour relations and labour market.

RESULTS
Now all the prerequisites for the digital economy have been created, because almost the entire population of the world has the opportunity to use mobile services, simplified access to the Internet. Billions of daily online connections between people, businesses, devices, data and processes have become a reality. At the same time, the digital economy as a "communications economy" generates corresponding risks, such as the vulnerability of business interaction chains (ALLIANZ, 2017).

Digitization of the economy, i.e. the process of development and implementation of innovative digital technologies, the creation of appropriate legal, organizational, socio-economic and other conditions (RUMPE, 2015; ARTHUR, 2011) is both a determinant of economic development and demand and offers on the labour market.

Determinants of changes in the labour market under the influence of digitalization, it is appropriate to include technological progress, robotics; automation, digitalization, cloud technologies; digitization of personal space; complementing digital reality; functioning of the artificial intelligence system, etc. Despite all the risks, companies are forced in conditions of fierce competition to reduce costs to develop and automate their HR-processes, in particular, optimize personnel accounting and administration, simplify internal communications, change recruitment technologies, HR-analytics.

Digital transformation of economic processes involves the intensification of automation processes, digitization and directly the process of digitization. Digitalization, i.e. the conversion of information “from physical media to digital”, does not significantly change the quality and content of information, it will simply be converted into electronic form for further processing in digital format, which allows to improve existing business processes by adding information in
digital format (KOPIELOV, 2018). Digitization facilitates the collection, dissemination of information, reduces the costs of both employers and employees for the collection, transmission of information, does not have a significant impact on supply and demand in the labour market.

Automation has a more significant impact on the labour market, i.e. the use of self-regulating technical means to: free (reduce) human participation from the processes of obtaining, transforming, transmitting and using energy, materials, products or information; improving product quality; optimization of management processes. Digitization is aimed at digitizing all information (and even material) resources (creation of digital copies) and the formation of network interaction platforms.

BUCHT (2018) (lead researcher at the Institute for Global Development; Arthur Lewis Building, The University of Manchester) and HICKS (2018) (Professor, Director of the Center for Informatics Research for Development, Institute for Global Development; Arthur Lewis Building, The University of Manchester, Oxford Rd, Manchester) focus on the components of the digital economy, namely: digital products and services (products, services that are delivered using digital technologies, such as online information services, software sales, e-education, etc.); mixed digital products and services (retail sale of real goods; services or production of IT-dependent goods (e.g. accounting services or complex technical projects); IT industry segment that serves the three considered segments of the digital economy (manufacturers of network equipment and personal computers) computers, firms engaged in IT consulting, television and radio broadcasting, and communication services, etc.

The digital economy not only opens up opportunities but also poses threats. In the digital economy, there are factors that will contribute to employment growth and unemployment. The emergence of jobs through new professions, increasing demand for existing professions in the IT sector, increasing the number of jobs where employees will work remotely - all this increases employment. Destructively affect employment such factors as: robotics, the emergence of replaceable control systems, automation of jobs; structural unemployment, which arises as a result of the mismatch between the existing education and qualifications of employees and required in the context of digitalization (KOZNOV, 2019; SHKARLET et al., 2017) (Figure 1). It is advisable to distinguish between the risks of employers and the risks of employees. The risks of the employer cause an increase in its costs associated with the use of labour, resulting in:

1. there is a decrease in the number of units of labour, replacing it with new technologies, increasing the selection of personnel;
2. transplant risks, transferring them to the employee.

Employee risks are often associated with non-fulfillment of obligations by the contractor (employer), the rupture of formal employment relationships.

By violating labour laws, not fulfilling social obligations to the employee, the employer transfers part of the costs to the employee. Violation of employees’ rights results in negative feedback on the Internet, lawsuits, which significantly impairs the image and reputation of the employer. The risks of the employee increase under the influence of digitalization, in particular the risks of unemployment, loss of income, its part, as well as the workplace as a result of changing requirements for the competencies of employees (YANCHENKO, 2020).
One of the consequences of the digital transformation of the labour market is the creation of preconditions and incentives for remote work. At the same time, the demand and supply for labour resources occurs using information and computer technologies. The supply of labour and the demand for it is fixed on special online platforms, on which the conditions of hiring, payment and evaluation of labour results are formed (PYSHCHULINA, 2020).

In the conditions of digitalization, the model of involvement of employees in work, which has traditionally been characterized by the presence of work experience, full-time employment, and a business career, is changing. Now the increase in remote, remote work rings to conform to the principle of permanence. Works become inherent in the principles of episodicity, individualism. The consequence of the episodicity of labour relations may be the risk of non-payment of taxes on the income of workers, non-receipt of funds to the budget, loss of a significant part of taxes received from household incomes, and therefore - a decrease in the base of financing of social functions of the state, because workers must take care of their pension and medical care, postpone money in case of disability.
To replace social and labour relations, which were characterized mainly by stability (40-hour working week, perpetual or long-term contract), the presence of social guarantees that were provided by employers and the state come labour relations, which is characterized by minimal social protection, labour relations, which are projected in nature.

The next stage in the transformation of labour relations is the transformation of hired labour into self-employment of individuals, an increase in the number of urgent contracts, freelance, temporary and other categories of employees, which reduces the level of social responsibility of business in terms of employee income, risks, etc.

In the medium term, the transformation of employment in the process of digital transformation will lead to cost reduction and increased competitiveness, increased productivity with the possible growth of informal employment, but in the long term - will lead to a reduction in solvent demand of the population.

Assessments of various representatives of the scientific community on the impact of digitalization of the economy on the unemployment rate diverge. Among scientists who believe that the digital economy will not cause a significant increase in unemployment, BUKH and HEEKS (2018) note that between 2009 and 2011, digitalization created 17 million, jobs in transition economies. Productivity in the digital economy is usually higher than in the economy as a whole (Figure 2).

**Fig. 2. Opportunities and risks of the digital economy’s impact on the labour market**

| Opportunities and prospects | Risks of changing social and labour relations |
|-----------------------------|---------------------------------------------|
| The emergence of new professions, the ability to work remotely | Displacement of living labour by automating jobs |
| Productivity growth, working time savings, wages, qualifications | Individualization of labour relations, growth of the number of self-employed persons, reduction of social standards, social security |
| Increase of non-standard employment, reduction of transaction costs | Structural unemployment caused by non-compliance with the existing and necessary level of education and qualifications of employees |
| The ability to attract staff from different countries, reducing the time of job search | High level of competition, bending of workers from developing countries |
| Reducing staff costs | Disappearance of part of traditional specialties |

**Source:** developed by authors.

It is necessary to take measures on the part of state structures to prevent the growth of unemployment as a result of the digitalization of the economy. The State Employment Service anticipates an increase in unemployment under the influence of the digital economy (PANKOVA et al., 2019).
In order to prevent the risks of digital transformations, the following adaptation strategies can be used:

1. Implementation of programs on state stimulation through the use of administrative, financial levers for the creation of new types of jobs. A possible solution would be to support areas of the economy where human actions are almost impossible to replace with a robot or neural system.

2. Legislative slowdown in the spread of technology. This strategy does not always involve the adoption of new laws against technology, but many existing laws can be used to inhibit automation processes. For example, laws prohibiting the operation of fully autonomous vehicles on public roads impede the development of unmanned taxis and trucks and for some time protect drivers from job loss (PYSHCHULINA, 2020).

3. Ensuring the structure of the social and labour sphere in the state and regional medium-term and long-term strategies of socio-economic, industrial, innovative, digital development.

4. To compensate for the risks of the short-term period, it is necessary to use institutional mechanisms of state regulation, in particular, to carry out budget financing of retraining programs for employees most at risk of digitalization; to realize joint programs with market participants for the self-employed with promotion, work with online platforms; to improve the work of the employment service through digital technologies, including employment services for persons working in new formats; to expand social protection mechanisms, including employees of non-standard forms of employment; to stimulate the social responsibility of business in the digital segment.

5. Reform the education system in accordance with the requirements of the digital work environment, promote the wider use of digital media in education.

6. Social adaptation of the population to the challenges of the digital economy, consisting in the mandatory continuous improvement of the level of qualification and promotion of new skills in the interactive space of the digital ecosystem. In this regard, active policy in the labour market, income, continuous training are very important.

CONCLUSION
Digital transformation is a complex and ambiguous process that requires in-depth study, justification and forecasting of consequences for all spheres of life, because it involves changes that will lead to aggravation of existing ones and create new economic risks, namely: the risk of unemployment, the risk of increased socio-economic inequality, which will contribute to the growth of both employment and unemployment.

The consequences of the digital transformation of the labour market are the creation of preconditions and incentives for remote work, which can provoke non-payment of taxes on the incomes of workers, non-receipt of funds to the budget, lose a significant part of taxes received from the incomes of the population, and therefore - a decrease in the base of financing of social functions of the state, because workers must take care of their pension and medical care themselves, set aside money in case of disability.

It is necessary to identify risks at all stages of digitalization implementation, to develop and implement adaptive strategies in order to minimize the risks of rising unemployment, reduce the income level of the population of Ukraine, prevent an increase in the level of informal employment.

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Risos de transformações digitais das relações de trabalho e do mercado de trabalho

Resumo

O artigo investiga os riscos de transformar as relações de trabalho na Ucrânia sob a influência de processos de digitalização. A relação da economia digital com os processos que ocorrem na esfera social e trabalhista é comprovada, seu impacto sobre o estado do mercado de trabalho é avaliado. Os efeitos positivos da aplicação da automação são afetados e as consequências negativas da digitalização na esfera do RH. Os riscos dos rotores e dos colaboradores são abordados pelas questões do impacto das tecnologias digitais e da automação nas relações sociais e de trabalho. Argumenta-se que, no contexto de aumento do trabalho remoto e remoto, o trabalho anêis para cumprir o princípio da permanência. As obras tornam-se inerentes aos princípios da episódico, do individualismo. Determina-se que o resultado das relações de trabalho episódicas pode ser o risco de não pagamento de impostos sobre a renda dos trabalhadores, não recebimento de recursos para o orçamento, perda de parte significativa dos impostos recebidos da renda da população e, portanto, diminuição da base de financiamento das funções sociais do Estado.

Palavras-chave: Economia digital. Automação. Mercado de trabalho. Produtividade. Relações industriais.

Abstract

The article investigates the risks of transforming labour relations in Ukraine under the influence of digitalization processes. The relationship of the digital economy with the processes taking place in the social and labour sphere is substantiated, its impact on the state of the labor market is assessed. Positive effects of automation application are affected, and the negative consequences of digitalization in the HR sphere. The risks of rotores and employees are addressed by the issues of the impact of digital technologies and automation on social and labour relations. It is argued that in the context of increasing remote, remote work, the work rings to comply with the principle of permanence. Works become inherent in the principles of episodicity, individualism. It is determined that the result of episodic labour relations may be the risk of non-payment of taxes on the income of workers, non-receipt of funds to the budget, loss of a significant part of taxes received from the incomes of the population, and therefore - a decrease in the base of financing social functions of the state.

Keywords: Digital economy. Automation. Labour market. Productivity. Labour relations.

Resumen

El artículo investiga los riesgos de transformar las relaciones laborales en Ucrania bajo la influencia de los procesos de digitalización. Se fundamenta la relación de la economía digital con los procesos que tienen lugar en el ámbito social y laboral, se evalúa su impacto en el estado del mercado laboral. Los efectos positivos de la aplicación de automatización se ven afectados, y las consecuencias negativas de la digitalización en el ámbito de los recursos humanos. Los riesgos de los rotores y los empleados se abordan mediante las cuestiones del impacto de las tecnologías digitales y la automatización en las relaciones sociales y laborales. Se argumenta que en el contexto del aumento del trabajo remoto, remot, el trabajo se anéis para cumplir con el principio de permanencia. Las obras se vuelven inherentes a los principios de la episodividad, el individualismo. Se determina que el resultado de las relaciones laborales episódicas puede ser el riesgo de falta de pago de impuestos sobre los ingresos de los trabajadores, la no recepción de fondos al presupuesto, la pérdida de una parte significativa de los impuestos recibidos de los ingresos de la población y, por lo tanto, una disminución en la base de financiación de las funciones sociales del Estado.

Palabras-clave: Economía digital. Automatización. Mercado laboral. Productividad. Relaciones laborales.