

UDC -004.41

## PROMOTION OF EMPLOYMENT IN GEORGIA BY USING INNOVATIVE APPROACH

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### ***Abstract***

*The following article describes facilitate of labor relations, reduction of financial uncertainty and get qualitative service between employer and the potential employee, by using of modern technology. The main goal of platform solve.ge is to connect subjects of labor and promote further steps.*

***Keywords:*** *Employment, modern technologies, labor market, employer, employee, auction.*

### **1. Introduction**

The modern world is impossible to imagine without computer technology and software. Internet, digital technologies and digital-world developing very quickly and becomes part of human daily life. Today, information technology can be used as a powerful tool to improve labor market. Therefore, it reasonable to establish a system that helps labor market to move forward. Our system main goal is to easily connect employer and job executor.

A lot of studies conducted in Georgia. According to the results, the first problem for the population is employment. The National Democratic Institute in the 2013 survey carried out by the question of which national issue for you and your family are the most important, 63% of respondents answered that the main problem is jobs [1]. When Institutes asked the same question in October 2012 the situation has changed, 72% of respondents answered that the situation has not changed, for the worse - 11%, improved by 8%, I do not know - 9%. In March 2013, the research carried out the question - "consider or not yourself employed?", 72% of respondents answered that no, yes - 28%. It should be noted that in November the same question, 67% of respondents answered that they felt unemployed, 33% had a positive response to a question. If we'll compare this survey to survey which conducted in 2012 it seems that 5% of the people consider themselves unemployed. If we see data of International Monetary Fund the unemployment rate in Georgia increase and will reach 16.7%. On the next year, found presumes that growth rate would be 17.3%, which is very high for Georgia and this rate is high for the former Soviet Union countries also, so it is necessary to create jobs, make work space better and etc [2].

According to the statistics the only category with demonstrated growth is the category of self-employed, whereas the number of employed people who are "hired" has been declining. Self -employed population is mostly concentrated in the regions for a clear reason: the agricultural land. According to the Statistics Office of Georgia self-employed is a person who: "owns an enterprise and generates profit in cash or in kind." This comprises persons who are volunteering by working at a family-owned land. This brings us to the statistics arguing that the

unemployment level is considerably lower in the regions, as compared to Tbilisi. Why? Because potential workforce cannot be assigned as self-employed in the agricultural sector. Therefore, unemployment rate in Tbilisi is a high. Our system solve.ge offers it's customers to solve their problem and give citizens a chance to have some jobs.[3]

## 2. System features and specifications

System solve.ge consists of two parts, the first is public page, which is for unregistered users, on this page we can see user's statements, which are divides into several categories, and the second part is a protected page, which is accessible only for a registered users. Users who enter the public page have an opportunity to see the statements on the page and the executor's profiles as well. Registration in this system is possible by filling special form, it also possible by social networks, this feature making registration easier and easier log in process too. When user makes registration on site, he or she has access to become executor, it means that user will be able to suggest other user him-self as executor.

Registered user has two roles:

1. Applicant
2. Executor

Role - "applicant" can add a new statements and monitor its status as well. New application contains following blocks:

- Title and description
- Pictures
- Videos
- Keywords
- Execution deadline
- Statement active date
- Price
- Category

It should be noted that, when applicant add a new statement he/she may define exact time of job executing, which means that potential executor has time limit. Applicant also has opportunity to leave time as undefined. As regards price, there are three way of do this:

1. Fixed price
2. Auction
3. Auction with the upper limit

It should be noted that, when users add the statement, they can add some keywords, which assist search engines to simply find their statement. These keywords also needs system when user search something on site. We can see form of add statement. Please see picture 1.

Picture 1. Add form

**თიპი** ▾

სამუშაოს განთავსება

**სამუშაო აღწერა** ▾

სათაური

აღწერა

**სურათები** ▾

No file chosen

No file chosen

No file chosen

No file chosen

**ვიდეოს დამატება** ▾

MyVideo

YouTube

**თემები** ▾

საკვანძო სიტყვები

**შესრულების ვადა** ▾

მუსტად  უვადო

**ბანკხსადის აქტიურ რეჟიმში ყოფნის დრო** ▾

**თანხა** ▾

აუქციონის პრინციპით  ფიქსირებული

მაქსიმალური თანხა

**აირჩიეთ კატეგორია (მუშაობა 2)** ▾

მომსახურება ▾

<input type="checkbox"/> IT & პროგრამირება	<input type="checkbox"/> გრაფიკა/დიზაინი
<input type="checkbox"/> ფოტო-ვიდეო	<input type="checkbox"/> რეცხვა/ქიმიკონდა
<input type="checkbox"/> კომპიუტერული მომსახურება	<input type="checkbox"/> თარგმნა/მართლწერა
<input type="checkbox"/> პროფესიული დახმარება	<input type="checkbox"/> ბუღალტერია/აუდიტი
<input type="checkbox"/> მარკეტინგი/რეკლამა	<input type="checkbox"/> იურიდიული/სოციოლოგიური
<input type="checkbox"/> ძიძა/დალაგება	<input type="checkbox"/> ელ-ტექნიკის შეკეთება
<input type="checkbox"/> სხვა მომსახურება	

ელ-თქმობა ▲

ავტომანქანები ▲

უძრავი ქონება ▲

მშენებლობა/რემონტი ▲

ფინანსები ▲

ბართობა/დასვენება ▲

ძვირფასეულობა ▲

სხვადასხვა ▲

**დამატება**

Users can communicate with each other in real time by the form of correspondence. Applicant has the opportunity to write one message to all those customers, who has expressed a desire to execute some job. Applicant has opportunity to see the status of statements. Here is a status list:

1. Active statements - statements that have been published. Please see picture 2
2. Pending statements - statements that are in the process of execution.

3. Completed applications – statements that already processed.
4. Date expiration applications - applications that execution time has already expired.
5. Unfulfilled applications - applications that are not performed.

Picture 2. Active statement


Users who have an active profile - "executor", they can receive proper notification in real mode, as soon as applicant accept the offered bid. Executors have opportunity to see what other executors offered to applicant too. This kind of feature increases the competitiveness and stabilizes prices as well. Generally, executor's rating calculated by arithmetic average of written evaluations. On the public page we can see menu "Executors", when we open this menu we'll see executor's profiles. Each profile contains information about evaluates and comments which is written by Applicants. This feature assist to applicants to identify executor's competition.

Executors has opportunity to see their own doings according the status of the following:

1. Pending jobs - statements which are in the process of execution.
2. My offer – executor's offers (please see Picture 3)
3. Completed statements – statements which already completed by executor.

Picture 3. My offers

წინა ნაწილის გაკეთება



**სამუშაოს აღწერა:**  
მინდა დაზიანებული ნაწილის გაკეთება რაც შეიძლება სწრაფად და ხარისხიანად. მაქსიმალური თანხაც მითითებული მაქვს ვინც ნაკლებს შემომთავაზებს იმას გავაკეთებინებ

უნიკალური ნომერი  
**# 24**

მითითებული თანხა  
**აუქც. პრინციპით**

ბარათის მფლობელის თარიღი  
**05/03/2017 22:15**

[✉ მიწერე განმცხადებელს](#)

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**+ ბიძის დამატება**

თარიღი	თანხა
12/12/2016 18:49	480.00
13/12/2016 11:31	470.00

### 3. Conclusion

Platform solve.ge customized to the Georgian reality and at this stage provided all necessary nuances, which needs both user profiles. It should be noted that, it is not necessary to enter the system every day, because SMS module is built in system, which sends messages to users when make some important event. Portal solve.ge already implemented and running on the Internet. Therefore, we think that system contribute to the labor market and its parties to communicate and manage job easily. System helps the unemployed population to become employed and also assist citizens to find qualified people.

### References:

- 1) <https://www.ndi.org/node/18093> (checked 05.02.2017)
- 2) <https://www.ndi.org/sites/default/files/Georgia-Public-Attitudes-Poll-121813-GEO.pdf> (checked 05.02.2017)
- 3) <http://dfwatch.net/employment-and-unemployment-trends-in-georgia-40249-1452> (checked 12.03.2017)

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