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NEW APPROACHES AND TOOLS IN YOUTH EMPLOYMENT PROMOTING

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Abstract. Ensuring the student youth employment is an urgent task of the modern state youth policy of the Russian Government, aimed at employment and increasing its competitiveness in the labor market. The scientific article presents the results of the latest approaches and mechanisms analysis in the field of the student youth employment promoting in Russia. The main changes in the labor legislation of the Russian Federation that regulate the remote employment are identified, which is relevant in view of the students' employment promoting. The methodological basis of the study was such theoretical approaches as subject-object, structural-functional, as well as system and comparative analysis methods. Statistical data on youth employment and unemployment in Russia were used as an information base. As a result of the study, the author found that new approaches and tools in the field of student employment promoting include improving the remote work regulation, which will allow this labor resources category to become more in demand for Russian employers. Also, the author refers to the students' universal competencies development as new tools, which makes them more competitive in the labor market.

Keywords: youth employment; youth placement; youth unemployment; youth labor force; student youth; employment promotion.

JEL codes: J21; J68.

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