

position of wool producers from Australia, the average price of one unit of linen made from 100 % merino wool is about \$100.

As a result of the study, it was found out that the production of meat, milk and wool in Australia is among the largest agricultural enterprises. The country owes much of its prosperity and success to the producers of high-quality wool – Australian merino wool is considered the best in the world. The development of sheep breeding is promoted by extensive research conducted in scientific institutions serving the industry.

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SPECIFICITY OF BUSINESS IN A CHANGING LABOR MARKET

Особенности бизнеса в условиях изменяющегося рынка труда

The purpose of the article is to analyze the professions in demand for the years to come.

The labor market is changing rapidly today, the need for highly qualified specialists is growing, but at the same time workers without specialized training are constantly in demand. Labor resources are becoming more mobile, employers are becoming more demanding, production is becoming more technologically advanced. The range of new related professions is growing and the need to adjust the education system to these professions is growing as well.

The labor market is a mechanism that ensures the coordination of prices and working conditions between employers and employees and regulates its supply and demand [1, 2].

In the labor market, the opportunity is realized via:

- free choice of profession, industry and place of activity encouraged by priority proposals (salary level, opportunities for creative ideas, etc.);
- hiring and dismissal in compliance with labor legislation;
- independent and at the same time economically encouraged migration of labor resources between regions, industries and professional qualification groups;
- free movement of wages and other income while maintaining the priority of qualifications and education.

Today, many companies are facing a shortage of staff. There are industries whose development has slowed down, but not to a great extent. These are

construction and production of building materials, retail and wholesale trade, catering and entertainment, IT and communications, automotive service.

In the coming years, the demand for technical specialists will continue to grow. Based on the fact that innovative technologies and the industrial sector of economy are now actively developing, such specialists as engineers, system administrators, service specialists, foremen, heads of technical departments, mechanics, power engineers will be most in demand.

Among the universal specialists who are in demand in any field and at any time, sales and purchasing managers can be mentioned, because they are the ones who bring profit to the company in any economic situation. We also need highly experienced professional managers, IT specialists, engineers and leading specialists in all industries, advertising specialists, marketers and medical personnel. Among the representatives of working professions sellers, cooks, motor transport drivers, construction specialties, metalworking specialists are in demand.

There are some professions in which there have been too many specialists for a number of years – these are economists, accountants, commodity scientists and lawyers. Therefore, applicants need to keep in mind that such specialists are in demand, but only with a high level of qualification [3].

A separate big trend of the labor market is the digitalization of all processes from the search for candidates to receiving salaries and paying taxes. As a result, it can be concluded that trends in the development of the labor market are such that professions and skills that have not been too popular in recent years are likely to be in demand in the near future.

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