

EMPLOYMENT PROBLEMS AND TENDENCIES OF THE POPULATION 'S ATTITUDE
TOWARDS ENTREPRENEURSHIP (on the example of the city of Gori and Gori
Municipality)

დასაქმების პრობლემები და მოსახლეობის მეწარმეობისადმი დამოკიდებულების
ტენდენციები (ქალაქ გორის და გორის მუნიციპალიტეტის მაგალითზე)

Lali Sreseli

phD student, Invited specialist,
Gori State University
Gori, Chavchavadze st., No53, 1400, Georgia,
+995598723608, lalisreseli@yahoo.com
<https://orcid.org/0009-0005-8663-2416>

Abstract. Today, the main problem in Georgia - the rate of unemployment is high in all regions of the country, both urban and rural. The problem is particularly relevant in individual regions and areas of economic activity.

Both in the country as a whole and in the regions, the current difficult situation in the field of employment requires special attention to be paid to the regional features of the functioning and formation of the labor market. For the development of the economy, it is necessary to ensure the adequacy of demand and supply of labor resources in the modern labor market.

Today, the most important task of the state is active action to stop unemployment. Acceleration of economic development and creation of more new jobs is possible through the development of entrepreneurial activities.

keywords: Employment, unemployment, Entrepreneurship, small and medium business, ways to overcome unemployment.

ლალი სრესელი

დოქტორანტი, მოწვეული სპეციალისტი
გორის სახელმწიფო უნივერსიტეტი
ქ.გორი, ჭავჭავაძის ქ, No 53, 1400, საქართველო
+995598723608, lalisreseli@yahoo.com
<https://orcid.org/0009-0005-8663-2416>

აბსტრაქტი. დღეს საქართველოში უმთავრესი პრობლემის - უმუშევრობის მაჩვენებელი მაღალია ქვეყნის ყველა რეგიონში, როგორც ქალაქად, ისე სოფლად. პრობლემა განსაკუთრებით აქტუალურია ცალკეული რეგიონებისა და ეკონომიკური საქმიანობის სფეროების მიხედვით.

როგორც მთლიანად ქვეყანაში, ასევე რეგიონებში, დასაქმების სფეროში არსებული მძიმე მდგომარეობა საჭიროებს განსაკუთრებული ყურადღება მიექცეს შრომის ბაზრის ფუნქციონირების და ფორმირების რეგიონალურ თავისებურებებს. ეკონომიკის განვითარებისათვის აუცილებელია თანამედროვე შრომის ბაზარზე შრომითი რესურსების მოთხოვნა-მიწოდების ადექვატურობის უზრუნველყოფა.

დღეს სახელმწიფოს უმნიშვნელოვანესი ამოცანაა აქტიური ქმედება უმუშევრობის შესაჩერებლად. ეკონომიკური განვითარების დაჩქარება და ახალი სამუშაო ადგილების მეტი რაოდენობით შექმნა სამეწარმეო საქმიანობის განვითარებით არის შესაძლებელი.

საკვანძო სიტყვები: დასაქმება, უმუშევრობა. მეწარმეობა, მცირე და საშუალო ბიზნესი უმუშევრობის დაძლევის გზები.

Introduction. The long economic stagnation that began in Georgia in the 1990s led to long-term unemployment in the country. Issues of regional unemployment are very acute. Employment levels vary significantly between regions of the country. Today's Shida Kartli, from this point of view, cannot stand out positively in the background of other regions of Georgia.

Shida Kartli region is an important region of Georgia in terms of its economic and social development. Accordingly, the problems and shortcomings that characterize the existing structure of the region's economy and the level of development, the social condition of its population are noteworthy.

After the restoration of independence, a number of economic and social difficulties arose in the region. Disruption of earlier industrial connections, deterioration of the sectoral structure of the public economy, disruption of the organized mechanism of central leadership and regulation led to a significant decrease in production and an increase in unemployment.

It is possible to reduce unemployment in the country, promote employment of the population and create new jobs through the development of entrepreneurial activities. Providing employment - this is the social role of small business.

Small business development is the optimal and shortest way to implement a socially oriented economy. It is an important element in maintaining economic-political stability and overcoming social problems.

As a result of the abolition of the South Ossetian Autonomous Region in the Soviet period (in the early 1990s) and the ethnic-political conflicts that arose in this area, and after the Russia-Georgia armed conflict of August 2008, the Georgian authorities lost actual control over a part of the territories included in Shida Kartli, about 1,400 km². The territory is occupied by the armed forces of the Russian Federation. The occupation has a negative impact on the economic and social development prospects of the region, in particular due to the inaccessibility of the occupied territories, security difficulties in the conflict areas and the extreme limitation of economic activity.

Literature review There are a total of 250,658 IDPs in Georgia, of which 14,298 live in Shida Kartli, which is 5.7% of the IDPs in the country and 4.5% of the population of the region. The largest

part of IDPs (almost 70%) lives in Gori municipality and the city of Gori itself. Socio-economic integration of IDPs is one of the main challenges of the region.

The share of the region does not even reach 5% of the added value produced throughout the country, which is significantly less than the share of the region in the country's population and area. This indicates the relative economic weakness of the region and the existing problems in the growth of the economy, the level of poverty in the country has not changed significantly in recent years, the situation is particularly difficult in the Shida Kartli region. Even before the August 2008 war, Shida Kartli was considered one of them

became the poorest region. The war made the situation even more difficult, the physical damage caused by the war was eliminated relatively quickly, although the war still left a significant mark on Shida Kartli. 6,600 new internally displaced persons were added to the region, the opportunity to trade was reduced for many, and what is worst, the feeling of danger and trust remained. Lack of business. The underdevelopment of the economy is accompanied by a fairly high level of unemployment and underemployment. The problem of employment is quite acute in the city of Gori and the municipality of Gori. From this point of view, we think it is relevant to study the trends of the population's attitude towards entrepreneurship. which is part of a larger study. According to the last general census of 2014, 125.7 thousand people live in Gori municipality. There are 50.4 thousand people in the city of Gori, 64.8 thousand of them are women, 60.9 thousand are men. The population of Gori municipality is 3.38% of the total population of Georgia, and the population of Shida Kartli region is 48.8%.

Methodology. We interviewed people living in several villages of Gori city and Gori district on issues of population's attitude towards entrepreneurship. by questionnaire survey, random sampling and "street sampling" type, We will use social networks. Also according to the population, we determined the number of applicants to be 385 citizens in Gori Municipality; Gori - 189 citizens. According to the results, we can evaluate their attitude towards the development of entrepreneurship, 57.7% of respondents in Gori municipality were female and 42.3% were male; in the city of Gori - 43.6% male, 56.4% female;

An interesting picture was revealed in relation to the level of education - the level of education of the majority of respondents was mostly higher and secondary and relatively less professional. 35.2% of respondents in Gori municipality have higher education; with secondary education - 34.7% and 19.6% with professional-technical education.

with professional-technical education. The majority of respondents in the city of Gori - 44.7% have higher education, 23.7% have secondary education, 17.4% have professional-technical education.

Discussion/Results To the question - in your opinion, which problem worries the population of Gori municipality the most? The majority of respondents, 66.7%, named unemployment. A large part of the respondents in the city of Gori - 77.2% also believe that the city's population is most worried about unemployment today.

40.6% of respondents of Gori city mention high bank interest for taking credit as an obstacle to starting their own 29.8% of respondents of Gori municipality and business;

29.8% of respondents of Gori municipality and 40.6% of respondents of Gori city mention high bank interest for taking credit as an obstacle to starting their own business;

40.6% of surveyed citizens;

31.3% of respondents in Gori municipality consider inattention of the regional leadership to this issue as an obstacle to starting their own business, 21.3% of respondents in Gori; 19.5% of the interviewed citizens of Gori municipality, 16.3% of those interviewed in the city of Gori consider the absence of key markets as an obstacle to starting their own business.

29.8% of respondents of Gori municipality name high taxes as the reason; In the city of Gori - 11.3% of respondents.

In our opinion, it was interesting that if the largest percentage of respondents are currently employed in state structures, when asked: If elected, where would you work? The majority of respondents answered that they would start their own business. If they had a choice, 35.4% of respondents in Gori municipality would start their own business, 28.6% of respondents would start their own business in Gori city.

It is interesting to answer the question - what do you think the leadership of the region should do to reduce the level of unemployment? According to the majority of interviewed citizens, the role of local and regional leadership in reducing unemployment is quite large.

It is significant that 64.8% of respondents in Gori municipality believe that

Local and regional authorities should promote the creation of small and medium-sized enterprises and the employment of people in them. 61.6% of respondents in the city of Gori think the same; Results - according to the analysis of the answers to the surveys, to the question what is the biggest problem for the population - naming unemployment with the highest percentage, and the reason that they could not find a job, once again clearly confirmed the acute nature of this problem both in cities and in villages.

There is a large share of university graduates among the interviewees. The number of people with professional education is noticeably small, which indicates the underdevelopment of the professional education system.

-At present, the majority of employees in the state sector, if given a choice, do not choose the state sector, but start a private business as the field of employment.

- There is a large share of high school graduates among the existing high employment interviewees. The number of people with professional education is noticeably small, which indicates the underdevelopment of the professional education system. In this conditions, there is a great positive attitude towards entrepreneurship and a desire for self-employment .

- The positive attitude of the population towards entrepreneurship is indicated by the fact that the majority of respondents would like to start their own business if given a choice.
- The share of those engaged in business among the employed is small, which indicates the difficulties faced by entrepreneurship and small business.
- The development of entrepreneurship is hindered by the absence of key markets and low prices for agricultural products, which make the work of entrepreneurs and farmers less productive and demotivating.
- High bank interest rates and high taxes are one of the hindering factors for small business development
- Insufficient interest of the leadership of the region in the development of entrepreneurship and the problems of entrepreneurs hinders the development of business in the regions to some extent.

Conclusion. Based on all of this, we can mention that for reducing unemployment and increasing employment rates, the Gori municipality is important and, in our opinion, necessary: State support in regional infrastructure development; promotion of innovations and investments; reduction of interest rates on banking credits; It is necessary to create middle and small enterprises and employ people in them; creating the right conditions for development;

გამოყენებული წყაროები და ლიტერატურა/REFERENCES

- Aims for personal development(Geo)- მდრადი განვითარების მიზნები,
<https://www.unicef.org/georgia/ka>
- The strategy of development of Shida Kartli 2014-2021 (Geo)) -შიდა ქართლის განვითარების
 სტრატეგია 2014-2021 წწ
- Internal Kartli business research. Document of the International Cooperation Society of Germany
 (Geo)შიდა ქართლის ბიზნეს -კვლევა. გერმანიის საერთაშორისო თანამშრომლობის
 საზოგადოების GIZ-ის დოკუმენტი, www.shidakartli.gov.ge /page=enterp8lang+geo
- And development policy in the context of development (Geo)-დასაქმების პოლიტიკა განვითარების
 კონტექსტში, <https://socialjustice.org.ge>
- Labor market analysis (Geo)- შრომის ბაზრის ანალიზი - 2022 <http://www.lmis.gov.ge>