

CHALLENGES TO THE SUCCESSFUL YOUTH EMPLOYMENT IN THE IMPACT OF MODERN IDEOLOGY OF UNIVERSITY EDUCATION

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Abstract. *The article seeks to identify factors that hinder the successful employment of young people (based on the survey of young people in 25 countries employing the moderate group method) in the context of the modern ideology of university education, which is a mixture of liberal arts education and professional paradigms. It is shown that the global trends of massification of the sector of higher education and the professionalization of universities, which destroyed the parallel existence of university and vocational education and formed the modern educational ideology, led to the criticism of educational systems by young people. Practical training provided by higher education institutions is insufficient to find successfully a job in one's degree field and professional self-realization on the labor market. The conclusion is that state institutions should ensure close cooperation between universities and employers for coordination of the labor market and the market for educational services.*

Keywords: *liberal arts education, professional education, professionalization of a classical university, mass education of the higher education sector, educational services market, labor market, neoliberal reforms in higher education, employment, ideological paradigm of higher education*

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