

## Employment Promotion and Its Role in Counteracting Unemployment during the Financial Crisis in the USA

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**Abstract :** In the United States in 2007-2010 before the crisis, the US labour market policy focused mainly on providing residents with unemployment insurance, after the recession this policy changed. The aim of the article was to present quantitative research presenting the most effective labor market instruments contributing to reducing unemployment during the crisis in the USA. The article presents research based on the analysis of available documents and statistical data. The results of the conducted research show that the most effective forms of counteracting unemployment at that time were: direct job creation, job search assistance, subsidized employment, training and employment promotion using new technologies, including social media.

**Keywords :** lotteries, loyalty programs, competitions, bonus sales, rebate campaigns

**Conference Title :** ICEBMM 2020 : International Conference on Economics, Business and Marketing Management

**Conference Location :** Madrid, Spain

**Conference Dates :** March 26-27, 2020