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PRESERVATION AND DEVELOPMENT OF HUMAN POTENTIAL OF UKRAINE IN MODERN CONDITIONS

The article analyses the process of transforming human potential into human capital, as well as the decisive role of human capital in the formation of a competitive economy. The issues of ensuring conditions, identifying problems and evaluating the prospects for the development of human capital in Ukraine are investigated.

The aim of the article is to substantiate contradictions in the formation of human potential and human capital, to reveal and explain the gap between them, to determine the type of their reproduction and to show some ways of their preservation and development in modern conditions.

The hypothesis of the article is the assumption that the human potential formed as a result of the accumulation of knowledge, skills and experience does not guarantee that its bearers will receive higher incomes from labor. The transformation of human potential into human capital involves the process of capitalization of acquired knowledge, which is influenced by many objective and subjective factors.

Research Methodology is based on classical human capital theory as well as contemporary approaches to human resources development. In addition, the following methods were used in the research process: theoretical generalization (concept of human potential and human capital) analysis and synthesis (component structure of human potential, levels and phases and types of human potential reproduction), quantitative-qualitative analysis (determination of quantitative and qualitative characteristics of human potential), comparative analysis (studying and comparing human potential indicators in different countries), statistical analysis and sociological analysis (using data of statistics and sociological research).

Findings include our propositions on creating jobs, establishing interaction between the labor market and the market of educational services, developing the infrastructure of the labor market, raising the standard of living of the population, limiting the unemployment rate, supporting motivation to work, and regulating population migration.

These factors require special measures to create conditions for the transformation of human potential into human capital, as well as for the development of human capital in the economy of Ukraine.

Keywords: *human potential, capitalization of human potential, human capital, narrowing type of reproduction, preservation, development of human capital.*

Formulation of the problem. In the context of the unfolding of globalization processes with the simultaneous strengthening of international competition, the problems of effective use of human potential as a decisive factor in economic growth are brought to the fore [1]. The quality of human potential and its ability to be realized in human capital provide unique competitive advantages of the country. In contrast to this, the loss of the labor force, the deterioration of the quality of human potential, are significant threats to the socio-economic development of the country, which is determined by the ability to produce innovations and the growth of the human role in reproductive processes.

In the conditions of the Russian-Ukrainian war, the state was faced with the need to preserve human potential, which is being destroyed due to the loss of people, migration outflow, disruption of the processes of its formation and use. In addition, as a result of the destruction of the economy, the stoppage of economic processes and the closure of many enterprises, the gap between human potential and human capital increases, since part of the human potential does not find (can insert the word "its") application.

In this connection, there is a need to understand the impact of new challenges on the functioning of human potential and to develop measures aimed at its preservation and further development.

Analysis of recent research and publications. The topic of human potential and human capital is receiving increased attention from scientists. In the works of the founders of the concept of human development (K. Griffin, Mahbub ul Haq, J. Knight, A. Sen) and the classics of the concept of human capital (G. Becker, E. Denison, J. Kendrick, J. Coleman, T. Schultz) the fundamental foundations of understanding the essence of human capital and the evolution of human development. The conclusions from these teachings have already been confirmed in practice.

Significant achievements are also contained in the works of modern Ukrainian scientists (V. Antonyuk, O. Grishnova, O. Zakharova, E. Libanova, L. Shaulska [2-6]), who deal with theoretical, analytical and practical aspects of the problems of the formation and use of human capital .

At the same time, in science there is no unambiguous interpretation of the content of the concepts of human potential and human capital, their relationship, the reasons for the gap between them, as well as approaches to their preservation and development.

Unsolved parts of the problem. Theoretical approaches to defining the essence and relationship of the concepts of human potential and human capital require further development. It is necessary to investigate the reasons for the actual gap between them, showing both internal and external influencing factors. In addition, it is time to understand the destructive effects of military actions on the processes of formation and use of the country's human potential, as well as to develop measures to limit and prevent them.

The purpose of the article is to substantiate contradictions in the formation of human potential and human capital, the gap between them, narrowing the basis of their reproduction and to show some ways of their preservation and development in modern conditions.

Research methods. The article uses the methods of theoretical generalization, analysis and synthesis, quantitative-qualitative, comparative, statistical and sociological analysis.

Research results. The uniqueness and irreproducibility of the personal factor – people with high intellectual, communicative and practical skills – causes the extreme difficulty of determining the value of their potential. The experience of the developed countries of the world shows that investment in a person is as profitable (and in a person-innovator - as profitable) as investment in any other factor.

Human potential is a multidimensional phenomenon characterized by its structure, levels and phases of reproduction. The structure of human potential is formed by such components as health, morality, creativity, activity (passion), organization, education, and professional competence. The basis of the formation of human potential is the development of its labor component, which mostly occurs under the influence of innovative changes in the content and nature of work and, accordingly, in the requirements for the training of an innovative employee. At the same time, the level of socio-economic development of the country, the pace of innovative development, as well as the possibilities of expanded social reproduction in its socio-economic, demographic, cultural and spiritual aspects depend on human potential [7]. The country's human potential refers to all sections of the population capable of any socio-economic activity and includes such aspects as opportunities for quantitative and qualitative development and deepening of social interaction.

In the concept of human potential, a person is considered in all the richness of his abilities, knowledge, skills, personal characteristics, regardless of the extent to which they find or can find application in production activities. From this point of view, analyzing the structure and quality of the working population, it is possible to distinguish between its labor and human potential. In our opinion, the correct point of view is that the labor potential at the individual level corresponds to the labor force, while the human potential corresponds to the individual. The difference between labor and human potentials is evident when considering the issue of their implementation. The sphere of realization of labor potential is limited to the production of tangible and intangible goods and services, that is, labor activity. In contrast to labor, human potential is realized in various types of activities related not only to work, but also to leisure, interpersonal relationships, and consumption. Therefore, human potential is revealed through the self-realization of a person both in the labor process and beyond it.

The defining component of human potential is educational, thanks to which knowledge, skills, abilities are formed, human abilities are developed, in particular creative, and work behavior is improved.

Over a long period of time, Ukraine has been distinguished by the high educational potential of the working population. The Ukrainian nation is among the most educated. The number of people with higher education per capita in Ukraine is higher than the average European level. The assessment of the level of education is based on the indicator of the average duration of education in the country. From the data below, it can be seen that in 2010-2019, the values of this indicator were consistently high and increased by six months for the entire period [8].

The average duration of education of Ukrainians for the period 2010-2019.

Years	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Average duration of study	14,8	14,9	14,9	14,9	15,1	14,9	15,2	15,3	15,3	15,3

Source: [16].

According to the UNDP ranking, Ukraine ranks 43rd out of 190 countries in terms of duration of education. At the same time, during the same period, indicators of the number of higher education institutions and the number of students in them decreased (Table 1).

Table 1. Dynamics of indicators of higher education of Ukraine for 2010-2019.

Academic year	Number of educational institutions		Number of students, thousands of people	
	I-II level of accreditation	III- IVlevel of accreditation	I-II level of accreditation	III- IV level of accreditation
2010/2011	505	349	361,5	2129,8
2011/2012	501	345	356,8	1954,8
2012/2013	489	334	345,2	1824,9
2013/2014	478	325	329	1723,7
2014/2015	387	277	251,3	1438
2015/2016	371	288	230,1	1375,2
2016/2017	370	287	217,3	1369,4
2017/2018	372	289	208,6	1330
2018/2019	370	282	199,9	1322,3

Source: [16].

In addition to quantitative indicators, a decrease in qualitative indicators was observed during this period. This affects the professional level of teachers, the quality of educational programs, and the unequal availability of educational services for representatives of different status groups.

The reasons for these trends lie in the imbalance of the labor market and the market of educational services, the length and inefficiency of the search for the first job, the lack of an effective policy of stimulating the demand for qualified labor, and youth unemployment.

It should be noted that Ukraine has the highest unemployment rate among people with higher education, which is not a guarantee of a decent workplace or stable and high incomes. This means that there is a significant gap between human potential and human capital, which indicates irrational use or underutilization of human potential. In both cases, society bears significant losses.

Human potential is formed and realized on four interconnected, but relatively autonomous levels.

At the macro level, human potential is a complex socio-economic system that reflects the life potential of the population, investment in the formation and accumulation of human potential, scientific potential of society, employment potential, educational potential, health potential, cultural potential [9, p.29-32]. The World Bank (The World Bank Group) also includes in this concept the state of health and quality of nutrition, the UN - education,

professional experience, physical condition, ability to survive, and other characteristics that ensure productivity and self-sufficiency of people. The concept of human potential also covers such attributes of a person as needs and interests, standard of living, level of health, general and professional knowledge, qualification, motivation of activity, attitude to work, initiative and entrepreneurship, ways of behavior.

In addition to the structural component, human capital has a level structure.

Therefore, the human potential of the country is a socio-economic category that reflects the stock of physical and moral health, intellectual, professional and entrepreneurial abilities, creative and general cultural competence accumulated by the citizens of the country, which are realized or can be realized in various spheres of human life on the territory of this country and beyond. The allocation of this type of human potential is important in view of the competitiveness of domestic goods and services of one or another region or type of economic activity directed to export. After all, the cost of production, as well as its competitiveness on international markets, compared to similar products from other countries, depends on how many resources, including human resources, are spent on the production of goods in a certain industry.

Human potential at the meso level reveals its characteristics at the level of a certain region or a certain type of economic activity. The human potential of a micro-level or enterprise is a set of knowledge, skills, professional and entrepreneurial abilities, creative competences, information, management experience, as well as organizational capabilities associated with the use of the human factor.

In our opinion, it is necessary to single out the individual or nanolevel of human potential, by which we understand the potential of an individual person.

Undoubtedly, there is a relationship between all levels, although it is not linear.

Another dimension of human potential is the study of its features from the point of view of reproduction phases. We share the point of view according to which the reproduction of human potential can be described in three phases: accumulation, capitalization and development [9, p. 68-70]. These phases are a specification of the classic reproductive cycle: production - distribution - exchange - consumption. The accumulation phase corresponds to the production phase, during which human potential is formed through the processes of upbringing and education.

The phase of capitalization of human potential includes the classic phases of distribution and exchange, during which human potential is distributed among various types of activities and enterprises (through the labor market) and, by exchanging labor efforts, receives income from labor. This is the culminating phase, as a result of which human potential is transformed into human capital. The last phase - the development of human potential involves the consumption of the received income to restore the spent physical, mental and mental forces (energy) of the employee for the purpose of his further development.

In our opinion, a fundamentally important problem of human potential is its capitalization. The transformation of human potential into human capital is a natural consequence of its formation. According to the classical concept, there is a direct connection between these two phenomena: the higher the human potential of a person (level of education, state of health, moral qualities), the more income he will receive from work.

However, in practice, this connection is much more complicated, since the size of human capital is influenced not only by the human potential of its bearer. In this context, it is important to note that the very concepts of human potential and human capital, being close, are less but not identical. The difference between them lies in the opposite meaning of the terms potential and capital. Potential is a stock of a certain resource that can be used in the production process to create a new product. Capital is a capitalized value, i.e., a stock of resources accumulated as a result of investments, which is actually included in the production process in order to generate income for its bearer. Potential can exist without capitalization, while capital obviously cannot. Potential is a passive form of existence of a resource, while capital is an asset, in this case - an intangible asset. Therefore, there is a gap between human potential and human capital, which, in our opinion, is increasing.

This conclusion is supported by an analytical assessment presented by the World Economic Forum, which contains the Global Human Capital Index, which is calculated for 130 countries on a scale from 0 (worst) to 100 (best) in five age groups in the following four areas:

- potential – level of education of youth and older generations
- implementation – implementation of acquired skills and their accumulation by the adult population
- development – development of education, advanced training and retraining
- know-how – the level of using new skills at work [11].

Table 2 shows the position of Ukraine among the selected countries according to the Global Human Capital Index

Table 2. Global index of human capital in some countries of the world

Components of the global human capital index	Ukraine	Poland	.Slovakia	Spain	Turkey	Singapore
General index	71,27	69,6	67,1	65,6	60,3	73,28
Potential	81,7	76,6	70,3	69,6	63,7	76,45
Realization	72,6	65,8	66,4	58,5	56,6	70,05
Development	71,4	72,7	71,6	73	68,5	73,6
Know-how	59,2	63,2	60,3	61,1	52,3	72,5

Source: [11].

From the data in the table, it follows that Ukraine has the highest potential among the selected countries, but the lowest, with the exception of Turkey, the level of use of new skills in work, implementation of the latest developments. This is also related to the low position of Ukraine in the world according to the global competitiveness index - 85th place out of 138 countries [12].

Among the reasons for the obvious gap between human potential and human capital is, firstly, insufficient investment in renewal and creation of new jobs, which leads to their shortage in almost all types of economic activity. Secondly, the imbalance of the labor market and the market of educational services, as a result of which there is a contradiction between the quality and structure of educational services and the needs of the labor market. Thirdly, the weakness of the labor market infrastructure, which complicates the process of attracting the right workforce to the appropriate jobs. Fourth, the high level of unemployment and economic inactivity of the population and demotivation to work. The fifth reason is income

policy, which is not aimed at supporting income from labor, which actually devalues human capital and understates its share in added value.

It is convenient to present the characteristics of human capital in the form of a SWOT analysis matrix. Their assessment and comparison allows us to draw conclusions regarding the choice of the main strategic vectors of human capital development in the near future.

SWOT analysis of human capital development in Ukraine

<p>STRENGTHS:</p> <ol style="list-style-type: none"> 1) the population of Ukraine belongs to the number of the most educated nations. (4th place in the world by the number of citizens with higher education.) 2) increase in average life expectancy 3) the presence of an economically active population and significant reserves of labor resources 4) diverse ethnic composition of the population, rich cultural heritage; 5) mental features of the nation, which consist in the ability to work and the desire to develop. 	<p>WEAK SIDES :</p> <ol style="list-style-type: none"> 1) mass migration from Ukraine, caused not only by economic, but also by political factors (full-scale aggression of the Russian Federation against Ukraine) 2) narrowing of the demographic basis of population reproduction due to economic factors and losses in war conditions 3) spread of unpaid self-employment and shadow employment 4) high level of external migration 5) a high level of long-term unemployment in the country (almost 10%), which leads to a decrease in the level of human capital 6) decrease in the level of GDP
<p>OPPORTUNITIES:</p> <ol style="list-style-type: none"> 1) ensuring demographic stability by raising living standards 2) improving the culture of the population regarding a healthy lifestyle 3) improving the quality of human capital due to the creation of qualified jobs 4) increasing the competitiveness of human potential by achieving high quality education and information provision. The primary role among these measures should be played by economic recovery and investment in creating jobs, establishing interaction between the labor market and the market of educational services, developing the infrastructure of the labor market, raising the standard of living of the population, limiting the unemployment rate, supporting motivation to work, and regulating population migration. 5) systematic formation of the cultural and artistic sphere using ethnocultural approaches 6) use of business experience and qualities of migrants who returned to Ukraine in business organization 7) introduction of a perfect health care system. 	<p>THREATS:</p> <ol style="list-style-type: none"> 1) political destabilization caused by the war in Ukraine 2) low state social standards (low wages, inadequate social protection) 3) economic risks that affect the sphere of socio-demographic and socio-economic relations (investment, technological, entrepreneurial) 4) marginalization of the population, decrease in the level of its real income 5) lack of income to ensure the quality of life (education, health care, culture) 6) an imperfect system of health care, which contributes to the development of corruption in this area

Source: [14; pp. 43-44].

Having analyzed the characteristics indicated in the table and assessed the strength of their influence on the qualitative and quantitative parameters of human capital, the authors of the article came to the conclusion about the existence of significant social and economic risks in the field of formation and use of human capital of Ukraine.

The real threat is the unnatural narrowing of the reproduction of human potential, the main cause of which was the war. This means that the amount of human potential that enters

into social production in the current period will be significantly less compared to the similar indicator of the previous period. The specificity of the functioning of human potential in the war and post-war period will be a simultaneous decrease in its quantitative and qualitative characteristics. In addition to the factors of human deaths and high migration, some of which will turn into an irreversible, sharp decline of the economy, the growth of unemployment, degradation of the structure and content of employment, a decrease in social protection of the population, an extremely high level of inflation, and a drop in real incomes will have a significant impact on the narrowed reproduction of human potential.

Already in the first months of the war, according to the results of a survey by the sociological group "Rating", half (53%) of Ukrainians who had a job before the war lost it. At the same time, 22% work in the usual mode, 21% - remotely or partially, and only 2% - found a new job (Fig. 1).

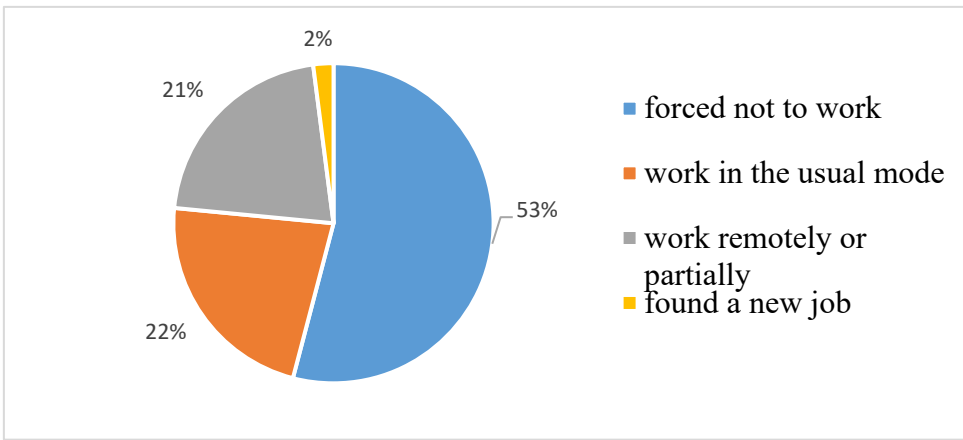


Fig. 1. Distribution of workers according to availability of work in Ukraine as of April 2022. Source: built by the authors based on data [15].

During the same period, there was a sharp deterioration in the economic situation of the population (Fig. 2).

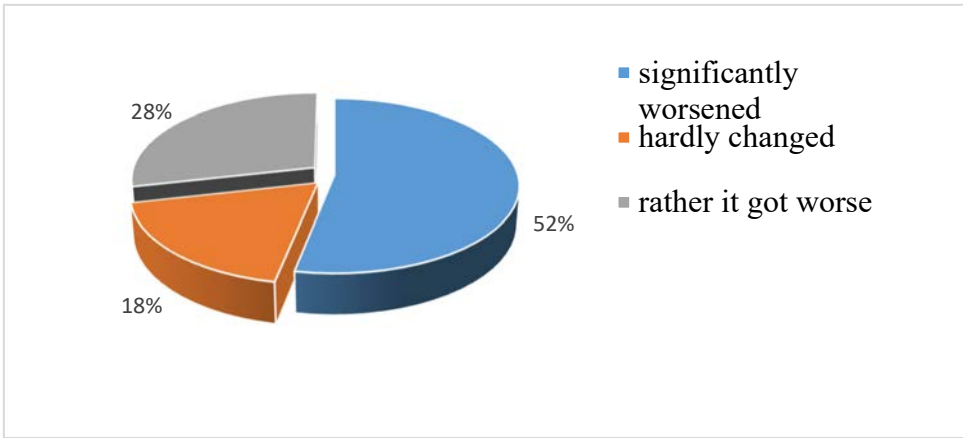


Fig. 2. The economic situation of the economically active population of Ukraine in the first months of the war Source: built by the authors based on data [15].

During the same period, there was a significant jump in population emigration (according to UN data, as of April 5, 11.4 million people were forced to leave their homes, of which 7.1

million were internally displaced, of which 4 million were elderly, 1, 7 million are children, 1.4 million are economically active population). According to the conclusions of the Ukrainian Institute for the Future, if these people are not returned, the number of working population in Ukraine will decrease to 10-11 million people. Such a number of people will not be enough to support sustainable economic growth, even in the presence of sufficient financial resources for reconstruction and development [13].

Taking into account the mentioned circumstances, the optimal strategic direction of influence is the preservation and further development of human capital.

In the practical sphere, the preservation of human potential in the conditions of war is, of course, primarily a matter of ensuring the physical, economic, and social security of people, their survival, and the preservation of their physical and psychological health. At the same time, a huge role is played by the education system in Ukraine, which under current conditions continues to create and provide educational services to the population. The further development of education involves coordinating the efforts of the state, business, educational institutions, increasing investments in this area [14, p.218]. The leading factor will be the economic recovery of the country, which, through the creation of jobs, will provide the basis for the restoration of human potential in the post-war period. In addition, important strategic measures to stabilize the processes of reproduction of human potential should be the establishment of interaction between the labor market and the market of educational services, development of the infrastructure of the labor market, raising the standard of living of the population, limiting the level of unemployment, supporting the motivation to work, and regulating the migration of the population.

Conclusions. The essence and content of human potential should be revealed comprehensively - in three projections, which are its structural components, levels of functioning and phases of development. The culminating phase of reproduction of human potential is the capitalization phase, during which human potential is transformed into human capital. A set of certain conditions under which this transformation is possible is necessary. In Ukraine, given its economic, social and political condition, the conditions for the capitalization of human potential are deteriorating, which began even before the war, but dramatically worsened during the war period. As a result, there was a big gap between human potential and human capital, which is also evidenced by the human capital index and its components. Another problem identified in the article is the critical narrowing of the base of reproduction of human potential, the factors of which are negative trends in the educational sphere, the deterioration of the health of Ukrainians, the direct loss of human lives due to the war, galloping inflation and staggering migration. The assessment and consideration of the mentioned threats led to the conclusion of the need to apply strategic measures for the preservation and further development of human potential. The primary role among these measures should be played by economic recovery and investment in creating jobs, establishing interaction between the labor market and the market of educational services, developing the infrastructure of the labor market, raising the standard of living of the population, limiting the unemployment rate, supporting motivation to work, and regulating population migration.

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ЗБЕРЕЖЕННЯ ТА РОЗВИТОК ЛЮДСЬКОГО ПОТЕНЦІАЛУ УКРАЇНИ В СУЧАСНИХ УМОВАХ

У статті аналізується процес трансформації людського потенціалу в людський капітал, а також вирішальна роль людського капіталу у формуванні конкурентоспроможної економіки. Досліджено питання забезпечення умов, виявлення проблем та оцінки перспектив розвитку людського капіталу в Україні.

Мета статті – обґрунтувати протиріччя у формуванні людського потенціалу та людського капіталу, виявити та пояснити розрив між ними, визначити тип їх відтворення та показати деякі шляхи їх збереження та розвитку в сучасних умовах.

Гіпотезою статті є припущення про те, що людський потенціал, сформований у результаті накопичення знань, умінь і досвіду, не гарантує отримання його носіями вищих доходів від праці. Трансформація людського потенціалу в людський капітал передбачає процес капіталізації набутих знань, на який впливає багато об'єктивних і суб'єктивних факторів.

Методологія дослідження базується на класичній теорії людського капіталу, а також на сучасних підходах до розвитку людських ресурсів. Крім того, в процесі дослідження використовувалися такі методи: теоретичного узагальнення (поняття людського потенціалу та людського капіталу), аналізу та синтезу (компонентна структура людського потенціалу, рівні, фази та типи відтворення

людського потенціалу), кількісно-якісний аналіз (визначення кількісних та якісних характеристик людського потенціалу), порівняльний аналіз (вивчення та порівняння показників людського потенціалу в різних країнах), статистичний та соціологічний аналіз (з використанням даних статистичних та соціологічних досліджень).

У підсумку зроблено пропозиції щодо створення робочих місць, налагодження взаємодії між ринком праці та ринком освітніх послуг, розвитку інфраструктури ринку праці, підвищення рівня життя населення, обмеження рівня безробіття, підтримки мотивації до праці, регулювання міграції населення.

Ці чинники потребують спеціальних заходів щодо створення умов для трансформації людського потенціалу в людський капітал, а також для розвитку людського капіталу в економіці України.

Ключові слова: людський потенціал, капіталізація людського потенціалу, людський капітал, звужений тип відтворення, збереження, розвиток людського капіталу.