

*Секція: Формування людського капіталу: антикризовий підхід*

***Bogashko O. L., Ph.D., Assistant Professor in Economy,  
Education and Research Institute for Economics and Business Education  
Uman State Pedagogical University named after Pavlo Tychyn  
Uman, Ukraine***

## **FORMATION OF THE HUMAN CAPITAL OF NATION IN THE CONDITIONS OF ANTI-CRISIS DEVELOPMENT OF ECONOMY**

With the advent of the world economy and, accordingly, economic science, there was a rethinking of goals and objectives, tools and criteria for social development. In today's conditions accelerating the pace of economic development, globalization and internationalization of economic processes are becoming increasingly relevant studies of competitiveness issues, priority factors of economic growth, criteria for the effectiveness of economic activity in a market environment. The state of the economy, its intensification, and progress are determined by the innovative capacity and potential of society.

The current state of Ukraine's economy is characterized by deepening of market relations and the development of production in the conditions of limited material resources. Integration of Ukraine into the world economic space with a high level of competition has led to the transition from a resource to an innovative economic model, which is primarily due to the accumulation and effective use of the innovative potential of the domestic economy.

The basis of innovation potential, its source is a person and society, that is, carriers of a certain educational and qualification level, moral and psychological qualities, necessary for the implementation of successful innovation impact on natural resources, financial flows and production capacity in the process of economic activity.

There was a problem of in-depth understanding of the role of man and the accumulated results of his intellectual activity on the pace and quality of development of society and economy. The impetus for the creation of the theory of human capital was the statistics of the growth of economies in developed countries, which exceeded calculations based on the classical factors of growth.

Human Capital is a category that at the present stage most fully reflects the scientific views on the role and place of a person in the economic system. The basic definition of human capital is the notion of capital as «value». From these positions, a person acquires the functions of capital only when he becomes a subject of economic activity, that is, when it starts to work, and «investment – to make a profit».

Human capital is a set of human abilities that are closely related to its activities. One of the most important features of human capital is that it is in continuous development. Man is able to manage his development in the appropriate limits, using exactly the abilities that are most needed in this case. Emphasize the following types of abilities [1, p. 171]:

- intellectual, which manifests itself in the ability of a person to analyze and generalize the information that he has and the one arriving;
- labor, among which predominant ability to process information on specific issues for which a person already has enough information;
- physical, connected with the implementation of coordinated influence directly on the objects of labor;
- other abilities associated with the fact that some people have specific qualities to a much greater extent than others.

Human capital in the field of economics is an assessment of human incapacity to generate income through the use of intellectual, labor and other abilities, as well as the resources that society manages.

In economic literature, often between the concepts of «human capital» and «human potential» is a sign of equality. Despite the fact that the definition of human capital and human potential are similar, there is a significant difference

between them. The concept of human potential is included in the concept of «human capital», since in both cases a person with a certain education, health, education, motivational preferences is considered, but the notion of human capital relates to a greater degree of economic activity, whereas human capital is more sociological and psychological concept [2, p. 67].

In the theoretical aspect, the notion of «human capital» should be distinguished in three levels:

- At the personal level, human capital refers to the knowledge and skills that a person has gained through education, training, practical experience (while using his natural abilities) and through which he can provide valuable productive services to other people. At this level, human capital can be compared to other types of personal property that generates income, and it is called personal or private human capital;

- at the microeconomic level, human capital represents the aggregate qualifications and professional abilities of all employees of the enterprise, as well as the achievements of the enterprise in the efficient organization of work and personnel development. At this level, human capital is associated with the production and commercial capital of an enterprise, since profits are derived from the efficient use of all types of capital;

- At the macroeconomic level, human capital includes accumulated investments in such fields of activity as education, vocational training and retraining, vocational guidance and employment services, health improvement, etc., is an essential part of national wealth of the country. This level includes the entire amount of human capital of all enterprises and all citizens of the state [3, p. 93].

In this regard, we offer the following structure of human capital, including its classification and division into species (figure 1), which, theoretically, will help to more fully disclose the essence of the concept, and in practical – will ensure the possibility of state regulation of its development.

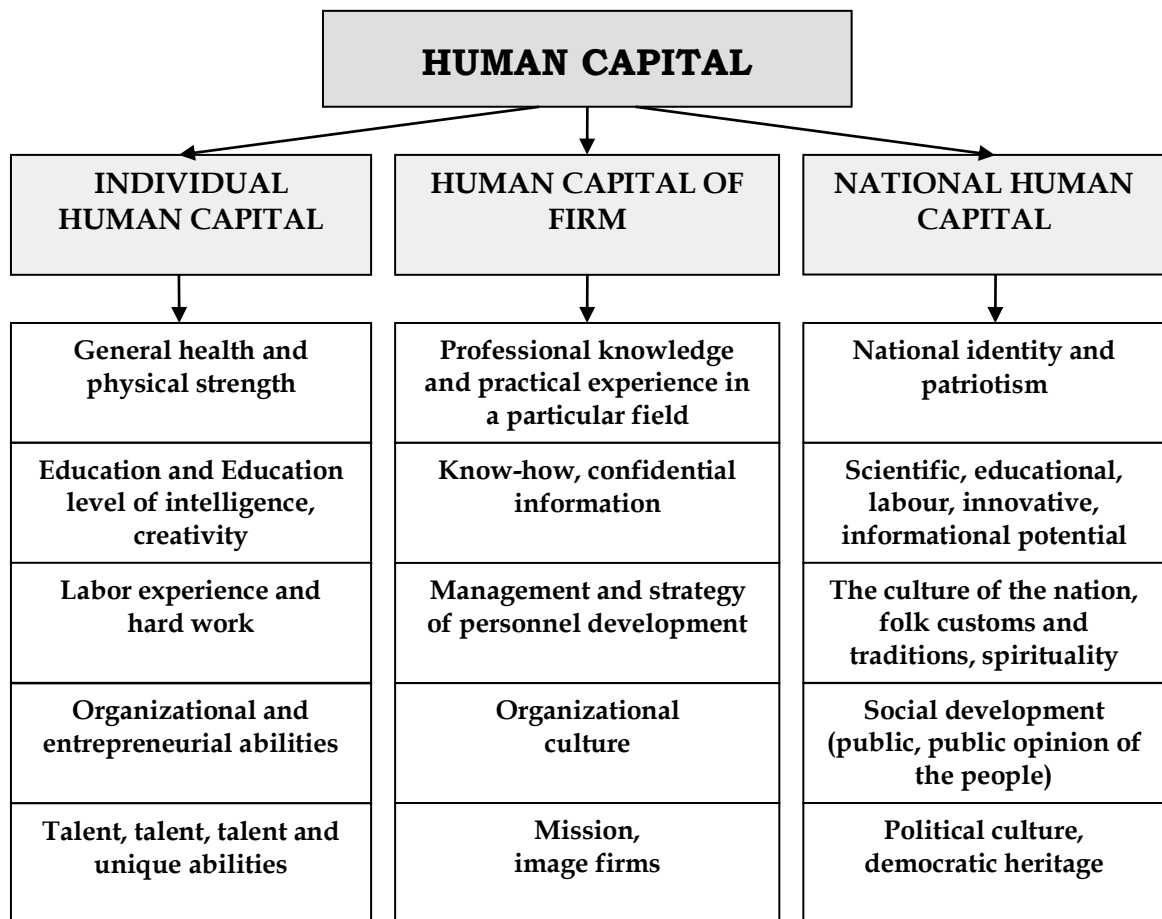


Fig. 1. Classification of human capital by levels  
the use and structure of its species

In our view, human capital is a socio-economic category that characterizes a set of developed and developed as a result of investments of productive individual and social abilities such as general health and physical strength, education and level of intelligence, labor experience and hard work, organizational and entrepreneurial talents and talents that are purposefully used in one or another field of social production, contribute to the growth of labor productivity and, as a result, affect growth until moves as its owner, and society or nation as a whole.

The development of man as the highest social value, improving the quality of human life is an important priority and one of the factors of effective economic growth of the state's economy. The main tasks of managing human capital development in Ukraine need to recognize: improving the health and education system, gradually increasing the level of financing for human development,

creating favorable conditions for the formation and development of human capital at all levels of the national economy. Social and demographic policy, which should provide favorable conditions for reproduction, preservation and increase of quantitative indicators and qualitative characteristics of the population of the state, has a significant influence on the formation of the total human capital in Ukraine.

The study of the peculiarities of the formation of the intellectual profile of the modern knowledge economy, which originated in the age of post-industrial society, where information and other high technologies have already become the determining factor that intensify the processes of production and socio-economic development, will require research.

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