

intermediation institutions; low efficiency of non-bank financial institutions in the market, lack of interest in them from the population; lack of a developed, transparent, efficient securities market and low availability of investment instruments for citizens; low financial literacy of the population, lack of motives and incentives to invest.

Scaling-up the participation of citizens to investment through financial market instruments and services requires the implementation of specific measures aimed at rapid and efficient the use of free funds in economic circulation, promotion of investments, development of effective programs (both state and regional) for development of real sector of economy.

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**EDUCATIONAL AND PROFESSIONAL COMPONENT OF LABOR
POTENTIAL IN BUSINESS**

The development of labor potential, in particular solving the issue of quality of labor potential, acquires special significance in the context of increasing globalization processes. This is due to the fact that human activity has a special, crucial importance in business. The labor potential of business structures is the existing today and

potential opportunities (professionalism, qualifications, ability to work), as well as the means of their implementation (working and living conditions, income level, system of motivation and incentives, level of technical equipment of jobs) in specific circumstances. The high level of development of all components of labor potential will contribute to the implementation of tasks, increase the productivity, which leads to increasing of business indicators.

Fierce competition, which exists in every field of the activity in the production of goods and services, requires modern knowledge, skills, abilities and other important qualities of each employee. Emphasis should be placed, first of all, on the target quantitative indicators and qualitative characteristics of labor potential - labor capacity and capabilities of individuals and teams, which are necessary for a particular type of business and the state as a whole. In a broad sense, each person for future business must not only have certain competencies that will help increase its competitiveness in the labor market, but also understand the importance and necessity of their own professional orientation.

One of the important characteristics of professionalism is the qualification, the degree of compliance with the requirements of a certain level of work. Qualification indicates the professionalism of the employee and his willingness to interact in the system of production (business), in other words, to work with minimal cost. The use of acquired knowledge in professional activities is the important indicator of the level of realization of labor potential, which is the factor of its preservation and development. Thus, through the application of their professional achievements in work, it is possible to increase the intellectual level, gain experience and professionalism in the work activity. In this regard, the educational and professional component of labor potential in the field of business determines the professional qualification level of employees (education, work experience, professional knowledge, skills, abilities, experience; retraining, advanced training) and the ability to perform their duties.

Current trends call for the effective use of existing labor potential, and education and training of labor potential play an important role here. The need for highly qualified specialists for business exists not only in Ukraine. Today, a characteristic pattern for most countries is the process of intellectualization of the economy. Therefore, the role of education and science is growing and the importance of intellectual activity in business is growing too. In accordance with these trends, the role of the educational component of labor potential development is strengthening. The educational component of the development of labor potential for its effectiveness requires new tools and mechanisms for the introduction of innovative forms of learning, including a competency approach, recognition of the results of non-formal learning, distance learning etc. A significant role in the formation of labor potential, which will match to modern requirements, is given to education, including self-education, lifelong learning. That is why the important task and challenge is the need to modernize education using innovative approaches to teaching, learning, the assessment of knowledge and innovation in educational institutions.

The formal education system in Ukraine does not meet the requirements of business. In today's conditions, the knowledge acquired through the education system needs constant updating, especially in the modern conditions of innovative development, modernization, computerization of production. There is an urgent need for the transition of educational institutions, especially vocational and higher, to the model of research, in which all educational components operate in accordance with the concept of "education-research-innovation-production (business)". It should be noted that such concept of educational development (and, accordingly, the development of educational institutions) will provide the opportunity to form and develop the labor potential of the country with the required knowledge, skills and competencies.

It is necessary to consider that the educational component of labor potential development is constantly influenced by factors of endogenous (functional structure, functional support of the education system and socio-economic support) and exogenous (economic, socio-cultural factors, international environment, political factors, technological environment) nature, and the need for constant monitoring of the impact of these factors on the overall process of development of labor potential of the country.

Highlighting the educational component for the development of labor potential as the most influential, there is a need to develop a socio-economic mechanism to regulate this process and constantly monitor the impact of various factors on the actual results - quantitative indicators and qualitative characteristics. It is necessary to change the approach to vocational training as a periodic phenomenon and it is a process that has almost no clearly defined start and end dates, and the gaps between sending an employee directly to training are filled with self-education and measures to maintain their qualifications.

Thus, the current economic situation in the world, the rapid change of technological processes, the need to innovate and thus update all components of production, necessitates the transition to a lifelong learning strategy and the growing role of educational and professional components of labor potential. The process of training and retraining of the employee should become almost continuous, and the system of professional training of staff - the main element that will provide the necessary effect of lifelong learning and will lead to the increase of indicators in business.