

До основних напрямів вдосконалення професійної орієнтації молоді в системі регулювання ринку праці в контексті інноваційного розвитку економіки вважаємо за необхідне віднести наступні:

- організація заходів, спрямованих на детальне ознайомлення молоді з особливостями певних професій (днів кар’єри, ярмарків вакансій, екскурсій, презентацій підприємств тощо);
- активізація взаємодії із центрами зайнятості, недержавними кадровими агенціями з питань інформування молоді про існуючі вакансії, рівень оплати праці, перспективи кар’єрного росту;
- розробка та реалізація державних та регіональних програм закріплення молоді на робочих місцях відповідних територій;
- поліпшення якості пропонуваного молодим фахівцям робочих місць;
- запровадження програм стимулювання талановитої молоді;
- ґрунтовне прогнозування кадрових потреб на рівні підприємств / галузей / регіонів / держави не лише на поточну й середньострокову, але й на довгострокову перспективи (враховуючи ймовірність появи абсолютно нових та зниження затребуваності існуючих професій) та ін.

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## **THE DEVELOPMENT OF THE HUMAN CAPITAL IN TERMS OF THE FORMATION OF THE INNOVATION- INTEGRATED STRUCTURES AT THE PRESENT STAGE**

In the conditions of strengthening of the innovative processes in the world, deepening of the informatization and intellectualization of all spheres of economies of the world, the problem of the emergence and spread of new forms of management, in particular, of innovation-integrated structures of different types, becomes more and more actual.

At the present stage of the development of the innovation-integrated structures, human capital plays a leading role in ensuring economic growth. Today in Ukraine there are many

problems in the field of the formation of the innovation-oriented human capital, and in the sphere of its use, which determines the need to find ways to efficiently manage these processes in order to ensure a balanced development of factors of production in the context of the emergence of an innovative economy in the country [2].

At the same time, innovation-integrated structures of all types so far have not become widely distributed in Ukraine. At the same time, a number of destructive processes are observed both in the field of innovation activity and in relation to the socio-economic development of the country as a whole, caused by many subjective and objective factors (the effect of financial and economic and military-political crises, the ineffectiveness of innovation policy, and the absence of the effective strategic approach to managing innovation at the state level and its territories, etc.).

World Economic Forum published this year's rating of the countries of the world on the assessment of human capital development, which marks the improvement of the situation in Ukraine, compared with 2015. The Human Capital Index is used when evaluating the rating, which takes into account the components that characterize the level of education in the country, vocational training, employment, lifetime, etc.

In 2016, according to the Human Capital Index, Ukraine ranked 26th among 130 countries, improving its position by 5 points per year. In 2015, according to the assessment of the human capital development, Ukraine ranked 31st out of 124 countries [6].

Finland, as in 2014, is the world leader in the human capital development. The top ten leaders also did not change - Norway, Switzerland, Japan, New Zealand, Denmark, the Netherlands, Canada and Belgium. The last ones in the rating are Mali, Nigeria, Chad, Yemen and Mauritania.

According to the research, in Ukraine, the number of working-age population has decreased to 30.9 million people, the share of employed was 60.3%, unemployment rate, as in the past year, is estimated at 7.2%. The average age of our population has increased from 39 to 40 years. (in Finland - 43, in Hungary - 41, in Poland - 40, in Russia - 39, in Turkey - 30, in India - 27 years) [5].

It should be noted that according to the Gross Domestic product (GDP) per capita among the population studied, Ukraine is at the lowest level - 2125.4 USD USA, which is 4.3 times less than in Russia, is 4.4 times less than in Turkey, 5.9 times less than in Poland, and ten times less than in developed countries of Europe and the world [6].

At the same time, as a part of "The Global Innovation Index 2017", INSEAD, as the level of employment in the field of intensive use of knowledge, Ukraine is characterized by the indicator (37.6%), comparable to the US (38.0%), Poland (37.6%), The Czech Republic (37.6%) and only 1.3-1.4 times lower than the leading countries of Sweden (50.4%), Norway (51.7%), Singapore (54.3%). However, due to low productivity in Ukraine and a number of negative factors economic environments is a rather high level of employment in the field of intensive use of knowledge has not become a catalyst for the development of the domestic economy and increase of its innovation [1].

Trends in changing the key indicators of Ukraine's economic development in 2005-2016 are characterized by a predominantly negative dynamics. Despite the growth of the nominal value of the average monthly wage in the hryvnia equivalent in recent years, a comparative analysis of its size in dollars USA (by PCP 2010) indicates a decrease of more than twice in 2015 (\$ 192.0) compared to the maximum value for the period under review in 2013 (\$ 408.5). In addition, in 2016, the highest unemployment rate for the entire period was recorded - 9.3% of the economically active population.

The analysis of Ukraine's development indicators in the field of education has shown that investment in human education is lagging behind most other countries. Ukraine is traditionally proud of the high level of education of citizens, worthy of training, despite the

fact that the average age of workers in the field of material production in Ukraine is 55 years, of which the share of high-skilled workers does not exceed 10% (in the USA - 43%, in Germany - 56 %) [3].

Consequently, the production exploits labor potential, which was created mostly in Soviet times, and training has undergone a significant transformation (in particular, the negative effect of reducing (limiting) investment funds allocated for vocational training (retraining) or to stimulate new employment) is exploited. Employees in Ukraine undergo retraining (advanced training) on average once in 13-15 years (in developed countries - every 3-5 years) [4], and if these trends continue to be maintained in 2015, the need for a national labor market in skilled personnel will decline by only 35-40% [3].

The saturation of scientific personnel in Ukraine is 6 people per 1,000 economically active population, while in Finland 15.4, Japan 11, 9.7 in the USA, 9.5 in South Korea, 8.8 in France, in Russia - 6.7 [4]. According to experts, in recent years in Ukraine fundamental science has greatly degraded. Moreover, largely due to the physical loss of human capital - the best scientists in the country are working abroad. Accordingly, without science, the sphere of education degrades, and at all levels.

Therefore, according to the analysis, we note that at present, Ukraine does not use its own innovative potential to a certain extent. In the state, there is a rapid depreciation and loss of human capital, due to migration processes, low quality jobs, the lack of skills and competences required by the population in the conditions of the innovative development of the economy.

At the present stage of the development of the human capital in Ukraine, the main paradox is the excessive quantitative development of the resources of people with secondary and higher education, while the inadequacy of the structure and quality of these resources to the needs of the market and public sectors [5]. The consequence of this paradox is the depreciation of the human capital in comparison with the excess of highly skilled labor, as well as the emergence of a new space for inequalities caused by the unemployment of educated people, which leads to disillusionment.

Another paradox of the development of the human capital is the inconsistency of incomes of the working population with the current standard of living which results in a significant part of the population of Ukraine is on the verge of poverty. Moreover, in a state close to poverty, there are representatives of the middle class, which potentially have to influence the formation of public opinion in society. According to the experts of the UN, in 2014 78% of population was below the verge of poverty. According to the poll of All-Ukrainian Sociological Service in 2016 only 6% of Ukrainians did not feel financial difficulties. 19% of respondents barely made ends meet, 38% had money for food, and buying clothes or shoes was hard, 35% of respondents did not have enough money to buy a TV or a refrigerator.

Paradox of the development of human capital in Ukraine can be seen as a reduction in the motivation for efficient and high-quality work under the conditions of "formal" wage growth, low level of real incomes of the majority of working population.

At the same time, according to the National Human Development Report in 2017 “Ukraine: on the path to social inclusion”, Ukraine in 2016 according to the index of human development (0.710) ranked 69th out of 169 countries and territories. The index of education level of the population of Ukraine was 99.4% and slightly exceeded the average index of Eastern European countries (99.2%) [4]. However, in spite of such generally positive parameters of the human capital of Ukraine, in relation to the requirements of implementing the model of innovation and investment development of the economy, the national labor force is not competitive.

At the same time, the analysis of indicators of the subsistence minimum and the minimum wage shows that the system of social protection and social security in Ukraine does not meet European standards. Despite the growth of these indicators, their ratio remains far from the standards of the European Social Charter, according to which the minimum wage must be not less than 2.5 living wage [5].

The low living standards of the population, and hence the low income level, are announced in September 2016 by Irish magazine "International Living" rating of the world's standards of living. So, according to the quality of life index, Ukraine scored 62 points out of a possible 100 and ranked 68th among 194 countries, ahead of other countries, with the exception of the Baltic republics and Moldova.

The main reason for a low standard of living is poverty of the population, because the poor financial situation determines the risk of loss of health, the inability to receive qualified medical aid, etc., or health problems lead to reduced capacity for work and income reduction.

Ukraine has significant potential for innovation-integrated structures both in the direction of developing new technologies and in traditional areas. Therefore, it is necessary to ensure the organizational, legal, financial, economic and institutional support of cluster initiatives by the state, promote the innovative development of the country's economy, increase the competitiveness of modern goods in the international market, and attract investment.

Thus, the provision of a modern economy with a sufficient number of skilled human resources is provided by investments in the human capital. At the present stage, the state is the main investor in the human development. Therefore, it is necessary to create conditions for a significant increase in investments by enterprises. This can be done on the basis of a significant increase in household incomes, an increase in the level of efficiency of enterprises and the introduction of modern personnel management aimed at personnel development. The application of these regulatory instruments can ensure the formation, reproduction and management of the human capital on an investment basis and due to the growing role of the factors of the information society.

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