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The essential characteristics of the categories of “labour potential”, “labour potential of rural areas”

The main existing approaches to the interpretation of the term "labour potential", "labour potential of rural areas," were considered. The new interpretation of the concept of "labour potential of rural areas" was suggested.

potential, labour potential, labour potential in agricultural complex, rural labour potential

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Сущностная характеристика социально-экономической категории „трудовой потенциал сельской местности”

Рассмотрены основные существующие подходы к трактовке понятия «трудовой потенциал», «трудовой потенциал сельской местности», предложена новая интерпретация понятия «трудовой потенциал сельской местности»

потенциал, трудовой потенциал, трудовой потенцоал АПК, трудовой потенциал сельской местности

Problem statement and its actuality. In the process of the formation of market relations and Ukraine's transition from a predominantly extensive development of the national economy to mostly intensive, the role and the position of a man in the reproduction process of economic resources change. More attention is given not only to the quantity but also the quality of the labour potential.

Recent years the problems in the sphere of reservation and development of labour potential in rural areas significantly exacerbated. This situation was the result of failed economic reforms, demographic and economic crisis. Ukrainian village has lost its appeal to live in, to work and personally develop.

The analysis of research and publications. The issues of the essence of the labour potential were the subject of a considerable number of scientists. Among them: D.P. Bohynya, O.A. Grishnova, M.I. Dolishniy, S.M. Zlupko, V.I. Lyshylenko, V.M. Lych, V.V. Onikienko, N.A. Ostrolutska, P.T. Sabluk, L.K. Semiv, M.V. Shalenko, L.V. Shaulska, L.T. Shevchuk, K.I. Yakuba and others. But at the same time not enough attention is given to the research of categories “labour potential of rural areas”.

The objective of the article is to study peculiarities of present-day approaches to understanding the essence “labour potential” taking into account the peculiarities of interpreting this category concerning rural areas.

Main material. The term "potential" (from Latin *potentia* - force) is usually denoted means, supplies and sources that can be used as well as the possibility of an individual, group of individuals and society in a particular environment [16].

A human being was recognized as the crucial role of the main productive force all over the world that is human capacities and abilities of each employee, separate groups and a

society as a whole to implement and improve employment significantly and to increase its effectiveness. In this regard, the question arises, why our economic science did not adopt this term prior 1980s. This is primarily due to the fact that for a long time economic science studied problems of labour resources but only considering three groups of population: able to work people of working age, actually employed in the sphere of economy, teenagers and pensioners. So, only a part of the labour potential of the country was studied and it is primarily in terms of the aggregated volumetric characteristics.

In modern economics the term "economic potential" is widely used. The level of the application of the economic potential is a measure of the economic power of a country and the basis of socio-economic development.

Thus, K.I. Yakuba notes that the economic potential as a social and economic category includes natural resources, industrial, scientific, technical and labour potential. And the efficiency of the economic potential depends on the optimal ratio of its components as their interrelation and interdependence become a major factor in the efficiency of use of each of them [16].

The term "labour potential" and its concept appeared in public and government documents from in 1990's. But official recognition of the term "labour potential" came from the Decree of the President of Ukraine "About the trends of the labour potential in Ukraine for the period till 2010" (dated August 3, 1999 № 958/99), which states that labour potential is "the total number of citizens of working age who are in certain attributes (health, psychological peculiarities, educational, professional and intellectual level, social and ethnic mentality) are able and intend to pursue employment" [14]. The above-mentioned definition takes into account the very essence of the term "potential", but does not include quantitative and qualitative characteristics of labour potential. Therefore, it is important to summarize the viewpoints of the essence of this category.

The term "labour potential" appeared in our economic literature in the early 1920s in scientific works of Academician S. Strumilin. Under human resources the scientist understood the population aged 16 to 49 due to the low life expectancy at that time [13].

In Ukraine there appeared three schools of studying the problems of human resources and employment – Kyiv, Lviv and Kharkiv [4].

Ukrainian researchers have several positions in understanding the essence of labour potential. M.I. Dolishniy and S.M. Zlupko proposed the following classification of the main approaches: labour resources, political economy and demography [4].

The representatives of a labour resource approach are V.G. Kostakov, I.S. Maslova, A.A. Popov, G.P. Sergeeva, L.S. Chizhova, V.V. Onikienko, M.V. Shalenko.

G.P. Sergeeva and L.S. Chizhova believed that "labour potential is the labour resources owned by a society but the real value of labour potential shows gender, age, education, training and qualification" [12]. V.G. Kostakov and A.A. Popov stated that "labour potential of a country and its regions is appropriate human resources that are considered in the unity of the qualitative and quantitative aspects" [5]. According to I.S. Maslova, a labour resource approach is to determine the labour potential as resources and reserves of live labour, which is possessed by the working-age population in terms of the social order as a complete potential ability to work of able to work population [9]. V.V. Onikienko notes that labour potential is a "totality of the working population with relevant vocational qualification training that works in the national economy taking into account certain level of its technological and technical equipment" [10].

Political economy presents labour potential in the works of V.K. Vrublevskyy who under labour potential understands a social worker and corresponding work conditions in the unity of factors that reflect, on the one hand, its content, on the other the social and economic

nature [2]. This approach reflects the efficiency of social labour but does not consider the potential of population.

Demographic approach to assess labour potential is represented in research of Kyiv economists. This approach was firstly suggested by I.I. Lukinov who stressed the role of certain generations in the formation of labour potential [8]. S.I. Pirozhkov understands labour potential as "a developed complex of demographic, social and mental characteristics and qualities of working population which are realized or may be realized in terms of the achieved level of development of productive forces, scientific and technical progress and the system of relations associated with participation in the workplace and social activities" [11].

The trends to deepen the process of humanization of labour and paying more attention to social factors of the labour process prompted representatives of the Lviv school to move from the concept of labour potential to the social and labour potential. M.I. Dolishniy and S.M. Zlupko noted that "social and labour potential is the same labour potential but it is focused on the production functioning with the help of social conditions, factors and motivation" [4].

Understanding labour potential as both quantitative and qualitative parameters has a wide range of supporters. D.P. Bohynya and O.A. Grishnova define labour potential as "integral assessment of quantitative and qualitative characteristics of the economically active population" [1]. A.K. Hudskov considers labour potential as "a dynamic integral characteristic of abilities of population which is presented in the form of resources and reserves of human labour of the population in the complex of their quantitative and qualitative characteristics that can be implemented in a socially useful activity in certain conditions of the labour market and employment" [3].

An interesting approach has L.V. Shaulska that interprets labour potential as "labour resources that define a complex of opportunities of people to active labour, entrepreneurial and innovative activity with the conditions and quality of their use in the sphere of labour" [15].

V.M. Lych interprets labour potential as a subject of market relations. He underlines that labour potential should be considered in market conditions because in market economy the object of management is capital and its productivity, implying that labour potential is labour capital [6].

The theoretical basis of labour potential as an economic category should not be regarded as purely quantitative and qualitative characteristic of human potential to work, but also in terms of economic relations, and above all value category of labour potential. In other words labour potential as an economic category has twofold nature: on the one hand its nature is presented in qualitative and quantitative potential (power which can have a quantitative measure) of people able to work, on the other, this category reflects purely economic relations, in particular relations of property of a man to his capabilities in the process of economic exchange with the owners of the means of production. That is why it has value-based characteristics. It is with this understanding we must consider labour potential as a potential, real and nominal resource. Value-based characteristics of this relationship have nominal resource. One has to differentiate labour potential in terms of value and face value. While the former refers to a statistical parameter of labour potential assessment, the value of labour potential at face value is the nominal price of labour resource in the labour market [6].

In contrast to the above-mentioned material, the study of the essence of social and economic category "labour potential of rural areas" is not given much attention to.

Economic and social tasks overlap closely in the formation of labour potential of rural areas. Economic tasks are related to the creation of quality labour personnel that corresponds to the requirements of transition of agriculture of Ukraine to innovative development. The solution to this problem involves a small number of highly professional, well-paid and well-

motivated staff employed in the agricultural sector of Ukraine. Social tasks are associated with providing a decent standard of living in rural areas.

Labour potential of agribusiness as a social and economic category should be considered as potential reserves of human labour resources of agriculture and industries that serve it. Owners of the resources are people with the appropriate mental and physical abilities, spiritual needs, education and training, knowledge, skills and ability to work. Labour potential consist of live labour resources of agriculture, non-agricultural enterprises and organizations of agricultural and technical complex which are located not only in rural but also in urban areas. As planning and accounting category labour potential of agro-technical complex is characterized by the number of workers employed in agriculture, as well as enterprises and organizations of non-agricultural sectors of agribusiness.

K.I. Yakuba, V.I. Lyshylenko, N.A. Ostrolutska note that for agriculture labour potential takes the form of reserves of labour of corresponding quantity and quality available to the industry and depend on the total workforce that are determined by their composition, gender, age, level of education, training, territorial and professional mobility and work activity [7].

Labour potential of rural areas in its structure differs from labour potential of agricultural and technical complex because includes reserves of labour of productive and social spheres of village, enterprises and organizations located in rural areas. As accounting and statistical category it, in our opinion, numerically involves everyone who lives in the village and occupied in rural area. As we can see labour potential in village according to the territory is relatively narrowed and according to number of people – extended as they include labour resources directly employed in the manufacturing sector of agriculture and employed in rural social sphere and other spheres that are active in rural area.

Conclusions. Thus taking into account the role and importance of labour in social production socio-economic category "labour potential of rural areas" can be formulated as potential reserves of labour in rural areas. These reserves are the people with certain physical, mental and spiritual abilities, relevant skills and ability to work.

Taking into account the above-mentioned we may state that prospects for further research in this area relate primarily to the necessity to ground present-day approaches to understanding the concept of "labour potential of rural areas" and develop ways of its effective use.

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Сутнісна характеристика соціально-економічної категорії „трудовий потенціал сільської місцевості”

Протягом останніх років суттєво загострилися проблеми у сфері збереження і розвитку трудового потенціалу сільської місцевості. Така ситуація стала наслідком невдалих економічних реформ, демографічної та економічної кризи. Українське село втратило свою привабливість для проживання, роботи і розвитку особистості.

Питання сутності трудового потенціалу стали предметом наукового дослідження значного кола вчених. Але в той же час недостатньо приділено уваги дослідженню категорій «трудовий потенціал сільської місцевості».

Метою статті є вивчення особливостей сучасних підходів до розуміння поняття «трудовий потенціал» з урахуванням особливостей трактування даної категорії щодо сільської місцевості.

В статті розглянуто основні підходи до трактування поняття «трудовий потенціал», «трудовий потенціал АПК» «трудовий потенціал сільської місцевості», запропоновано власну інтерпретацію поняття «трудовий потенціал сільської місцевості».

потенціал, трудовий потенціал, трудовий потенціал АПК, трудовий потенціал сільської

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Теоретико-методичні аспекти управління інтелектуальним капіталом

У статті розглянуто різні підходи до визначення сутності поняття «управління інтелектуальним капіталом», запропоновано авторське тлумачення досліджуваного поняття та охарактеризовано основні складові елементи процесу управління інтелектуальним капіталом підприємства.

управління інтелектуальним капіталом, управління знаннями, суб'єкт та об'єкт управління інтелектуальним капіталом підприємства, принципи, функції, методи управління інтелектуальним капіталом, фактори зовнішнього та внутрішнього середовища