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THEORETICAL APPROACHES TO DETERMINING THE COMPETITIVENESS OF HUMAN CAPITAL

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ТЕОРЕТИЧНІ ПІДХОДИ ДО ВИЗНАЧЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ЛЮДСЬКОГО КАПІТАЛУ

The article examines the essence of the category "competitiveness of human capital", gives different directions of scientific currents related to the formalization of the concept of competitiveness of human capital and its elements, which made it possible to systematize the work of scientists regarding the competitiveness of human capital. The multifaceted nature of the competitiveness of human capital has been proven. It has been established that human capital is a determining factor in supporting the competitiveness of the state's economy on global markets and belongs to various qualitative aspects of a person. The essential and functional characteristics of the competitiveness of human capital are presented, which include such features as the areas of application of the competitiveness of human capital, the features of ensuring the competitiveness of human capital, the goals and objectives of the formation of the competitiveness of human capital, the basis for the formation and improvement of the competitiveness of human capital, directions for the direction of

management measures for the formation of competitiveness human capital. Classification features of the competitiveness of human capital are proposed: by level of development, scope of application, target group, socio-economic orientation. The systematization of features allows you to conduct a comparative analysis of various aspects of the competitiveness of human capital, identify strengths and weaknesses, forecast future trends, determine areas for improvement and develop strategies for the development of human capital, form the basis for determining priorities and making strategic decisions, effective management of the competitiveness of human capital, identifying key aspects that need attention and development. It has been established that the trends of the development of human capital of Ukraine and their impact on increasing its competitiveness, the assessment of the competitiveness of human capital at different levels of the economy, the development of the scientific and methodological foundations of the mechanism of increasing the competitiveness of the human capital of Ukraine require further research.

У статті досліджено сутність категорії «конкурентоспроможність людського капіталу», наведено різні напрями наукових течій, що стосуються формалізації поняття конкурентоспроможності людського капіталу та його елементів, що дало змогу систематизувати напрацювання учених відносно конкурентоспроможності людського капіталу. Доведено багатогранність природи конкурентоспроможності людського капіталу. Встановлено, що людський капітал є визначальним фактором підтримки конкурентоспроможності економіки держави на глобальних ринках та належить до різних якісних аспектів людини. Представлено сутнісно-функціональні характеристики конкурентоспроможності людського капіталу, які включають такі ознаки, як сфери застосування конкурентоспроможності людського капіталу, особливості забезпечення конкурентоспроможності людського капіталу, цілі та завдання формування конкурентоспроможності людського капіталу, підґрунтя формування та підвищення конкурентоспроможності людського капіталу, напрями спрямування управлінських заходів щодо формування конкурентоспроможності людського капіталу. Запропоновано класифікаційні ознаки конкурентоспроможності

людського капіталу: за рівнем розвитку, сферою застосування, цільовою групою, соціально-економічною спрямованістю. Систематизація ознак дозволяє проводити порівняльний аналіз різних аспектів конкурентоспроможності людського капіталу, виявляти сильні та слабкі сторони, прогнозувати майбутні тенденції, визначити напрями покращення та розробляти стратегії розвитку людського капіталу, формувати основу для визначення пріоритетів та ухвалення стратегічних рішень, ефективного управління конкурентоспроможністю людським капіталом, ідентифікуючи ключові аспекти, які потребують уваги та розвитку. Встановлено, що подальших досліджень потребують тенденції розвитку людського капіталу України та їх вплив на підвищення його конкурентоспроможності, оцінка конкурентоспроможності людського капіталу на різних рівнях економіки, розробка науково-методичних засад механізму підвищення конкурентоспроможності людського капіталу України.

Keywords: competitiveness of human capital, classification, goals, objectives, management measures, decision-making.

Ключові слова: конкурентоспроможність людського капіталу, класифікація, цілі, завдання, управлінські заходи, ухвалення рішень.

Statement of the problem in a general form and its connection with important scientific or practical tasks. In the circumstances of the formation of the intellectualization of the economy, the importance of human capital is gradually increasing, manifesting transformations in the structure of human activity. Human capital outlines the competitiveness of socio-economic systems and becomes the main resource for their progress. The ability of the country's economy to create and rationally use human capital reflects the nation's economic strength and well-being [1, p. 142].

Under the conditions of dynamic changes, the competitiveness of human capital becomes the main tool for the formation of a competitive advantage in the labor market. This makes it possible to get jobs for individuals, increase wages, get

social protection. Enterprises now compete not only on the domestic market, but also on the world market. They need workers with high levels of qualifications and skills that can help them compete on a global level. Technologies are constantly changing, and employees are forced to adapt to these changes, learn throughout their lives, and develop problem-solving skills. Employees who can generate new ideas and develop new products and services are valued in the market. The state must bear responsibility for compliance with relevant norms and rules in the labor market through the implementation of management methods, and enterprises ensure the process of their implementation through compliance with labor legislation, promotion of social dialogue, investment in the development of employees, support of inclusiveness and diversity.

Analysis of recent research and publications. In the literature on this topic and in economic practice, one can notice a constantly growing interest in the importance of knowledge, skills and qualifications of people for economic growth and, accordingly, the competitiveness of the entire economy, individual enterprises and individuals.

Kurevina I., Grishnova O., Shpyrko O., Shilovtseva N., Voloshina S., Libanova E., Semikina M., Sandugey V., Marshavin Y., Kitsak T., Kirilyuk V., Baron A. and Armstrong M., Charle A., Porter M. pay great attention to the importance of the competitiveness of human capital, the process of its formation and development, and the search for optimal methods of managing the competitiveness of human capital. Kurevina I.O. considers the concept of competitiveness of human capital as a set of quantitative and qualitative characteristics of an employee that meet the requirements of economic entities and satisfy their needs in a certain qualification level of hired personnel [2, p.11-12]. Other authors [3;4] consider the competitiveness of human capital as the presence of certain advantages among the qualitative characteristics of working individuals. Here we are talking about employees and collectives, the employed population in the region and the country. The competitiveness of human capital is manifested in a set of quantitative and qualitative properties that change the natural form into a valuable one and distinguish the enterprise from its main competitors [5].

Research by scientists regarding the interpretation of the essence of the competitiveness of human capital by age groups is interesting. In particular, Pryimak V. and Mishchuk N. [6] define the competitiveness of young people in the labor market as an aggregated set of their personal abilities and individual advantages that enable this person to win in the competition on the labor market during employment for a certain vacant workplace or vacant position, that is, according to his knowledge, skills, competences and other personal characteristics, it is better than other candidates for this vacancy to suit the employer when he fills the specified workplace.

However, not all issues of competitiveness of human capital have been investigated and covered sufficiently and require further analysis.

Formulation of the goals of the article. The purpose of the study is to reveal the essence of the concept of "competitiveness of human capital", to distinguish the essential functional characteristics and classification features of the competitiveness of human capital.

Presentation of the main research material. Global changes in the world economic market exacerbate the problems of formation, preservation and development of human capital. That is why the study of these issues becomes especially relevant, and the concept of "competitiveness of human capital" acquires an important meaning in economics and management, which reflects the ability of employees to perform productive activities, contributes to the efficiency and competitiveness of an enterprise, industry or the country's economy in general.

The study of various directions of scientific currents related to the formalization of the concept of competitiveness of human capital and its elements made it possible to systematize the work of scientists on these issues, the main ones of which are listed in the table. 1.

From a macro-level perspective, the competitiveness of human capital is determined by the level of knowledge, skills and qualifications of human capital in a country and the ability to compete in the international labor market. These are important factors in a country's economic development, as they affect its ability to

create high-quality goods and services, attract investment, innovate and maintain sustainable economic growth.

Table 1. Systematization of scientific positions regarding the formalization of the concept of competitiveness of human capital

№	Competitiveness of human capital viewed in context
1	a set of quantitative and qualitative characteristics of an employee that meet the requirements of economic entities and satisfy their needs for a certain qualification level of hired personnel [2, p. 11-12; 5];
2	competitiveness of workplaces on the labor market, quantitative and qualitative balancing of elements [7];
3	acquisition of competitive advantages [4, p. 211];
4	the ability of employees to work creatively and highly productively in accordance with the requirements of market demand, to create innovations and new knowledge, to provide high-quality and fast services, to make optimal decisions [8 , p. 94];
5	parameters of human capital, implementation of the principles of decent, safe work and the foundations of inclusive development [9, p. 71]
6	to achieve high labor productivity [10, p. 6];
7	ability to compete, and the object is employees prone to mobility [11, p. 76];
8	a key factor in providing the country's economy with a competent workforce with high personal qualities and modern workplaces [12];
9	ability to continuous growth M. Porter [13, p. 171];
10	effectiveness of the use of human resources, their quantitative and qualitative parameters [14, p.3];
11	the value of human capital, which depends on its potential to contribute to the creation of competitive advantages or the company's core competence [15]
12	aggregated set of properties (psychophysiological, personal, intellectual, emotional, creative and professional qualification components of the labor potential in general, as well as taking into account the requirements of employers regarding the content of the worker's work in comparison with similar characteristics of the competitor, which are competitive advantages and ensure the worker possesses the property of competitiveness and ensures its recognition in the labor market [16]

The competitive advantage of the enterprise is manifested in its leadership position among other organizations on the market, and the measurement indicators of which are the low cost of goods and services, increased quality, developed and implemented innovations thanks to the maximization of human capital [17].

Essential and functional characteristics of the competitiveness of human capital are given in Table 2.

It is expedient to divide the substantive and functional characteristics of the competitiveness of human capital into the following features: areas of application and features of ensuring the competitiveness of human capital; goals, objectives and basis for the formation and improvement of the competitiveness of human capital; the direction of management measures for the formation of the competitiveness of human capital.

Table 2. Substantial and functional characteristics of competitiveness of human capital

№	Signs	Characteristic
1	Areas of application of competitiveness of human capital	- individual (nanolevel); - local (micro level); - branch/sectoral or regional (meso level); - national (macro level); - international (world, mega level)
2	Peculiarities of ensuring the competitiveness of human capital	- formation of competitive advantages of the company's employees thanks to additional training, provision of social benefits, increase of social guarantees, determination of a fair wage level; - description of signs of the psychological state of individuals and society; - the ability to create new ideas, goods and services, technologies, etc.
3	The goals and objectives of the formation of the competitiveness of human capital	- increasing labor productivity and efficiency of resource use; - economic growth and improvement of society's well-being; - increasing innovation potential, stimulating the creation of new products and services; - formation of competitive advantages in the global labor market and attraction of investments; - raising the standard of living: increasing incomes, improving the health and education of the population; - reduction of social inequality; - development of social infrastructure
4	The basis for the formation and improvement of the competitiveness of human capital	- the presence of a stable infrastructure of general secondary education and its strengthening, its coverage of urban settlements, the increase of resource support per carrier of human capital for obtaining general education; - formation of an educational foundation for the development of human capital on the issues of the knowledge economy, lowering the level of educational support for the development of industrial human capital; - increasing resource provision for obtaining knowledge and skills in the process of obtaining higher education; - growing demand for specialists with higher education that meets market requirements
5	Directions for the direction of management measures for the formation of the competitiveness of human capital	- demographic development; - system of material, social, medical support; - school education and general education; - system of higher education; - the labor market as a sphere of capitalization of human potential; - legislative and regulatory basis for the formation of intellectual property and human capital; - social mobility; - investment segment; - system of competitive relations, etc

Source: developed by the author based on [18; 19; 20]

We have proposed classification features of the competitiveness of human capital, which are listed in Table 3.

Classification characteristics of the competitiveness of human capital are proposed: by level of development, scope of application, target group, socio-economic orientation.

Table 3. Classification features of competitiveness of human capital

№	Classification features	Characteristic
1	By level of development	- Low. Insufficient level of education and qualification of the working population, low labor productivity. - Average. Sufficient level of education and qualification of the working population, average labor productivity. - Tall. High level of education and qualification of the working population, high labor productivity
2	By scope of application	- Production. Competitiveness of human capital in the field of production of goods and services. - Non-productive. Competitiveness of human capital in the sphere of education, science, health care, financial services, tourism, information technology sphere and other non-production spheres
3	By target group	- Individual. It is evaluated at the level of individual employees, their skills, knowledge, motivation and abilities. - Group. Analyzed at the level of teams or groups of employees, in particular their ability to cooperate and achieve common goals. - Organizational. It is evaluated at the level of the entire organization, in particular the effectiveness of human capital management, the culture of the organization and its ability to adapt and innovate. - Regional. It is analyzed at the regional level. - National. Evaluated at the country level
4	By socio-economic orientation	- Economical. It is evaluated from the point of view of the contribution of human capital to the economic development and profitability of the enterprise. - Social. It is determined by the interaction of people in work teams, their ability to jointly achieve social goals (for example, creating a favorable work environment)

Source: developed by the author

The classification of competitiveness of human capital makes it possible to create a systematic approach to the analysis and evaluation of this concept. It helps to break down a complex problem into separate elements, which improves their understanding and management. The systematization of features allows you to conduct a comparative analysis of various aspects of the competitiveness of human capital, identify strengths and weaknesses, forecast future trends, determine areas for improvement and develop strategies for the development of human capital, form the basis for determining priorities and making strategic decisions, effective management of the competitiveness of human capital, identifying key aspects that need attention and development.

Conclusions and prospects for further research. The article examines the concept of "competitiveness of human capital", highlights its essence and highlights essential functional characteristics and classification features. This lays the foundation for understanding the multifaceted nature of human capital competitiveness. Various scientific approaches to the formalization of the concept of

competitiveness of human capital and its elements are presented. A systematic review of scientific research provides a full understanding and disclosure of the nuances of the concept. Essential and functional characteristics of competitiveness of human capital are outlined. A system for classifying the competitiveness of human capital according to various criteria is proposed, which facilitates a structured approach to the analysis and evaluation of this concept. In general, a comprehensive study of the competitiveness of human capital is presented. This valuable information can inform strategies for increasing the competitiveness of human capital and achieving the goals of the organization and the country as a whole. Trends in the development of Ukraine's human capital and their impact on increasing its competitiveness, assessment of the competitiveness of human capital at different levels of the economy, development of scientific and methodological foundations of the mechanism for increasing the competitiveness of Ukraine's human capital require further research.

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