

SOCIAL SPHERE AS A FACTOR OF REPRODUCTION OF LABOR POTENTIAL

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Human capital is the active component of the productive forces. It is one of the most important factors of economic development of a region or a country. Theory and practice of economic relations confirms the importance and the role of a human factor in the economy. Share workforce is growing steadily (60-70%) compared to other components of the national wealth, especially in developed countries, according to expert estimates of the World Bank. It is about 15% of the national wealth of Ukraine [1].

The human capital is the source of creation of new value in the system of economic relations. Its reproduction does not depend directly on the process of capital accumulation in the economy [2]. Improvement of the labor force depends on a favorable social policy. Non-governmental organizations can contribute to the increase of social consumption in the population.

Therefore, social sector, being a precondition for human resource development, is given an important place. In addition, most scholars of modern economic science have a common view at changing priorities in economic activity. Economic growth should gradually give way for increasing the quality of life that is directly related to the efficiency of social functioning [3].

A thorough understanding of the importance of the social sector, development directions and methods of government support are presented in the works of Ukrainian scholars: D. Bohynja, P. Borshcheuski, E. Libanova, V. Lyshylenko, I. Prokopa, V. Shvets, K. Iacuba et al.

Book of such as authors E.Hontmaher, M. Smirnov, S. Isayev, M. Pronin are interesting from the standpoint of the development trends and modeling priorities of social policy. The theories of famous economists P. Samuelson (Theory of Public Goods), A. Pigou (Economic Welfare Theory), J. Schumpeter (Theory of Economic Development) are leading.

However, diversity and unpredictability of many political, organizational, legal and economic conditions, that determine status social sector's today requires increased attention to the theoretical study of alternatives for social development. Effects of these factors increases the contradictions between legal documents in the field of social policy and financial resources allocated for its implementation. Therefore, in this situation the primary measures it is optimize existing financial flow, as well as search and use other productive resources. It is private and collective investments into formation of social sector and labor potential.

The use of market sources of investment support of social sector is a factor in the formation of productive labour in the modern world. The thesis is based on the hypothesis that, other things being equal, an increase in revenue and improved quality of life contributes to the growth of demand for social services. This improves the

performance of the social sector, which is developing in accordance with the new state of the labor potential.

Therefore, the key areas of social development is important to determine. Investing in them, on the one hand, will increase the level and quality of life, the other - will improve the social status and employment potential. The labour potential it is a set of core assets, allowing fully satisfy human needs at different levels and provide high productivity, efficiency and innovation of social and economic development. These assets include: physical and mental health; competencies (knowledge, skills and practical skills, ways of thinking, professional, civic and ideological quality, moral and ethical values that define the person's ability to successfully implement vocational and further training activities [4]), skills, competencies, motivation and socialization, efficiency (productivity) of labour. To motivation of youth, as of progressive part of the population, must be preceded by the to accumulation assets.

The level of development of social sector affects on quality of life and indirectly determines the rate of economic growth. This determines the productivity and level of employment potential. Distribution and approval of the thesis of the priority growth of quality of life compared with economic growth and the need to optimize financial flows, which are directed into the social sphere, determined the relevance of the problem of efficiency of social services to improve the state of the labor potential.

In market economies improvement the quality of life provided by the growth of expenditures of state and local budgets for the reproduction of human capital, because in the long run it is able to ensure economic growth. The problem of social funding at the macro and meso level can be partially solved in Ukraine by increasing real money incomes and effective use of labor potential. Of the three models of social policy in Ukraine, priority should be given to the social-democratic model, combined with by conservative model, when there is a centrist approach to the provision of public services and the predisposition to social planning through implementation of program budgeting consolidated budget and liberal approach to the tendency to selective public support [5].

Literature

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