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The Role of Human Potential for Sustainable Development in the Chernihiv Region of Ukraine

Abstract. The article deals with the basis that human potential development is the most valuable resource of any society. Empirical research has been carried out to determine what expenditures and population opinion influence the formation of the human potential. The author's definition of "modernization of the human potential" has been suggested. The impact of income and expenditure of the household on the qualitative improvement of human potential was examined. It was established that education is the most important component of human development which provides wider choices for a person, shaping the quality of life. Implementing the method of facilitating as a basic tool of informal education was determined to be one of the directions of modernization of the educational system in Ukraine. It has been proved that overcoming negative effects in the employment sphere, improvement of the wage policy, and the development of social infrastructure are the priorities of sustainable development of within a region.

Keywords: the human potential, modernization, modernization of human potential, wages, education, facilitating, social infrastructure

1. Introduction

In the context of a contemporary modernization paradigm, the essence of the development process for human potential is changing, for it occurs only at the level of spatial development for living and materialized labor in various spheres of its development.

Nowadays, there are real obstacles that actually impede qualitative development of human potential in Ukraine and do not provide opportunities to im-

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prove the welfare of households. Moreover, the existing living conditions do not correspond to global standards [Pustoviit 2013: 70].

Various aspects of development of the human potential in the context of the assignments of state regional policy are investigated both of native and foreign scientists [Becker 1964; Schultz 1961; Amosha 2012; Antoniuk 2009; Butko 2014; Libanova 2007; Makarova 2015; Semiv 2004 and others].

However, despite the importance of scientific achievement, the problems of determining the main priorities of modernization for human potential that influence sustainable development of the region are still very real.

The aim of the research is to study the main priorities of modernization of human potential in the context of sustainable development within the Chernihiv region (Ukraine).

2. Human potential – basis of national wealth

At the modern stage of the state's development, the human potential is the basis of national wealth and the most valuable resource of any society. Because the main criterion of social and economic innovations are the achievements in human's development and the satisfaction of his needs. The ability of the economy to use this potential effectively is manifested through the growing of gross domestic products and the improvement of the quality of life.

The problem of human potential was raised within the framework of the theory of human development in the 70s and 80s by a variety of foreign scientists such as G.S. Becker, M. Friedman, S. Fischer, and Th.W. Schultz.

Great contributions to the study of human development problems of the have been made the United Nations (UN). Within the United Nations Development Programme (UNDP) since 1990, annually publishes a World Report on the Human Development. "The 1997 Human development report," prepared by the United Nations Organization notes that "human potential represents different combinations of functional human qualities that someone can provide, and reflects the freedom of gaining these functional merits." At the same time "functional human qualities reflect useful features that the man provides himself, for example, to eat well, to live long or to participate in the life of the society" [Human Development Report 1997].

According to The Human Development Report 2015, work is intrinsic to human development. Work enhances development of the human potential, but of course some work damages human development and can even put workers at risk.

When positive, work provides benefits beyond just material wealth and fosters a great sense of community, knowledge, while strengthening communal dignity and inclusion. Nearly a billion workers in agriculture, 450 million entrepreneurs, 80 million workers in health and education, 53 million domestic workers and 970 million voluntary workers contribute to human progress.

When negative, such as in the form of forced labour, child labour and human trafficking, work can violate human rights, threaten freedom and shatter dignity [Human Development Report 2015].

Therefore, it is important to transform human potential in human capital which has economic effects. The idea of human capital can be traced back at least as far as the work of the 18th century Scottish economist Adam Smith, but it was predominately in the late 1950s and 60s that human capital began emerging as an important economic concept. At that time, economists such as Theodore Schultz began using the metaphor of “capital” – a longstanding concept in training from their employers. In modern economic research, human capital is understood to be the knowledge and skills that determine productivity [de la Fuente & Domenech 2006; Cohen & Soto 2007; de la Fuente & Ciccone 2003]. It was believed that only professionalism within the sphere of human potential could contribute to its capitalization.

Human potential is determined by the totality of characteristics that are integrated into such components (Fig. 1):

- social and demographic potential includes numbers of the population, gender and generation balance, the health condition and the duration of life and the level of educational of the population,
- social and economic potential which is represented in the level and structure of the economic activity and employment of the population, their qualification, their professional composition, the character and type of labor conditions, standards of living, the level of in-demanding and the use of intellectual resources,
- intellectual potential, which is realized in the sphere of innovative activities, business performance and the creative potential of individuals and opportunity towards their realization,
- socio-cultural potential, which depends on the state of science, education and culture. It's also determined by the particularities of the worldview and mentality of the population, their motivation, values and cultural integration within various population groups.

The developmental coordination of all these components of human potential, their mutual influence and connections with the economic dynamics has extremely important meaning to people it affects [Libanova 2007: 35-36].

In 2014 an empirical research study was conducted with the purpose of determining what expenditures towards the affectation on the population opinion, influence the formation of human potential and to determine the volume and

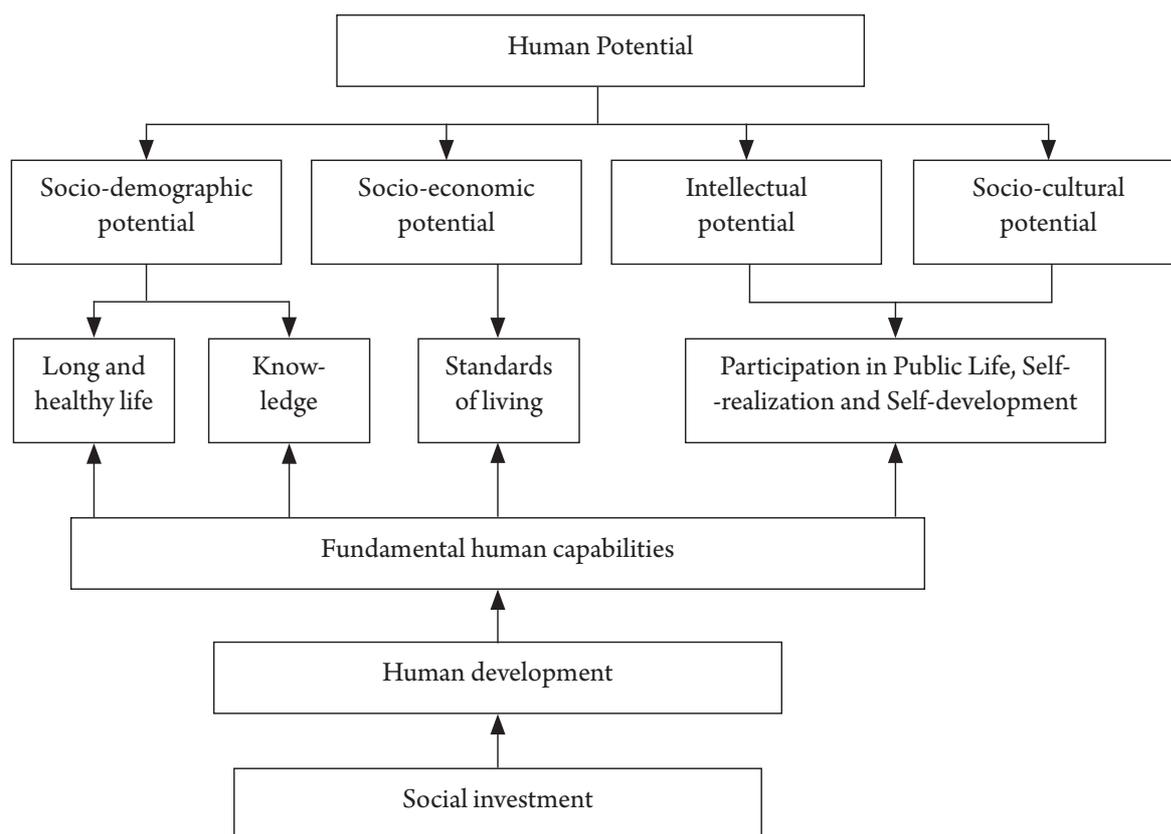


Figure 1. Parts of human potential

Source: Libanova 2007: 35.

structure of expenditure which are required to develop the full human potential of households.

Workers in different spheres of economics within the Chernihiv region of Ukraine (industry, trade, transport and communications, finance, education, health, public and personal services and agriculture) took part in the survey. The total number of respondents was 375 individuals.

The basic methodological tool of research was a questionnaire that included the following 4 main parameters (and consequently the blocks of questions):

1. The size of the household. An indicator of this parameter is the number of people (including the respondent) who live together in a living quarter, in whole or in part spend and have shared expenses.

2. The structure of expenditures of the households.

3. The amount of expenditure which is necessary for the respondent and his family to aid the development their human potential.

4. The purpose of the last block of the questionnaire was to give a self-assessment by respondents about the material well-being of their family.

A lot of respondents (69%) think that expenditures for the development of human potential rest solely on expenditures on food, clothing, footwear, housing

and other communal services. In addition, they don't give any value to other important expenditures such as education, theaters performances, museums, concerts, sports and payment for health services. This shows that our population has the distorting view about the human potential, the possibilities and ways of its qualitative development.

The vast majority of respondents think that the determinant of human development is only the satisfaction of the physiological needs. The investment in human development should be considered the expenditures to support and improve health, to get the qualitative education, to improve the level of culture. Education makes people more productive and health care saves investments in education and makes it possible to reproduce the human potential.

The concept of modernization of the human potential in the region is important for Ukraine because it is positioned with a human-centered approach that allows a person to be considered as an axial, backbone element of the market economy.

In the modern economic dictionary, the term "modernization" is interpreted as the introduction of improvements, which corresponds modern requirements; "modernization" - in general – this means the achievement of progressive changes, changes in certain objects in accordance with modern requirements by introducing various improvements. Modernization of the human potential of the region is qualitative of development the accumulated stock of physical and moral health of the population, their creative and civic potency, cultural and professional competence, which is implemented within various spheres of regional economic systems, and structures of the needs of the definite territory. Modernization of the spatial productive forces and especially human potential as their main components is ensured through effective regional social policy [Butko & Revko 2014: 42].

It is caused by the fact that most of the financial resources allocated for the development of general and professional education, healthcare, culture, housing and communal services and other social sectors are formed at the regional level [Antoniuk 2009: 71-72].

3. Labor market and possibilities of realization of human potential

Economic growth at the regional level is a process that on the one hand, characterizes the economic potential of the region and its economic power, but on the other hand reflects its capabilities and ability to solve social problems. It's not

coincidental that the support of sustainable and dynamic economic growth in the region is the main task and priority of regional policy.

According to the “The Strategies for Sustainable Development of Chernihiv region by 2020” the activities of democratic, civilized, European’s authority should be focused on the human, rising of the human potential, improving the quality of life of every member of society.

It concerns too with the protection of the environment, taking care health concerns, providing education, living conditions, quality communal public and social services, comfortable urban environment, proper conditions for employment and many other components that the concept of quality of life includes [Stratehiiia staloho rozvytku 2015: 78].

Currently, the process of implementation of the human-centered model is slowed down because of the situation in the labor market, low quality of education and provision of social services, decreasing investment capability of wages, private consumption and the spread of poverty. The only way out for Ukraine is on a stable trajectory of sustainable development that is both resolute and comprehensive in its reforms which are aimed at the increase of the public welfare and modernization of the human potential.

The main priorities of modernization of the human potential, which influence sustainable development of the region should be:

- overcoming the negative effects in employment sphere,
- improving of wage policy,
- developing of social infrastructure (Fig. 2).

The sustained decline of the unemployment rate which is accompanied by recovering of the labor market and reducing of long-term unemployment is inherent for the labor market in Chernihiv region.

However, there are a number of significant systemic flaws that keep under effective dissemination of positive social effects of economic development:

1. The ineffective structure of employment. There is still a significant number of the simplest professions within the structure of the employed of the Ukraine’s population (23.4% in 2012); while the share of highly technical professionals and specialists in the structure of employment remains low (respectively 14.8 and 11.2%). Conservation of the industrial structure of employment within Ukraine is in contrast to innovative and intellectually oriented careers, which is typical for economically developed countries, but complicates the growth opportunities of an innovation role for human potential and basis for the improvement of human capital.

2. The inconsistent development of the labor market in comparison with the education sphere is a problem. The economy of the Chernihiv region is characterized by educational and qualification imbalances between the demand and the supply on the labor force.

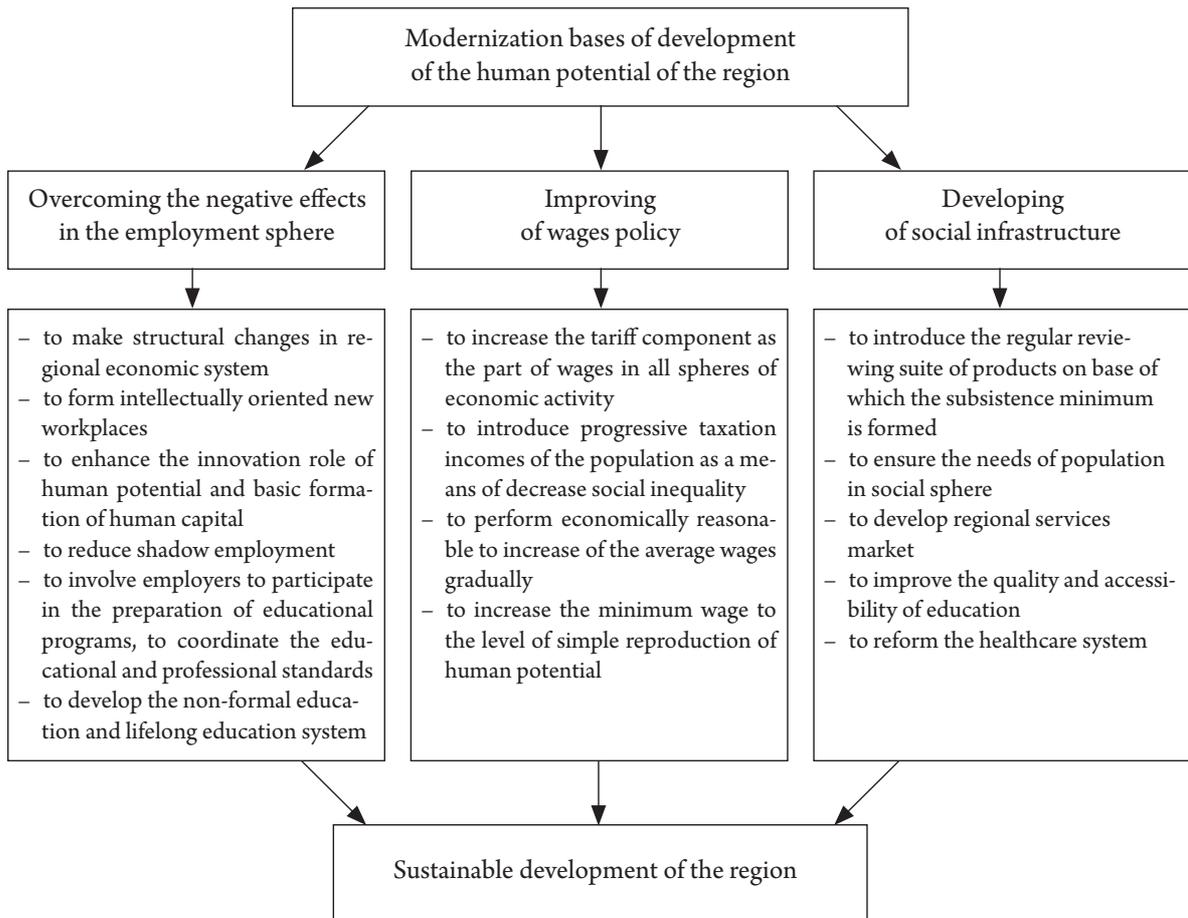


Figure 2. The main principles of modernization of the human potential of the region

Source: own elaboration.

The imbalance of available jobs offers (on the part of the enterprises) in specific professions with the volume of demands (on the part of the educational institutions) leads to the reduction of the volume and quality of employment. This is due to the discrepancy between the job title and the level of qualifications. Consequently, the necessary conditions for the transformation of human potential in human capital are not created. Only professionalism in use of human potential contributes to its capitalization.

3. A significant proportion of informal employment, mainly – in agriculture and in construction, trade, repair of cars, activities of hotels and restaurants has persisted. The development of the private sector is realized not only through the creation of a civilized system of small and medium businesses, but also through the redistribution of population in informal employment.

The lack of effective reforms, combined with large-scale shadow economy (so called “black economy”) is reflected in the level of employment of the Ukrainian

population of 20-64 years old. In 2013 it included 67.4%, which is rather good by European's standards (max – 79,5%, in Iceland; min – 43 3%, in Greece). However, with 19,840 thousand employees in 2013 only 77.8% were working in officially registered sector. Employment in informal workplaces does not guarantee appropriate levels of social protection, does not provide acceptable wages and opportunities for development of the human potential [Analitichna dopovid 2014: 92].

The withdrawing of the material interests of many people (especially young people) in the “shadow economy” distorts the labor motivation, social and professional orientation and leads to the changes in the system of personal values.

The shadowing of the labor market has become the essential factor that deforms and weakens the effectiveness of state income policy. The existence of large scale shadow employment undermines the system of social support, weakens the efficiency of reform of the social programs and violates the principles of social equity in the distribution of social assistance, making social assistance too burdensome for the budget [Pro vnutrishnie... 2013: 96, 99].

According to the 2030 Agenda for Sustainable Development, which was adopted on September 25th 2015, at the United Nations in New York, one of the directions to overcome the negative phenomena in employment sphere and to promote employment is to get decent work, promote entrepreneurship and ensure inclusive and equitable quality education while promoting lifelong learning opportunities for everyone.

Based on the logical concept of human development, the priority direction of employment policy should be the emphasis of growth within the innovation role of human potential as the basis of the forming of human capital. It is this principal position as the active participation of every individual in the expansion of human capabilities. The economic activity, in the other words - participating in the labor market, is one of the main forms of participating in the public life that provides not only economic growth and material prosperity, but also wide opportunities for socialization and satisfaction of spiritual needs of human. In this way, the possibility of human potential realization has not only an economic effect but also belongs to various human needs which can be considered a manifestation of freedom [Libanova 2008: 258].

The main directions of overcoming the negative effects in employment sphere by 2020 should be:

- to make structural changes in regional economic systems,
- to form new intellectually oriented workplaces,
- to enhance the innovation role of human potential and the basic formation of human capital,
- to reduce shadow employment, to strength control of labor legislation,

- to evaluate the overall need in the workplace and to strengthen the market of trained professions,
- to involve employers to participate in the preparation of educational programs, to coordinate the educational and professional standards,
- to develop non-formal and lifelong education systems (Fig. 2).

4. Wages as a determinant of reproduction of human potential

The most negative impact on human potential has such indicators as:

- reduction in volume and quality of employment, which is due to discrepancy between the post and the level qualifications, experience and possibilities of the employee,
- decline in the quality and accessibility of education,
- the growth of the regional wage differentiation, leading to the marginalization of the population.

During last couple of years, purposeful activities aiming to improve the wage system and increase living standards were carried out by state authorities. However, the wage policy in our country does not create the necessary conditions for development or even for satisfaction of basic human needs.

The results of empirical research support that the main determinant of development of the human potential is wages. But, most of the income (55.6% in 2013) households earn is spent on foodstuffs [Vytraty i resursy... 2014: 137]. Let's compare, the United States direct 10% of family budgets on the foodstuffs, EU countries – 15%, the UK – 11.5%, Greece – 21.1%, Poland – 30%.

The lowest level of wages in Ukraine in 2013 was observed in the Chernihiv region – 2504 UAH or 313 USD (on 28-24% less than the national average). In addition, there is a significant gap between the minimum and maximum level of the average monthly wages in the country. The ratio between the highest wages in Kyiv (5007 UAH or 626 USD) and the smallest in Ternopil region (2359 UAH or 295 USD) is a factor of 2.1 times.

Differences in the size of wages are the result of structural differences in the regional economy. Regional wage differences create complicated problems in the ensurement of single national standard of life for the population, overcoming poverty and the development and formation of the middle class in this country [Novikova, Amosha, Antoniuk et al. 2008: 259].

The ineffective principles of using of the country's human potential have a negative impact not only on the organization and structure of employment, but

also on the development of business activity in the regions of Ukraine. It can be demonstrated by the decreasing average number of staff workers in Ukraine from 10,779.3 thousand people in 2011 to 10,348.3 thousand in 2013. Of course, the part of the fired workforce realizes its labor potential as a “called-in” employee or temporary hired-labor in different small-scale enterprises or start engaging in its own business. On the other hand, it proves that the efforts of the state in the creation of the new workstations do not work.

It should be noticed, that the standards of living of the population in Ukraine lags far behind the European and other developed countries. It's caused by significantly worse conditions for the development of human potential in Ukraine. The low wages and the consequent poverty of the working population have become a major barrier to economic development.

The nominal wages (in dollar equivalent) in Ukraine in the period of 2000-2013, has been increased approximately ten times (Table 1).

The increase of this indicator has occurred in all European countries from 2.4 times in Poland to 12.0 times in Russia. However, the average monthly wages in Ukraine is significantly lower than in other European countries. As a result, the population of Ukraine is forced to spend their penny-ante wages on goods and services price of which is almost approached to the world's.

An essential factor that deforms wages policy is taxation. In fact, there is a flat tax rate schedule in Ukraine. It contributes to injustices and the uneven distribution of the tax burden whereby the main taxpayers are from the medium and low-income groups. There is a progressive scale in the majority of developed countries which allows the main tax burden shift to the more affluent strata of the society. Thus, the principle of progressivity guarantees the leveling of income (Pro vnutrishnie ta zovnishnie stanovyshche Ukrainy, 2013: 100).

Table 1. Dynamics of average monthly wages in some European countries (in dollar terms)

Country	Years						2013 to 2000, times
	2000	2005	2010	2011	2012	2013	
Belarus	67.2	215.3	415.4	366.3	449.1	579.0	8.6
Bulgaria	107.2	207.8	434.8	496.1	506.5	543.0	5.1
Czech Republic	371.3	847.8	1291.2	1438.4	1326.0	1291.0	3.5
Hungary	371.8	931.6	1083.5	1207.4	1113.8	1124.0	3.0
Poland	494.1	791.4	1067.1	1148.2	1083.1	1165.0	2.4
Romania	133.3	327.1	597.4	667.2	614.8	673.0	5.1
Russia	79.0	302.5	698.5	806.4	866.6	947.0	12.0
Ukraine	42.3	157.3	283.1	331.2	379.4	410.0	9.7

Source: calculated on the data of remuneration labour of the United Nations, <http://w3.unece.org> [2.03.2016].

The problem of unreasonably low wages which is inconsistent with high responsibility and high intensity of labor activities is perceptible in Ukraine. This leads to the dropping levels of labor prestige, to the decrease of invested workers and organizations and institutions with less effective labor activity and professional growth; all of which leads to migration (“brain drain” phenomena), which has reached large proportions. Thus, the human potential, which was formed in our country, doesn’t work in the favor of the national economy but for foreign employers.

In the current time the most important steps for the wage policy sphere are:

- to increase the tariff component as the part of wages in all spheres of economic activity;
- to introduce progressive taxation of incomes of the population as a means of decrease social inequality;
- to perform economically reasonable increase of the average wages;
- to increase the minimum wage to the level of simple development of human potential.

5. Social transformations for human development

During the recent years, ambiguous transformations in the social sphere of the region can be traced. The positive changes are an expansion of the sphere and types of services, diversified forms of property in objects of social purpose and the activation of competition. Negatives ones are manifested in inadequately growth of prices for services in compliance with the level of income of the population and the reduction of real wages for social sector employees and unreasoned transfer to communal ownership of social and cultural facilities. These ones were on the balance sheet of the enterprise, and the absence of clear prospects for their financing at least at the level of the minimum requirements has led to the reduction of the network and has reduced the availability of appropriate services for general part of the population.

One of the key problems of modernization of the human potential is the minimum wage, which appears to be the criterion for the formation of the level of wages and social benefits.

It is still determined on the basis of the sets of foodstuffs, non-food goods and services, approved by the government in 2000, but it does not provide even the basic physiological and social needs of the family.

The cultural measurement of the regional development is the part of a wider strategy of state policy which is aimed at modernization of the human potential.

The revival of the local communities as the cultural units is one of the important tasks of the culture development. Unfortunately, sociocultural factors are underestimated in the formation of state programs for regional development.

The methodical and systematic work on the revival of cultural and humanitarian potential of the communities will promote and overcome regional disproportion and will form the integral humanitarian space.

The purposeful, extensive, comprehensive support of the children's and teenager's art, and the pre-school and school education systems are necessary strategic investments in human potential and those people who will build and develop Ukraine during the next decades.

Education is a very important component of human development that provides increased welfare and choice for a person, shapes the quality of life [Markarova 2015: 163].

The strategic direction for the development of modern secondary education is ensuring its quality and basis of welfare and human health, as education is an indicator of the successful country, and the citizens' welfare. The introduction of human-centered education promotes the new understanding of educational quality. The quality education should match both social needs and diverse demands of the personality, take into account the individual propensities, abilities, interests in order to form the capacity for cooperation, lifelong learning opportunities, and to educate humanity, tolerance, responsibility with respect to people, nature, society and state.

Innovative development of the society requires the modernization of the educational environment, including its saturation of modern information and communication means, providing wide access for students and teachers to information resources, while introducing innovative educational technologies in teaching practices while widely using the approaches and methods that are based on new technologies of the open education [*Pro vnutrishnie...* 2013: 160, 162].

One of the directions of modernization of the educational system in Ukraine is the introduction of facilitation as the method of non-formal education. The facilitation, when it is used properly, activates the need for self-development, personal growth and constant self-improvement and self-realization in modern society. Non-formal education has huge potential because this form can react more flexibly on the new needs and can offer to the educational system and labor market the necessary points in terms of time, content and organization of education.

However, there are still many unsolved problems in the sphere of education. Their presence is inherited from Soviet times paradigm of education, which reduces significantly the opportunities for personal development.

Among the main problems of higher education institutions should be mentioned:

- the disequilibrium in the volume of preparation for individual specialties with prospective labor market needs in the future that could complicate the situation of employment;
- the violation of partnerships with companies, organizations and higher education institutions. Employers do not participate in appropriate professional practices ensuring the preparation of young people;
- the prestige of teaching and doing scientific work has decreased. This is due to the limited financing of education and science of the state and local budgets. As a result, the promising creative young and experienced teachers and researchers go to other industries and abroad [Analitychna dopovid 2015: 21-22].

Moreover, nowadays in Ukraine the quantitative and qualitative parameters of training professional staff do not fully meet the needs of economic and public development, as the structure of staff who have higher education by specialties is not optimal.

For example, in comparison with the averaged data in Germany, the UK and France, Ukraine lags behind the share of graduates of educational areas: scientific and natural (in 2.4 times), humanitarian and artistic (in 2.8 times), health and of social protection (in 3.6 times). However, Ukraine prepares many specialists in agricultural (4 times more than the average in specified countries) and in social sciences, business and law (44% of all graduates which is unreasonably high percentage).

This structure of professional training complicates the implementation of innovative changes in the economy. Moreover, it is not focused on the development of human potential. As a result, the proportion of graduates (18.7%) has reached a maximum value since independence among the active unemployed population but the national economy has not acquired innovative characteristics.

The main directions of the development of social infrastructure in Chernihiv region should be:

- the introduction of the regular reviewing suite of products on base of which the subsistence minimum is formed,
- the protection of basic needs of population in social sphere, in particular through infrastructure development (objects of social, cultural, community purpose, housing space),
- the development of regional service markets,
- the improvement in the quality and accessibility of education,
- the reforming of the healthcare system to ensure equal and fair access to all members of society to health services of good quality.

6. Conclusion

The direction of our country for integration into the European community requires new approaches towards the use of economic tools and especially the development of human potential in order to achieve a qualitatively new level of life and sustainable development of the Ukrainian society.

The current state of human development requires development within the Concept of preservation of the human potential of the region, the main idea of which is the determination of the quality of development of the human potential in policy documents as the primary resource of sustainable development of the region and the state.

The importance of providing proper living conditions for the population at the regional level causes the necessity of forming an effective economic mechanism from which can provide modernization of the development of human potential in order to stimulate sustainable development of regions.

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Rola kapitału ludzkiego w zrównoważonym rozwoju ukraińskiego Obwodu Czernihowskiego

Streszczenie. Tematem artykułu są podstawy rozwijania kapitału ludzkiego jako najbardziej wartościowego zasobu każdego społeczeństwa. W celu ustalenia, jak poziom wydatków i opinia społeczna wpływają na tworzenie kapitału ludzkiego, przeprowadzone zostały badania empiryczne. Zaproponowano też autorską definicję „modernizacji kapitału ludzkiego”. Przeanalizowano wpływ dochodów i wydatków gospodarstw domowych na jakościowy wzrost kapitału ludzkiego. Ujawniono, że najważniejszym czynnikiem rozwoju społecznego jest edukacja, gdyż poszerza ona zakres wyborów dostępnych jednostce i kształtuje jakość jej życia. Stwierdzono, że wdrożenie

metody facylitacji społecznej jako podstawowego narzędzia edukacji nieformalnej powinno być jednym z kierunków modernizacji ukraińskiego systemu szkolnictwa. Udowodniono ponadto, że priorytetami zrównoważonego rozwoju w Obwodzie Czernihowskim winny stać się: przewyższenie negatywnych zjawisk w sferze zatrudnienia, poprawa w dziedzinie kształtowania zarobków oraz tworzenie infrastruktury społecznej.

Słowa kluczowe: kapitał ludzki, modernizacja, modernizacja kapitału ludzkiego, zarobki, edukacja, facylitacja społeczna, infrastruktura społeczna