

**UKRAINE'S SUSTAINABLE DEVELOPMENT UNDER
THE LONG-TERM GLOBAL AND NATIONAL CHALLENGES
FOR RESILIENCE: EFFECTIVE CAPITALIZATION
OF THE POPULATION ECONOMIC ACTIVITY**

Larysa Bogush

INTRODUCTION

In the conditions of the long-term global and national challenges for providing Ukraine's sustainable development, the strategic priorities for preserving, improving and using the potential of the population economic activity are determined by: the objective needs of the post- and neo-industrial economy, based on the role of human resources and human capital in social reproduction; the urgent tasks for strengthening the national economy's resilience, creating conditions for achieving the goals of its expected post-war recovery in the near and mid-term perspective; the well-grounded guidelines for the consistent competitive global integration.

The long ambiguous process of Ukraine's global integration was characterized by factors, features and problems caused by the differences in the interpretation of the relevant goals and priorities at the national, macro-regional and world levels.

Among the most acute negative aspects of the globalization process as the model for the world socio-economic order, which have already clearly manifested themselves, it should be noticed the following: the periodicity of crises in the world financial and other markets that are most closely related to them (in particular, mortgage, insurance ones), the growing threats of their cyclicity; the overestimation of the post-industrial economies' products (in particular, those operating on secondary securities' markets) in relation to their competitors with the dominance of the national economies' real sectors; the increasing tension and contradictions in the system of global trade relations and markets, caused by the positions of the most powerful countries and supranational associations (in particular, under the influence of the most powerful transnational corporations), as well as by the opposition of economic outsiders and rapidly growing national economies; the significant destruction of the state-centric structure of international relations¹.

¹ Білорус О., Власов В. Глобалістика – нова синтетична наука. *Вісник НАН України*. 2010. № 3. С. 18–22.

In general, Ukraine's current realities (both in the pre-war period and now) are characterized by the lack of a balanced strategy for the national economy's modernization and diversification that was developed according to the priorities of strengthening the country's competitiveness and international prestige. Long before the martial law period, the chaotic nature of economic development, the dominance of its corporate conjunctures, which lasted for decades, have led to the narrowing of the national economy's specialization, subjectivism and inconsistency of state orders for personnel training, as well as to the destruction of the network and experience of Ukrainian vocational education. Compounding by the level of wages, which is worse than in neighbouring countries, this situation has been reflected in the active cross-border and irreversible migration of workers and their families. Large-scale military actions have further deepened and accelerated the highlighted negative trends, strengthening the public motivations for irreversible departure abroad and permanent employment in other countries (this tendency's clear confirmation is the rapid reduction in the amount of foreign currency inflows from private transfers to Ukraine).

Thus, the results of policy, programs and separate measures for socio-economic development, as well as the productivity of capitalizing the workforce's labour potential in Ukraine, depend on the effectiveness of forecasting quantitative and qualitative parameters and trends in the evolution of the employment subsystems and labour markets in the regions and territorial communities. The nationwide policy for adjusting Ukraine's regional labour markets in the areas of balancing the workforce's demand and supply, implementing government priorities for expanding certain areas of employment and stimulating certain types of economic activities in territorial communities of various scales (from regional to local ones) is based on the improvement and systematization of the state strategy for human development, which justifies the quality of forecasting the labour demand and supply in the near and long term perspective.

1. Dynamics of Ukraine's employment and labor market: assessment, factors for adjustment, approaches to forecasting

Among the problems of forming labour markets in Ukraine's regions in the nearest pre-war period, analysts noted²: the significant number of vacant

² Корепанов О. С., Прус Ю. І., Чала Т. Г. Короткострокове прогнозування пропозиції робочої сили на ринку праці України. *БізнесІнформ*. 2017. № 4. С. 220. Близнюк В.В. Інституційне забезпечення інклюзивності ринку праці України. *Економіка і прогнозування*. 2020. № 3. С. 56–58, 60–61, 63. Дериховська В. І., Стреляна Н. В. Прогнозування попиту та пропозиції на ринку праці України. *Аналітичні дослідження соціально-економічних проблем України і світу*. Вінниця : ДонНУ ім. В. Стуса, 2022. С. 227–229.

jobs combined with the significant number of economically inactive population of working-age; the presence of fairly large contingents of the unemployed against the significant scales of the undeclared labour spread; the deterioration of the employment structure according to the criteria of the national economy's sustainable development and complex formation, as well as the growth of its modern technological systems' share; the mismatch of the offered workforce and the demand for it according to the professional and qualification parameters (as the factor in stimulating structural unemployment); the excessive scales of the average annual workforce turnover as the evidence of the dangerous increase in the demand for low-skilled and unskilled labour in seasonal sectors; the narrowing of the potential for creating "quality" jobs and the grounds for productive employment under the influence of a number of crises of the recent period; the weakness of the remuneration motivational functions both in the national economy's specialization branches and in the remuneration practices of the most popular professions and occupations for workers with vocational education; the outlining trends in the deterioration of the quality of working conditions' totality and working life due to the unjustified expansion of the employers' powers in the labour legislation combined with ignoring the trade unions' inherent functions and rights; the spread of the dangerous signs of socio-labour relations' de-formalization, in particular, in the traditional employment sectors (agriculture, construction, trade); the imbalance and unsatisfactory state systemic approaches to regulating national and territorial labour markets as an integral complement to their market self-regulation according to the needs of a radical increase in the resilience of the national economy and the employment sphere.

When summarizing the influence of the socio-economic environment on the formation of demand and supply in the labour market, experts have emphasized the dominant role of economic factors in determining the volume of labour demand, socio-demographic factors in determining the volume of labour supply in the labour market, and cultural and regulatory factors in shaping the level of the population employment³.

The consequences of the large-scale military operations and related problems during the martial law period are manifested, in particular, through: the change in the structure of a significant part of territorial labour markets and workforce contingents as the result of both the production facilities' mass destruction and relocation, forced internal and cross-border migration of the

³ Корепанов О. С., Прус Ю. І., Чала Т. Г. Короткострокове прогнозування пропозиції робочої сили на ринку праці України. *БізнесІнформ*. 2017. № 4. С. 218. Близнюк В.В. Інституційне забезпечення інклюзивності ринку праці України. *Економіка і прогнозування*. 2020. № 3. С. 64.

working-age population, and the strengthening of the military-industrial complex in Ukraine's economy; the transformation of migration into the long-term factor of dangerous quantitative and qualitative changes in the national labour market; the increase in the number of vacant jobs in industry, agro-industrial complex, public transport, municipal infrastructure, etc., combined with the rapid growth in the demand for older workers and women employed in traditionally "male" professions in the settlement systems; the decrease in the vacancies' number and narrowing of the demand for specialists in innovative sectors (in particular, IT)⁴; the rising trends towards the "employer's market" formation in the knowledge-intensive sectors⁵; the expanding opportunities for using the potential of internal movement of workforce and production capacities in order to diversify and increase the resilience of a number of territorial economic subsystems and interregional clusters that are distant from the combat zone; the postponing of the prospects for the national economy's revival (at least at the level of 2013-2019) under all its reconstruction scenarios.

According to the ILO study, Ukraine has entered the list of the countries around the world with the highest rates of labour market decline (at the beginning of 2023, the unemployment rate reached 20%, at the beginning of 2024 – 17%; in the circumstances of continued large-scale military operations, the labour market losses may increase from 4.8 million to 7 million jobs, or approximately from 30 to 43.5% of their number before the armed conflict beginning)⁶.

While noting the relevance of thorough information on the current situation and prospects for the development of Ukraine's labour market and employment, numerous experts have emphasized: the unavailability of a number of data detailed to the level of territorial communities (in particular, local ones); the absence of a unified system for forecasting labour supply and demand; the uncertainty of strategic visions and guidelines for increasing the national economy's resilience, its post-war recovery and competitive development (as processes generated by internal resources and factors, as well as by productive interactions with partner countries)⁷.

⁴ Золотуха Р. А. Прогнозування розвитку ринку праці в ІТ галузі України методом часових рядів. *Collection of scientific papers «Scientia»*. Vilnius, Lithuania, October 13, 2023. Рр. 31–35.

⁵ Золотуха Р. А. Прогнозування розвитку ринку праці в ІТ галузі України методом часових рядів. *Collection of scientific papers «Scientia»*. Vilnius, Lithuania, October 13, 2023. Рр. 31–35.

⁶ Вплив кризи в Україні на сферу праці: попередні оцінки. Аналітична записка МОП. 11.05.2022. С. 1.

⁷ Корепанов О. С., Прус Ю. І., Чала Т. Г. Короткострокове прогнозування пропозиції робочої сили на ринку праці України. *БізнесІнформ*. 2017. № 4. С. 216–222. Близнюк В. В. Інституційне забезпечення інклюзивності ринку праці України. *Економіка і прогнозування*.

A range of forecasts presented in the scientific studies, which were carried out both on the eve and during the period of large-scale military operations, have proved: the preserving and worsening noticeable imbalance (including structural) between the labour demand and supply in Ukraine; the strengthening of the trends for reducing the workforce demand (primarily highly qualified) in the short-term perspective, against the background of its supply further growth and intensification of competition among job applicants in the labour market; the consistent increase of the role of employers' requirements, specific to certain sectors, in the formation of both the labour demand and priorities of the HR institutions (state, private ones)⁸.

Among the areas of productive state influence on the Ukrainian economy's recovery in the near and long-term perspective, which must be reflected in the guidelines for forecasting the regional labour markets and employment subsystems, it should be noted the feasibility of: progressing the programs for the territorial economies' diversification using the potential of the relocated workforce's hired employment and entrepreneurial activity; systematizing and strengthening the measures of the undeclared employment de-shadowing; implementing the "hidden" strategy for slowing down the cross-border labour migration (both its shuttle and irreversible forms), as well as for returning the working-age citizens and their families from abroad; fulfilling the legislative guarantees regarding the employment under the standard socio-labour relations, as well as safety of labour and working environment for various categories of employees.

2. Implementation of Ukraine's global integration aspirations: dynamics of priorities, realities of competitiveness

Among the main areas of a country's integration into the global economic and socio-cultural space, numerous studies⁹ highlight: processes and results

2020. № 3. С. 56–74. Дериховська В. І., Стреляна Н. В. Прогнозування попиту та пропозицій на ринку праці України. *Аналітичні дослідження соціально-економічних проблем України і світу*. Вінниця: ДонНУ ім. В. Стуса, 2022. С. 227–229. Золотуха Р. А. Прогнозування розвитку ринку праці в ІТ галузі України методом часових рядів. *Collection of scientific papers "Scientia"*. Vilnius, Lithuania, October 13, 2023. Pp. 31–36.

⁸ Дериховська В. І., Стреляна Н. В. Прогнозування попиту та пропозицій на ринку праці України. *Аналітичні дослідження соціально-економічних проблем України і світу*. Вінниця: ДонНУ ім. В. Стуса, 2022. С. 227–229. Золотуха Р. А. Прогнозування розвитку ринку праці в ІТ галузі України методом часових рядів. *Collection of scientific papers «Scientia»*. Vilnius, Lithuania, October 13, 2023. P. 35.

⁹ Білорус О., Власов В. Глобалістика – нова синтетична наука. *Вісник НАН України*. 2010. № 3. С. 17–26. Бардаш С. В., Осадча Т. С. Україна у глобальному економічному просторі: тенденції модифікації державного економічного контролю. *Таврійський науковий вісник*. 2011. № 77. С. 237–243. Жаліло Я. Формування практичного підґрунтя євроінтеграційної стратегії України. *Україна на шляху до ЄС: виклики та перспективи*.

of its positioning in the labour international division, on foreign markets of goods and services and in the international community (including in the dimensions of: national products' competitiveness, their diversification and sales' dynamics; conclusion of political and foreign economic agreements and contracts, their viability and effectiveness; participation in cross-border cooperation and transnational economic corporatization processes; implementation of measures regarding the involvement in certain projects of interstate socio-political, socio-cultural unions and associations and their fulfilment); strategies for strengthening a country's international authority and investment attractiveness on the world stage, which result in subjective assessments of its status, level and dynamics of economic development, sources and volumes of available political and financial quasi-rent; promotion and dissemination of own economic and societal practices as the standards of cohesion, economic and innovative development acceleration, reproduction of the level and quality of macro-regional communities' life.

While analysing the history and achievements of independent Ukraine's modern period, it should be noted the exclusive dominance of the first of the world integration above-mentioned directions, as well as the stagnation and levelling of its results due to: the long-term predominant resource-raw material and semi-finished product orientation of the national economy and export; the national economy's outdated structure, the destruction of mechanisms and achievements of territorial complex formation (within both export-oriented and city-forming brunches, as well as local industry and service sector territorial subsystems); inconsistency, limitations, and therefore inefficiency of the strategy and incentives for the economy's innovative modernization and clustering; worsening of professional and qualification characteristics and quantitative parameters of labour force reproduction; the ever-increasing burden of the external debt and large-scale military operations' consequences.

In the most generalized way, the globalization as the socio-economic process is usually associated with the disappearance of geographical and increased permeability of political borders of macro-societal systems, the spread and mass acceptance of socio-cultural practices and standards (including technological) that are recognized as effective, the systemic scientific and technical incentives for their development and confirmation, as well as the growth of resource, organizational and productive, financial, consumer, cultural interdependence of countries and regions all over the

Київ: ННІ ПУДС КНУ, 2024. С. 30–31. Височин І., Жук О. Інтеграція України в цифровий глобальний простір. *Зовнішня торгівля: економіка, фінанси, право. Серія: Економічні науки*. 2025. № 1. С. 42–74.

world¹⁰. The globalization characteristic features are: the intensification of the processes of exchange of goods, services, capital, labour, knowledge, scientific and technical developments; the formation of the intellectual products' world market and increase in the level of their capitalization; the growth of the share of transnational productions and investments, cross-border labour migrations (both legal and shadow); the revival of trends for business cross-border organization, integration of labour markets (primarily, for professions and specializations, which are most in demand in neighbouring countries and modern technological modes), unification of educational, professional and qualification standards, as well as logistic practices; the expansion of cross-border transport networks, related logistic and tourist infrastructure; the development of international socio-cultural, scientific and technical, as well as intergovernmental cooperation (including through the formation of cross-border interstate unions and associations).

Therefore, the effectiveness of a country's integration and living activities in the global economic space is determined, first of all, by balancing the interests of the subjects of a society localized within state borders (institutes and institutions of the national state, economic sovereignty, production resilience, ethno-national and socio-cultural identity), on the one hand, and transnational subjects of productive, financial and economic, socio-political, socio-cultural interactions, on the other. Considering the essence of the processes for balancing national interests, highlighting their widely recognized supranational component (namely, the well-grounded concessions of national states and economic sovereignties in favour to the formation and functioning of a holistic system of global productive relations with the participation of international economic and socio-political metasystems)¹¹, the leading criterion for effective global integration of a national market economy should be recognized as the preservation and improvement of its competitive advantages and positions in the totality of spheres of competitive struggle at the macro-, meso- and micro-levels. In this case, it is reasonable to outline such relevant factors of globalization processes' security and effectiveness for a country, as: the viability of the strategy and institutions for balancing the requirements and needs of national security, economic and innovative competitiveness, cross-border cooperation, reproduction of country's own ethno-national and socio-cultural identity (in terms of life quality, economic,

¹⁰ Білорус О., Власов В. Глобалістика – нова синтетична наука. *Вісник НАН України*. 2010. № 3. С. 17–19. Бардаш С. В., Осадча Т. С. Україна у глобальному економічному просторі: тенденції модифікації державного економічного контролю. *Таврійський науковий вісник*. 2011. № 77. С. 237–242.

¹¹ Бардаш С. В., Осадча Т. С. Україна у глобальному економічному просторі: тенденції модифікації державного економічного контролю. *Таврійський науковий вісник*. 2011. № 77. С. 238.

household and spiritual culture); the regulatory ability of the national financial and economic system within the framework of the relevant state control system; the reasonability of urgent and long-term priorities and policies for global and macro-regional integration.

The pressing problems of Ukraine's competitive global integration at the initial stages of its independence included: the unsatisfactory efficiency of the production technological base (in particular, the precariousness of mechanisms, as well as hopes for enterprises' technical and technological re-equipment at the expense of foreign investments); the national economy's significant shadowing, the macroeconomic instability (as the factors of: tax revenues' reduction; criminalization of both internal and external economic relations, as well as relations between state and business structures; acceleration of inflation and the population property stratification); the fragmentation of the mutually effective strategy (both for owners and the economy) for the shadow assets' legalization; the unsatisfactory control over resource use, the non-compliance with technogenic safety and environmental protection standards; the incompleteness of the legislative framework (in particular, the tax one), as well as proper financial and economic relations (including the low level of the banking capital concentration, the insufficient development of the financial market and business environment, the lack of business experience); the consistent strengthening of trends in capital and human resources' outflow abroad; the insufficient development of mechanisms and methods for the economy's state, antimonopoly and market regulation.

Along with the above-mentioned problems, the current period of Ukraine's integration into the global economic space is characterized by the emphasis on¹²: the mutual interests and the common vision of Ukraine's global integration prospects in the relations with partner states through the complementary policy and strategy for the post-war recovering and increasing the national producers' competitiveness, in particular, regarding the justification of the economy's structural and spatial aspects and changes, improvement of supply chains, development of complete production cycles in the context of the national economic interests' full realization; elaborating and fulfilling programs and business projects in the areas of climate-oriented agriculture, use of local energy sources, energy-efficient construction, military-industrial complex that are mutually beneficial for Ukraine and external investors; implementing the interstate measures for optimizing

¹² Жаліло Я. Формування практичного підґрунтя євроінтеграційної стратегії України. *Україна на шляху до ЄС: виклики та перспективи*. Київ: ННІ ПУДС КНУ, 2024. С. 30–31. Височин І., Жук О. Інтеграція України в цифровий глобальний простір. *Зовнішня торгівля: економіка, фінанси, право. Серія: Економічні науки*. 2025. № 1. С. 43–46.

transport, logistic and other infrastructure networks; solving the set of the problems of Ukraine's and European macro-region's energy security; ensuring the systematic and effective digital transformation of the national economy, its administration and management sectors (from the macro-level of the state to the level of local components and separate industries) in order to provide their proper functionality, accelerate the innovative modernization of the economy and society's life in general; improving the functionality and security of mobile technologies, digital payment systems, block-chain technologies in the context of adaptation to EU standards and integration into the United Digital Market; expanding the donor and loan assistance programs to increase defence capabilities, compensate for the consequences of production facilities' and infrastructure destruction and loss; mitigating the humanitarian challenges caused by military losses and threats through demographic policy mechanisms, employment standards and programs.

3. Ukraine's human capital use and improvement in the context of global and national challenges to the national economy's resilience

For a long period before the large-scale military actions' start, the network of highly specialized machine-building enterprises (including the production of equipment and components for the space, automotive industries, agro-industrial complex, the assembly of such units, equipment and engines for them), machine tool construction for a wide range of the economy's sectors, shipbuilding, chemical and petrochemical industries, which worked both for the national market and export, was located on Ukraine's territory. These enterprises' functioning was ensured by the network of multidisciplinary research institutes, whose developments ensured the specified products' competitiveness, as well as by the higher and vocational educational institutions, which supplied the Ukrainian economy with qualified personnel. The population of Ukraine still maintains and reproduces the high level of professional post-secondary education, and the worthy professional and qualification characteristics, skills and abilities of the national workforce are confirmed by the competitiveness and active participation of Ukrainians in the labour markets and economies of developed countries around the world (in particular, the EU, Great Britain, Baltic and Scandinavian countries, USA, Canada). In general, while determining the level of the Ukrainian population economic activity, it is advisable to take into account the real scale of its legal and various forms of shadow employment, because the large-scale flows of the shadow cross-border labour migration in the pre-war period confirmed the economic activity of compatriots, which is higher than that estimated by the State Statistics Service. The reorganization of the State Employment Service of Ukraine, which was carried out in 2022, was aimed at increasing the level

of coordination of the interests of job applicants and employers in the labour market, as well as at improving programs and procedures for a prompter response to challenges generated by the national employment sphere in unstable internal and external socio-economic conditions.

At the same time, it should be noticed: the unsatisfactory consideration of the role of the national human potential and social capital in the strategy for the Ukrainian economy development (its modernization, transformation, cross-border integration) in the globalized world realities; the noticeable decrease in the effectiveness and coherence of the state policy for the reproduction and capitalization of the human potential, in particular, the workforce professional and qualification qualities and the economic activity potential, which is typical for Ukrainians; the deterioration in the labour force reproduction parameters according to the best world standards of a decent working life and a life quality in general (primarily, in indicators of the wages level)¹³.

In both wartime and peace conditions, the effectiveness of the human capital preserving, reproducing and using relies primarily on the quality and safety of the environment of working and extra-working life. Ukraine's post-war recovery will be accompanied by a rapid increase in the demand for skilled workers and specialists in traditional and new industries and other types of economic activities. Investments in the population should begin with supporting the socially necessary consumption, the national consumer market as a generator of productive viable economic changes¹⁴. Large-scale military operations have demonstrated the importance of balancing the territorial subsystems of the national economy and employment sphere, stimulating intra-industry and inter-industry closed production cycles (including by means for ensuring the workforce's appropriate amount and professional and qualification level), promoting innovative activity and its infrastructural component in the employment, science and scientific research, professional

¹³ Червона О. Ю. Розвиток підприємництва в умовах глобальних викликів. *Інтелект XXI*. 2023. № 3. С. 46–50. Кривов'язюк І. Перспективи розвитку підприємництва в умовах сучасних викликів: глобальний та національний виміри. *Економічний форум*. 2023. № 3. С. 109–118. Біркович В. Й. Інноваційне підприємництво в умовах сучасних викликів. *Науковий вісник Ужгородського університету. Серія: Економіка*. 2024. Вип. 1 (63). С. 66–72. Крилов Д. В. Структура та принципи фінансово-економічного потенціалу підприємства в сучасних умовах. *Проблеми сучасних трансформацій. Серія: Економіка та управління*. 2024. № 14. DOI: <https://doi.org/10.54929/2786-5738-2024-14-04-09>

¹⁴ Кривов'язюк І. Перспективи розвитку підприємництва в умовах сучасних викликів: глобальний та національний виміри. *Економічний форум*. 2023. № 3. С. 109–118. Крилов Д. В. Структура та принципи фінансово-економічного потенціалу підприємства в сучасних умовах. *Проблеми сучасних трансформацій. Серія: Економіка та управління*. 2024. № 14. DOI: <https://doi.org/10.54929/2786-5738-2024-14-04-09>

education¹⁵. The systematization of measures to stimulate and increase the efficiency of the population economic activity will be facilitated through the implementation into the national legislation of the legal norms recommended for Ukraine in the Agreement of Association with the EU, as well as relevant ILO documents.

Decent working conditions are based, first of all, on: the cost of labour in the production costs; the volume and level of remuneration according to purchasing power parity; the ratio of the levels of wages, physiological and social subsistence minimums; the dynamics of the share of labour cost in the production costs, national income and gross regional product. Therefore, the integral component and one of the priority measures of the strategy and programs for ensuring the decent working conditions, developing and modernizing the employment is the revision of wages standards towards their increase according to guidelines determined by the socially recognized needs for improving the life quality, expanding the purchasing power of the Ukrainian consumer market, stimulating and equalizing the solvent demand for goods and services of national producers in territorial settlement systems.

In addition, the routine measures to reproduce Ukraine's human capital, which should be carried out in cooperation between the state policy sectors for stimulating economic development and employment, increasing the social protection and security effectiveness and, in accordance with constitutional obligations, must be coordinated and controlled by state institutions, include, in particular: the optimization of the strategy for the employment and the economy's innovative modernization, as well as demographic and migration policy; the improvement of the standards of education and professional competencies, training and retraining programs; the increase of the quality of comprehensive and professional education, the creation of its access inclusive environment; the full implementation of the guarantees for the health care and rehabilitation of the population of pre-working and working age; the development of the institutional conditions and regional infrastructure for increasing the population employment rate, expanding women's economic opportunities, stimulating entrepreneurship; the monitoring of the employment shadow segment, consistent prevention of this phenomenon in the spectrum of economic activities as a basis for tax revenues' increasing, levelling the competition conditions for job applicants in the labour market; the fulfilment of programs for affordable and social housing.

¹⁵ Червона О. Ю. Розвиток підприємництва в умовах глобальних викликів. *Інтелект ХХІ*. 2023. № 3. С. 46–50. Біркович В. Й. Інноваційне підприємництво в умовах сучасних викликів. *Науковий вісник Ужгородського університету. Серія: Економіка*. 2024. Вип. 1 (63). С. 66–72.

While forming the systemic policy of responding to global challenges of the national economy's resilience, providing productive capitalization of socio-humanitarian potential, first of all, it is advisable to note the need for consistent improving the national legislative framework of the human capital reproduction and use, stimulating the economic activity, guaranteeing decent labour conditions and safety for a range of population categories (according to the characteristics of the employment sphere, profession, age, social vulnerability, etc.) in the context of international law standards, Ukrainian obligations and interests within the measures for implementing European integration aspirations, increasing the competitiveness of domestic products (goods, services) in the national and foreign markets. The ultimate goal is to harmonize the strategy for recovering, modernizing, diversifying and strengthening the national economy's resilience with the strategies for increasing the national workforce's competitiveness, the level of balancing and quality of the totality of the professional post-secondary education components, stimulating innovativeness as the basic principle of effective economic development, ensuring socially acceptable standards of decent work.

In this perspective, it should be highlighted such priorities, as: the reproduction and improvement of the psycho-physiological, professional and qualification, innovative, motivational potential of the workforce; implementation and optimization of guarantees and institutional grounds of decent work and economic activity, including on the basis of substantiating the standards of the physiological and social subsistence minimum and labour cost, categories of working and extra-working life quality; enhancement of the quality and ergonomics of the working and extra-working environment in Ukraine; improvement of the productive employment structure as the component of the policy for modernizing, diversifying, clustering the national economy and its territorial subsystems; protection of the national interests, including through focusing on the human capital's innovative use; innovative development of the economy's real sector (in particular, industry, agro-industrial complex), at the initial stages oriented towards meeting domestic demand; expansion of the national consumer market, increase in the Ukrainian population solvent demand; implementation of internal and foreign protectionist policy in relation to the national economy, employment and labour market; modernization of systems of professional education, social protection and security, health care and recreation in the context of increasing the workforce's labour potential through making better the quality of the population vulnerable categories' inclusion.

Thus, the areas of reforming the relevant state socio-economic policy could include the following positions: balancing its demographic,

motivational, cultural and educational, rent-generating components in accordance with the long-term guidelines for preserving and reproducing human capital as the resource for increasing the competitiveness of the national economy and producers; improving the professional education's standards, multi-functionality and specialization; stimulating entrepreneurship and employment in the production of consumer goods and innovative products aimed at the domestic consumer; increasing the attractiveness of labour markets in Ukraine's settlement systems; improving financial instruments for implementing constitutional guarantees regarding the programs of affordable and social housing, professional education, specialized medical care, as well as employment inclusive potential; bettering the social dialogue effectiveness in the context of complying with the decent work guarantees, preserving Ukrainian workforce, counteracting the qualified personnel cross-border migration; improving the mechanisms for lobbying the national producers' interests in foreign markets of goods and services.

CONCLUSIONS

Under the long-term global and national challenges to the economy's resilience, the immediate targets of preserving, developing and increasing the efficiency of using Ukraine's human capital, in particular, should include:

- the development and optimization of policy and programs for preserving Ukraine's human capital, developing the potential and environment for its reproduction on the basis of restoring and expanding infrastructure for meeting household and socio-cultural needs, improving standards and levels of remuneration and safety of labour, implementing territorial programs for diversifying the national economy and increasing the level of the population economic activity, stimulating constructive social dialogue;
- the implementation of meta-programs for improving the living environment safety and the attractiveness of employment in the national labour market (especially in the presence of competing and more competitive labour markets in neighbouring countries), as well as for stimulating the birth rate;
- the assistance in returning to the national labour market internally displaced persons and cross-border migrants excluded from it due to a combination of adverse socio-economic circumstances, including military ones;
- the development of the infrastructure and the access to post-secondary professional education, career guidance, healthcare and rehabilitation services for the population of pre-working and working-age;

- the improvement of the content of programs for professional education, advanced training and retraining, as well as standards for comprehensive and professional education, skills and abilities;
- the equalization of conditions for access to competitive professional education, the assistance to vulnerable categories in self-developing and fulfilling the relevant needs;
- the balancing of approaches and programs to stimulate and provide the population economic activity according to the criteria of gender and age characteristics and interests, social vulnerability (in particular, in the context of adaptation of combat veterans, persons with disabilities, persons of retirement age who wish to continue working career), as well as further equalization of access to the relevant guaranteed public benefits and specialized institutions;
- the optimization of the potential, organizational and economic conditions for the participation of persons with disabilities in legitimate economic activity through the means for promoting their rehabilitation, career guidance, employment, as well as for eliminating a range of unjustified formal and informal obstacles, outdated stereotypes of their employment and labour activity;
- the progress of the institutional, organizational and economic grounds for the demobilized persons' transition from military service to civilian working life within the framework of measures regarding: the legal, administrative and public support for the process of demobilized persons' re-adaptation in society, family, territorial community, at the place of previous employment, in the labour market; the increase of the accessibility and quality of activities of institutions for psychophysiological rehabilitation and social adaptation; the implementation of programs aimed at diversifying territorial employment subsystems, career guidance for the population vulnerable categories, as well as at stimulating their economic and, in particular, entrepreneurial activities (including through means for improving the levels of education and housing, preferential lending, providing tax preferences);
- the enhancement of the institutionalized social protection measures' availability for persons with disabilities based on: increasing the volume and quality of free specialized medical care; regulating by the state the costs of medicines and services with proven effectiveness; rising up significantly the level of payments for the range of disability's causes and facts.

SUMMARY

The study examines the problems and prospects for ensuring Ukraine's sustainable development through increasing the efficiency of capitalizing the potential of the population economic activity in the conditions of a range of

the global and national current and long-term challenges to the Ukrainian economy's resilience. The dynamics of Ukraine's employment sector and labour market in the modern period are analysed, the factors of its adjustment and approaches to forecasting the appropriate key indicators and trends are identified. The long process of implementing Ukraine's global integration aspirations has been studied, its priorities and the realities of the national economy's competitiveness in these conditions have been evaluated. The problems of the state policy for using and improving the human capital in the context of a range of the global and national challenges to Ukrainian economy's resilience are identified, and prospects for optimizing the mentioned policy and strategies are substantiated.

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Information about the authors:

Larysa Bogush

Candidate of Economic Sciences, Senior Research Scientist,
Leading Researcher of the Department for Risks Studies
in the Population Employment Sphere,
Institute for Demography and Problems of Life Quality
of the National Academy of Sciences of Ukraine
60, T. Shevchenko Boulevard, Kyiv, 01032, Ukraine