

**Larysa Bogush, Candidate of Economic Sciences,
Senior Research Officer**
*Ptukha Institute for Demography and Life Quality Studies
of the National Academy of Sciences of Ukraine
Kyiv, Ukraine*

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UKRAINIAN WORKFORCE AND HUMAN CAPITAL OPTIMIZATION IN THE CONTEXT OF GLOBAL AND NATIONAL SYSTEMIC ECONOMIC CHALLENGES

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 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) [1–3].

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 changes [2, pp. 109–118]. 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 education [1, pp. 46–50; 3, pp. 66–72]. 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.

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.

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