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ГОСУДАРСТВЕННЫЕ ОРИЕНТИРЫ В ПОВЫШЕНИИ ЭФФЕКТИВНОСТИ ИСПОЛЬЗОВАНИЯ И РАЗВИТИЯ ТРУДОВОГО ПОТЕНЦИАЛА В СОВРЕМЕННЫХ УСЛОВИЯХ

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АННОТАЦИЯ

В статье определена сущность дефиниций эффективизации развития и эффективизации использования трудового потенциала с обоснованием различия между ними. Выявлены направления эффективизации развития и эффективизации использования трудового потенциала страны с учетом главных признаков информационного общества: широкого распространения ИКТ, компьютерной и информационной грамотности населения, развития «электронных» секторов экономики, защиты информационных прав граждан.

Ключевые слова: трудовой потенциал; развитие трудового потенциала; использование трудового потенциала; создание эффективного, информационного общества.

STATE GUIDELINES FOR IMPROVING EFFICIENCY AND DEVELOPMENT OF THE LABOR POTENTIAL IN MODERN CONDITIONS

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ABSTRACT

The article provides the essence of the definitions «development effectiveness» and «efficiency of the labor potential» and substantiates the difference between them. It identifies the focus areas for improving the development of labor potential and increasing labor operation efficiency in light of the main features of the information society: widespread ICT, computer and information literacy, highly developed electronics sectors in the economy, protection of information rights of citizens.

Keywords: labor potential; development of the labor potential; use of labor potential; efficient functioning of the information society.

Question of making effective of the development and use of labor potential is quite complex and multifaceted, due to complex nature of essential socioeconomic

categories. Making effective in general terms considers the selection of other (better) methods, approaches, techniques, etc. for the regulation of phenomena and processes towards

a more optimal use of their opportunities at the moment and for the future. So making effective mainly involves intervention through regulatory tools into functional display of a particular phenomenon or process. However there are situations where efficiency increasing is an organic way through the positive impact of exogenous factors and endogenous optimal performance. However, this favorable combination of circumstances (idealization in space and time) is extremely rare. Organic process of making development and use of labor potential effective in general is impossible, because it is determined by a large number of factors that are determined by external and internal (in between component proportions and interferences) measurements. Therefore, in this study the process of making effective — is primarily a consciously controlled intervention that requires complex theoretical and methodological studies for implementation of this kind of process.

The purpose of this study is to establish directions of making use and development of labor potential effective in conditions of the information society in terms of characteristics such as distribution of information and communication technologies, computer and information literacy of people, the development of «electronic» sectors of the economy, protection of information rights of citizens.

First of all, let us specify the content meaning of making development and use of labor potential effective, while emphasizing some differences between the formulated definitions. Yes, making use of labor potential effective involves finding ways to more optimal metabolism, distribution and redistribution of potential economically active population with preventing their substantial losses that cannot be recovered. Process of making labor potential development effective is aimed at finding ways to improve its performance in both quantitative and qualitative aspects.

Understanding of making labor potential effective is in a way specific. This is due to the possibility of very multifaceted interpretation of this concept in a broader sense. It is well known that the development should not be confused with cyclic (absolutely repetitive,

reversible) process, although these trends may also be inherent to general processes of change phenomena. Development should obligatorily include the emergence of certain patterns of clear causal relationships and interdependencies. Development should always have focus. In other circumstances chaotic changes accumulate, forming the corresponding phenomenon is not possible.

Understanding the overall substantive nature of the process of making development and use of labor potential effective, it is important to correctly identify the direction of such process. Directions of the process should never involve dissonance with other important economic, social, cultural and spiritual processes, but rather use their effects in the context of achieving their objectives.

Among the general civilization and national guidelines there occurs the development of the information society. Obviously, the information society significantly determines employment potential of a country. On the other hand, the employment potential itself can act as a powerful catalyst for Ukraine's transition to the information society preventing artificial, inorganic plantation system developed practices of foreign countries to domestic realities, which often is not yet ready for such drastic changes.

In determining areas of the process of making development and utilization of labor potential effective, processes of transition to the information society are extremely important what must be taken into account. Challenges of the Information Society impose new challenges to the state as the main governmental institution and to the economically active population, which through its career activities is seeking to optimize performance (primarily for the economic growth of their own material well-being) the use of personal abilities.

First of all, qualitative transition to an information society should provide productive development of information and communication technologies, while their active implementation in different areas of public life. In the context of the use and development of labor potential it is required to stimulate innovation activeness of economically active population, development and implementation of

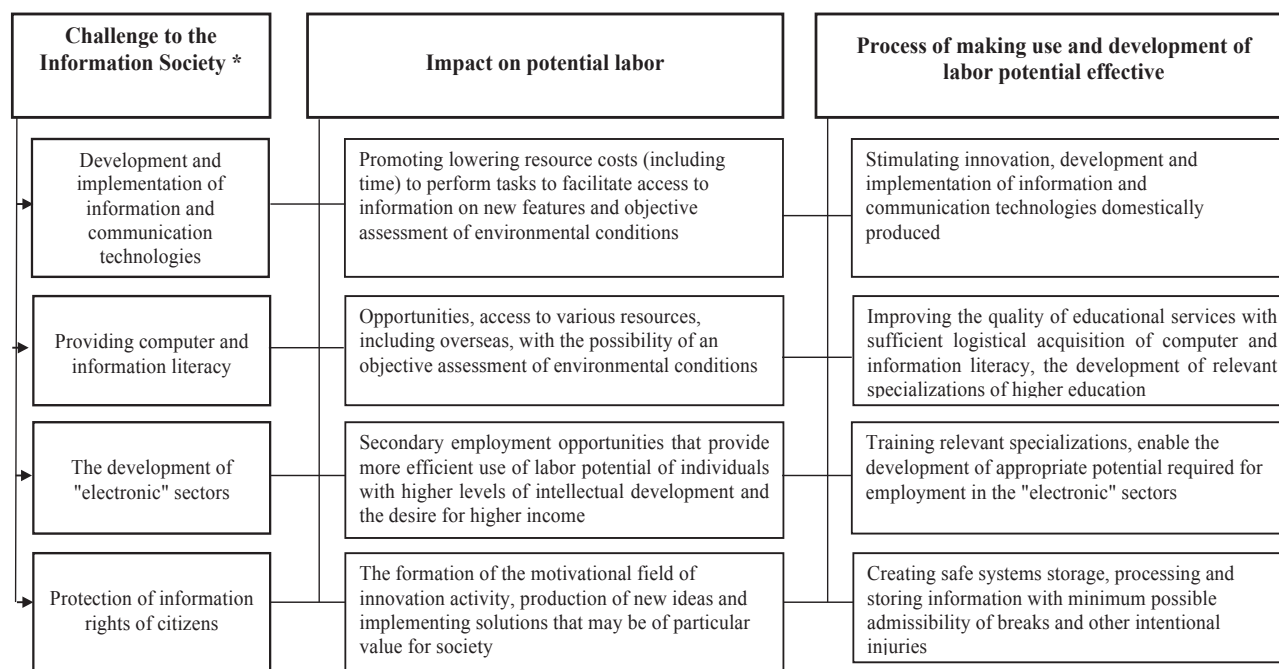


Fig. 1. Directions of making development and utilization of the labor potential effective in the transition to an information society *

* Compiled by the author from sources^{1, 2, 3}

¹ Про основні засади розвитку інформаційного суспільства в Україні на 2007–2015 роки: Закон України від 09.01.2007 року № 537-V: Закондавство України [Електронний ресурс] — Режим доступу: <http://zakon.rada.gov.ua/cgi-bin/laws/main.cgi?nreg=537-16>

² Стратегія «Україна 2020: стратегія національної модернізації»: Polit.ua [Електронний ресурс] URL: <http://polit.ua/documents/2010/02/26/stra2020.html>

³ Програма економічних реформ на 2010–2014 роки «Заможне суспільство, конкурентоспроможна економіка, ефективна держава» від 02.06.2010 року: Комітет економічних реформ при Президентові України [Електронний ресурс] URL: www.president.gov.ua/docs/Programa_reform_FINAL_1.pdf

information and communication technologies of domestic production. The system of innovation activity should be developed and implemented fairly comprehensively with the appropriate legal enforcement. Ideally this should be a national target program or in case of lack of budget funding, which is typical for domestic realities other than «reserves» in this area can be cross-border cooperation, particularly with the EU member states.

Another powerful challenge for the information society is computer and information literacy of population. Under the present conditions of society cannot be considered as developed if specified attributes do not dominate in it. Obviously, the computer and information literacy of minors and at the same time potential carriers of the labor potential is the key to harmonious development and, what is the most important, objective assessment of environmental conditions. This means that the young person perceives the possibility of life, personal

development without restrictions within the prevailing social and cultural attitudes. However, in these conditions its mobility is formed, including labor, which can further be considered as tendency to migration.

In the context of making development and utilization of labor capacity effective, the demand of information society of computer and information literacy requires the following system actions:

- concerning all areas of educational training] — improving the quality of educational services with sufficient material and technological providing, gaining relevant knowledge and skills;
- concerning individual professionals with relevant potential abilities — the development of core specializations of higher education with an active professionally oriented work, starting from the fifth-sixth grade;
- concerning elderly people who have not gained adequate knowledge in previous peri-

ods due to the initial stage of development of information and communication technologies — encouraging participation in specialized courses for acquiring basic computer literacy skills.

Next challenge to the information society, which puts new requirements to the development and use of labor potential — development of «electronic» sectors, among which electronic banking is emphasized, electronic exchange, e-commerce and other (so-called playing field of e-commerce) [1]. In the context of the impact on employment potential, development of these sectors will lead to the emergence of new economic activities and thus create new jobs, including the possibility of flexible forms of employment. In educational qualification structure trained professionals a powerful segment of professionals should thus be formed, who have had primarily relevant technical skills and be quickly oriented in an extremely dynamic under such circumstances information field. For certain individuals the development of «electronic» sectors will enable secondary employment as an additional source of income and way of labor potential use.

And another important direction of development of information society in Ukraine — the protection of information rights of citizens. In the context of the process of making development and use of labor potential effective, this kind of challenge requires the creation of safe systems of storage, processing and storing information with minimum possible admissibility of fractures and other intentional injuries. Protecting information rights is also important for the formation of the motivational field of innovation activity, production of new ideas and implementing solutions that can be of particular value to society. Awareness of results records of innovation is a good tool for motivating most employers, especially if any positive results will be supported by appropriate motivational tool by the government, as well as the workers themselves, the protection of their copyrights with the ability to properly assess their innovative product will be guaranteed, if not at a present moment then in future what now is also frequently observed in other countries.

Generalized effects of all the described above challenges of information society on employment potential and according to this direction the process of making its development and use effective are shown in Fig. 1.

Certainly there are much more such challenges that can be identified, but this would complicate the subject of study and reference areas for problem solving will greatly expand. Setting too broad objectives is a prerequisite for the low efficiency of the resulting solution, because we believe that trends of making development and utilization of labor potential effective should be followed around four selected features of information society, which is the most powerful challenge to the modern field of social and labor relations in Ukraine.

The necessity of the process of making development and utilization of labor potential effective is now very important task. These two processes are interrelated and in many ways complement one another, causing at the same time transformations to one another. Certainly environment formation according to the requirements of information society has much stronger impact on employment potential, thus success of the transition to the new conditions of society, where the resource is important boon greatly depends on the effective use and development of the labor potential of the economically active population. Therefore, it is extremely important to focus attention on the challenges of the information society, which «forced» to adapt the national system in today's global environment during determining the directions for the process of making development and use of labor potential effective. Under other conditions, Ukraine is doomed to remain on the periphery of global economic processes.

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