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**Oleksandra Petina, postgraduate**

*Kirovohrad National Technical University, Kirovohrad, Ukraine*

## Involvement of Youth Potential in Intellectual Labor

The essence and features of intellectual and innovative potential of youth in the context of the intellectual business development have been considered in the article. The tendencies of youth employment in the labor of Ukraine have been analyzed. The obstacles in the development of intellectual and innovative potential of youth have been defined. The necessity of targeting on educated and talented youth, and creating of incentives to intellectual labor has been proved.

**knowledge economy, intellectual and innovative potential of young people, youth employment, intellectual business**

**А.Н. Петина, асп.**

*Кировоградский национальный технический университет*

**Привлечение потенциала молодежи к труду интеллектуального содержания**

В статье рассмотрена сущность и особенности интеллектуально-инновационного потенциала молодежи в контексте интеллектуального бизнеса. Проанализированы тенденции занятости молодежи на рынке труда Украины. Определен перечень препятствий, мешающих развитию интеллектуально-инновационного потенциала молодежи. Обоснована необходимость ориентации на образованную и талантливую молодежь, а также создания стимулов к труду интеллектуального содержания.

**экономика знаний, интеллектуально-инновационный потенциал молодежи, молодежная занятость, интеллектуальный бизнес**

**Statement of the problem.** The intellectualization of labor is a crucial tendency of modern development of society against the background of globalization and informatization. This qualitatively changes the requirements to the level of knowledge of the personnel at the enterprises, leads to the rapid emergence of new professions and working arrangements, formation of intellectual business. Administrative decisions and creative activity of a person become more intellectual in all spheres of his activity without exception (from household activity to international one) [9, p. 68]. The strengthening of competition, in turn, increases demand for innovations, intensifies the need of development and realization of intellectual and innovative potential of workers. Young people are the most capable of training, retraining, fast perception of innovations among such workers. It is universally admitted that the involvement of youth potential in intellectual labour becomes perspective business. The managers of foreign companies thoroughly consider this circumstance and thus keep in staff not only skilled employees, but also involve the potential of talented youth, investing in its development. The display of social responsibility for employment of capable, educated youth so far is not inherent to Ukrainian employers, this leads to the intellectual losses of society, lag in economic and innovative development in comparison with many countries of market economy and doesn't allow increasing the competitive advantages of the enterprises. Thus, the problem of the youth potential involvement in intellectual labour requires special attention from the Ukrainian economic labor science.

**Analysis of recent researches and publications.** The significant contribution to the scientific study of problems concerning intellectual development and intellectualization of workplaces was realized by domestic scientists V. Geets, O. Grishnova, A. Kolot, A. Komarova, I. Kalenyuk, E. Libanova, L. Lisogor, I. Petrova, V. Sadova, M. Semykina, V. Onikiyenko, L. Fedulova, A. Chukhno, L. Shaulska, etc. However the problem of the youth potential involvement in intellectual labor doesn't lose relevance, remains insufficiently studied and this hampers its solutions in practice. Therefore, the scientific researches of opportunities of the youth potential involvement in intellectual types of activity require continuation.

**Statement of the objective.** The purpose of the article is to prove the need and opportunities of the youth potential involvement in the intellectual labor in the conditions of moving towards the knowledge economy. Several tasks have been set to realize this goal: to define the essence of the "intellectual and innovative potential of youth" concept, to analyze the youth employment structure in Ukrainian economy, to reveal the obstacles in the development and realization of youth intellectual and innovative potential.

**The main material.** The review of the scientific sources confirms that Ukraine still mainly imports the informational technologies and intellectual business methods. The intellectual business, unlike the developed countries, is just created and didn't become a developed sector of employment yet. Innovative activities are on the decline. This is explained by the long-time system crisis, incompleteness of structural reforms in economy, backwardness of the competitive environment, low demand for innovations, imperfection of legislative base in this sphere, limitation of incentives to development of intellectual business.

We share the conviction of scientists who suppose that there are acute contradictions between needs of domestic production upgrade and a real state of use of employed population intellectual potential in Ukrainian economy for today. The effects of incomplete, ineffective, nonrational use of mental abilities and obtained knowledge of workers, deformation of incentives to educational and professional development, worsening of education are observed and this has an adverse effect on opportunities of innovative progress [2, p. 5].

The reality shows that the greatest progress in economic development and life quality improvement is reached by those developed countries of market economy where the employers consciously invest in intellectual development of youth, where the best conditions for showing of staff innovative activity at the enterprises, implementation of creative abilities, especially in the scientific and inventive spheres are created [1, p. 10].

The potential of educated youth remains the insufficiently involved reserve for support of innovative breakthrough in Ukraine. In order to give an opportunity to the state fully realize intellectual and innovative potential and obtain "the youth dividend", young people should be provided with productive jobs and be integrated into society.

A clear definition of a concept of the innovative intellectual potential of youth is absent in scientific literature as yet, therefore we suggest the following definition: intellectual and innovative potential of youth is a set of intellectual opportunities and creative abilities of young people which allow to quicken an implementation of innovative development tasks by obtaining and development of new knowledge under the influence of favorable internal and external factors, and also appropriate investment.

It is worth noting that formation of informational society leads to increase of a role of person intelligence and his intellectual and innovative potential. The important feature of employed in intellectual business is innovativeness – an ability to react to the slightest changes of a market demand accurately and adequately by releasing new product or improving the old one, implementation of new production and sale technologies,

restructuring, enhancement of in-house management system and use of the latest marketing strategy [3, p. 11].

Knowledge, ideas, decisions, scientific and technical development, projects, scientific works, literature and art are the goods of intellectual business. The intelligence develops thinking, creates ideas, and afterwards a certain idea takes the form and value. Intellectual activities are the basis of intellectual business, knowledge and experience are ability to innovations, therefore, their intellectual and innovative potential are the main motivating factors for businessmen. The result of such activities is embodied in a certain intellectual product which has a certain value, gains certain recognition on the market, and creates demand for services of intellectual business.

It is important to concentrate attention on economic and social value of intellectual labor. As M. Semykina notes that an effective implementation of intellectual potential means transformation of intellectual potential into intellectual capital, this is followed by commercialization of an intellectual product of work, obtaining economic return from use of intellectual potential in the form of growth of the personal income of workers, profits of the enterprises, national income, GDP of the country [7, p. 9]. Fruitful intellectual work, in turn, brings also social effect, – pleasure from work, creative self-realization, and public recognition of inventing, scientific, innovative achievements.

As practice shows to receive these advantages in Ukraine is problematic in the conditions of limitation of incentives to involvement and implementation of intellectual and innovative potential. In particular an active involvement of youth in intellectual labour, innovative activities are hindered by poor quality and narrow directivity of education, an acute shortage of special events and target programs for youth at the state level. The contradictions in the development of labor and educational services markets are the main obstacle. The author agrees with the outputs of L. Merlyan that national labor market chokes with a shortcoming of highly qualified specialists and at the same time experiences the excess of offers from "owners of diplomas about the higher education" [4, p. 56].

The general tendencies of youth employment testify that though employment rates didn't reach pre-crisis values yet, the employment potential during the post-crisis period increases. More young people are occupied in the industry where the quantity of hired workers at the age of 15-35 years made 939300 people or 27% in structure of youth employment for December 31, 2012 (fig. 1). Priority spheres of youth labor application are also trade, car repairs, home products and subjects of personal consuming, education, health care and social help [10, p. 55].

We agree with the judgment of experts that majority of young people are integrated preferentially into the sphere of goods and services exchange and redistribution, prefer workplaces which don't require high professional qualification, creativity and intellectual development. This is extremely unfavorable for intellectual potential of youth. The number of businessmen thus doesn't exceed 2-3% of the number of all employed youth, young people are almost not provided in small- and medium-scale business; there is a deformation of spiritual and moral values, moral limiters on the way to achievement of personal success are blurred; the culture of responsible civil behavior develops poorly [5, p. 86].

The process of shortening of workplaces for highly qualified workers simultaneous increase in demand for the workplaces which don't require vocational training lead to increase of a physical work share which due to the shortening of the intellectual labor share becomes a brake in development and use of intellectual and innovative potential of youth. As a result, the share of intellectual potential remains unclaimed – majority of the highly qualified workers

(first of all youth) are employed not according to the specialty and at jobs which don't require the higher education [6, p. 12].

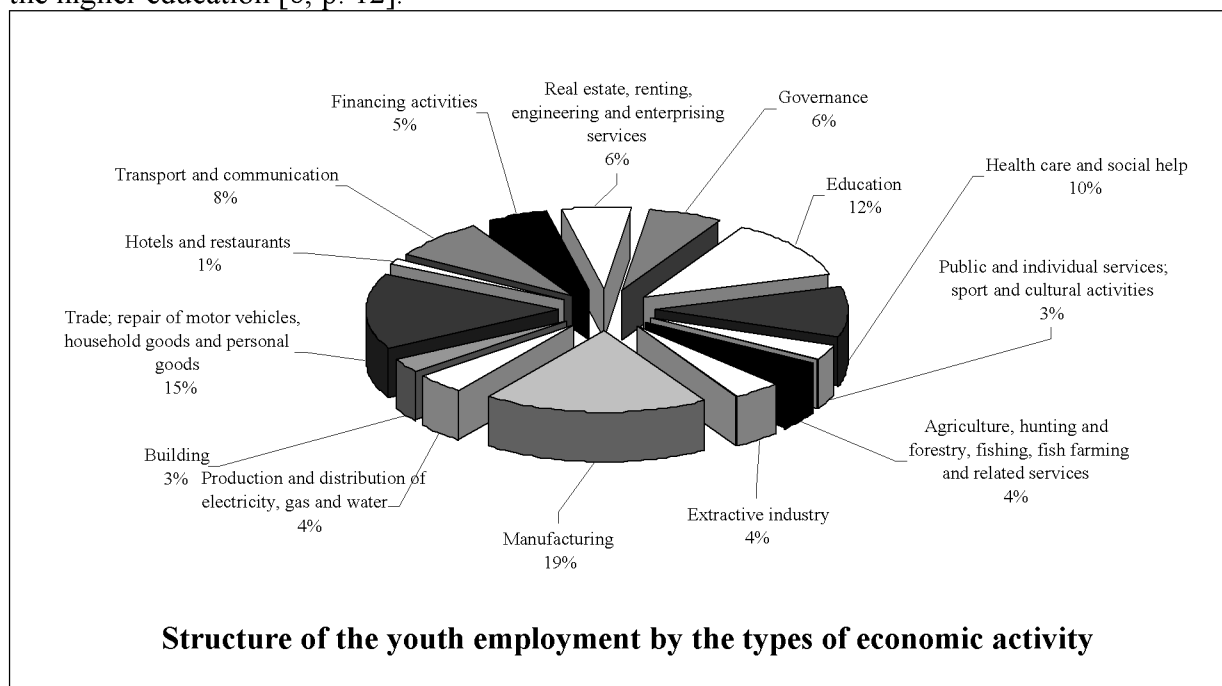


Figure 1 – Structure of the youth employment by the types of economic activity in 2013

Source: developed by the author based on data of State Statistics Service of Ukraine [8, p. 348]

The absence of demand for knowledge depreciates schoolchildren and students motives to support the quality of education. As a result, the decline of education quality is observed in last decades. On the other hand, there is a reduction of an in-plant training as a sign of the indifferent attitude of employers towards it. The absence of the appropriate stimulation of youth employment in general and in the sphere of intellectual activities in particular, is caused by the intellectual losses of the country (concerning labor migration of the most active and educated youth). The developed West countries use the advantages from investment into development of innovative potential of Ukrainian youth and these phenomena "exsanguinates" the development of knowledge economy in Ukraine in general and intellectual business development in particular for a long time.

Despite the difficulties in economy of Ukraine, we suppose that the situation concerning use of intellectual potential of youth can change for the better.

In particular the problem of improvement of education quality and development of intellectual potential of youth needs to be realized systemically, in a way of target tasks solutions:

- simultaneous reforming of an education system and up-dating of professional in-plant training on a new technological basis;
- creation of special conditions for involvement of talented youth in science, intellectual business, development of innovations;
- investment in development of personal creative abilities of employed youth;
- motivation of creative youth to generate new technological ideas and rational organization of production at each specific enterprise;
- creating favorable conditions for education (schools, colleges, higher educational institutions) with involvement of social partners and formation of a cohort of young researchers.

The special significance in involvement of intellectual and innovative potential of youth in innovative labor should be assigned to business incubators, science and technology parks, research universities, and also employment services. The state together have to develop programs of search of talented youth and prepare it to employment in intellectual business with employers, labor unions, public associations. This assumes the strengthening of attention to discovering of new, demanded in economy technical specialties, training of highly qualified ready to work in the virtual space engineers, development of new technical and technological ideas. Social partners should realize that special hopes should be set on formed and motivated youth which through its activity, increased mobility, courage and other qualities which are inherent in this age category, quickly adapts for innovations, often initiates new vision, new original approaches to the solution of tasks. Youth employment can become the important lever of the intellectual business development, innovative activities in the country. On the assumption of worthy conditions for implementation of innovative intellectual potential created, the outflow of the Ukrainian youth abroad can be essentially reduced.

**Conclusions and prospects for further researches.** The development of intellectual and innovative potential of youth is a key factor of movement towards knowledge economy, it influences on the success of up-dating knowledge, ability to innovations, perspectives of innovative progress. The issues of stimulation of development of intellectual and innovative potential of youth aren't resolved in Ukraine for today and require enhancement for the purpose of creation of necessary arsenal of incentives and their effective implementation. The increase of employment in the sphere of intellectual business should become the perspective direction of increase of competitiveness of Ukraine that requires the systemic approach, overcoming the contradictions in education and labor market development, creation of incentives to intellectual labor.

The perspectives of development and implementation of intellectual and innovative potential of youth in Ukraine is necessary to connect with the reorientation of youth employment to the knowledge-intensive workplaces. In this regard the possibilities of the strengthening intellectualization of workplaces in national economy require separate study.

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**О.М. Петіна**

*Кіровоградський національний технічний університет*

#### **Залучення потенціалу молоді до праці інтелектуального змісту**

Статтю присвячено обґрунтуванню необхідності та можливостей залучення потенціалу молоді до праці інтелектуального змісту в умовах руху до економіки знань.

Висвітлено сутність поняття «інтелектуально-інноваційний потенціал молоді», проаналізовано структуру зайнятості молоді в економіці України, виявлено перешкоди розвитку та реалізації інтелектуально-інноваційного потенціалу молоді. З'ясовано, що потенціал освіченої молоді залишається недостатньо задіяним резервом для забезпечення інноваційного прориву, зокрема через нераціональне використання інтелектуальних здібностей молодого покоління, погіршення якості освіти, деформації стимулів до освітньо-професійного розвитку. Встановлено, що для вирішення зазначеної проблеми, доцільною є орієнтація саме на освічену та мотивовану молодь, яка швидко адаптується до нововведень, ініціює нове бачення, оригінальні підходи до розв'язання завдань, і є найбільшим стратегічним ресурсом країни.

Обґрунтовано необхідність створення механізму використання інтелектуальних ресурсів, подолання протиріч у розвитку освіти, ринку праці, створенні стимулів до праці інтелектуального змісту. Запропоновано здійснювати переорієнтацію молодіжної зайнятості на інтелектуальні робочі місця, щоб забезпечити розвиток та реалізацію інтелектуально-інноваційного потенціалу молоді в Україні.

**економіка знань, інтелектуально-інноваційний потенціал молоді, молодіжна зайнятість, інтелектуальний бізнес**

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**Т.Ф. Рябоволик, асист.**

*Кіровоградський національний технічний університет*

## **Розробка та реалізація стратегії регулювання зайнятості населення в інноваційному секторі національної економіки**

У статті досліджується значення стратегічного планування, зокрема, зайнятості населення в інноваційному секторі економіки, та розкриваються основні проблеми, пов'язані з кризовими явищами на тлі військово-політичного конфлікту, з якими стикнулася Україна останнім часом. Визначено цілі стратегічного прогнозування рівня зайнятості населення в інноваційній сфері. Розкрито послідовність розробки та запропоновано структурно-логічну схему формування та реалізації стратегії регулювання зайнятості населення в інноваційному секторі національної економіки. Надано рекомендації щодо напрямків реформування системи державного регулювання в інноваційній сфері. Визначено функції суб'єктів стосовно формування та реалізації стратегії регулювання зайнятості населення в інноваційному секторі національної економіки.

**стратегічне планування, зайнятість населення, інноваційний сектор економіки, стратегія регулювання зайнятості населення в інноваційному секторі національної економіки**

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