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## THEORETICAL APPROACHES TO THE RESEARCH OF LABOR POTENTIAL FORMATION UNDER MODERN CONDITIONS

*Theoretical approaches to the process of labor potential formation are considered in this paper. Relatively few researches exist in the field of labor potential formation factors. A factor model of labor potential formation has been proposed and justified.*

**Keywords:** labor potential; globalization; external labor market; internal labor market.

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## ТЕОРЕТИЧНІ ПІДХОДИ ДО ДОСЛІДЖЕННЯ ОСОБЛИВОСТЕЙ ФОРМУВАННЯ ТРУДОВОГО ПОТЕНЦІАЛУ В СУЧАСНИХ УМОВАХ

*У статті представлено теоретичні підходи до вивчення процесу формування трудового потенціалу. Відзначено, що існує порівняно невелика кількість досліджень, в яких розглянуто чинники формування трудового потенціалу. Запропоновано і обґрунтовано факторну модель формування трудового потенціалу.*

**Ключові слова:** трудовий потенціал; глобалізація; зовнішній ринок праці; внутрішній ринок праці.

*Рис. 1. Літ. 10.*

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## ТЕОРЕТИЧЕСКИЕ ПОДХОДЫ К ИССЛЕДОВАНИЮ ОСОБЕННОСТЕЙ ФОРМИРОВАНИЯ ТРУДОВОГО ПОТЕНЦИАЛА В СОВРЕМЕННЫХ УСЛОВИЯХ

*В статье представлены теоретические подходы к изучению процесса формирования трудового потенциала. Отмечено, что имеется сравнительно небольшое количество исследований, в которых рассмотрены факторы формирования трудового потенциала. Предложена и обоснована факторная модель формирования трудового потенциала.*

**Ключевые слова:** трудовой потенциал; глобализация; внешний рынок труда; внутренний рынок труда.

**Introduction.** Due to the rapid development of modern society the needs of various spheres of material and non-material production in high-qualified people and professional personnel capable to innovations, development of sophisticated equipment, promotion of new kinds of services and making new managerial decisions are increasing.

Therefore, the problem of the labor potential research is very actual and forehanded.

The authors argue that to ensure the high rates of economic growth, it is necessary to create and continuously improve the conditions for the effective use of labor

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potential at different levels. At the same time, we should recognize that attention to the problems of systematization of the factors affecting the formation and development of the labor potential is limited by relatively small number of researches.

**Literature review.** M.I. Dolishniy, M.V. Bryk and B.S. Maryenko, researching the aspects of the labor potential quality, consider that the factors of its formation can be divided according to the point of the direct action – being subjective (internal) and objective (external); or by the conditions for the functioning of the labor potential: at the national or regional levels. To the subjective (internal) factors the researchers include demographic, intellectual, natural and biological, ideological, moral and qualified ones. It is noted that these factors determine the performance capacity of the individual and affect not only the quantity but also the quality of the employee's work contribution to the social production. To the objective (external) factors they include historical and ethnographic, economic and geographical, organizational, structural, socioeconomic, economic, scientific and technical and aesthetic ones. The above objective factors are directly related to the peculiarities of the regional development, characteristics and parameters of the territory, which is the basis of socio-economic development (Dolishniy et al., 1986: 43).

O.A. Platonov in his monographic work "Improving the quality of working life" noted that "The content of labor has two main aspects: technical and organizational content of labor and socioeconomic content of labor" (Platonov, 1992: 6).

O.A. Platonov (1992) identified the following factors that determine the socioeconomic content of labor and form labor potential at all levels:

- preservation and development of the employee as an individual;
- increase the meaningfulness of work;
- change of the main forms of work arrangement;
- development of the labor democracy;
- development of labor compensation forms;
- employment guarantee;
- labor safety;
- sanitary and hygiene labor conditions;
- purposeful change of attitude to work.

Each of the factors is discussed in detail in the monographic work in accordance to the conditions of the US economy development in the postwar period (1945–1953), reflecting the aspects of socioeconomic and labor relations that form the labor potential.

D.V. Chudinov supposes that the formation of the labor potential is in the process of changing the content and nature of social labor, which expresses the relationship of the productive forces and production relations. The researcher confirms that the labor potential forms in the process of production under the influence of certain economic laws (Chudinov, 1990: 30–33).

N.A. Volgin and U.G. Odegov explained that the formation and use of the organization's labor potential is carried out in the territorial economic systems. Thus, according to the authors, high organization and work culture are to ensure clarity, rhythm, consistency of efforts and employees' labor satisfaction under performance of their professional duties. These elements of labor potential are to provide most possible achievements' rate of organizational goals by employees, realizing their physical

and mental capacities under more possible and more favorable organizational, technical and socio-economic conditions (Volgin et al., 2003: 40–44).

E.V. Bykova (2000) considered that the factors of the labor potential formation are divided into exogenous, which arise from the researched system of labor potential in the region, that is, in the external environment, and endogenous, formed within the system itself and acting inside.

Exogenous factors are political, economic and social ones. The endogenous factors, in author's opinion, are demographic, economic, social, personal, psychological, climatic and geographic factors (Bykova, 2000: 42–43, 51).

P.E. Schlender and U.P. Kokin noted that "the labor potential of the individual is formed under influence of such features as the ability and desire to work, initiative in work and economic entrepreneurship, creativity etc." (Schlender et al., 2003: 65). The researchers concluded that the original structure-creating unit of labor potential is labor potential of the employee (person), which is the base of higher labor potentials' structural levels.

O.V. Darelina considered that the labor potential of a large city is formed under influence of demographic and socioeconomic factors. The researcher noted that the demographic processes determine, first of all, the potential labor force and its age-gender structure. The people's birth- and death-rates which are in the combination with the migration processes determine common dynamics of the labor potential, its age-gender structure and intensity of the entrance to the working age and exit from it (Darelina, 2004: 13).

A.K. Bekhozhaeva in her dissertation research examines the labor potential as a component of socioeconomic potential, taking into account the results and evaluation under influence of economic, social, demographic and environmental factors, which contribute to it (Bekhozhaeva, 2005: 28–29, 46).

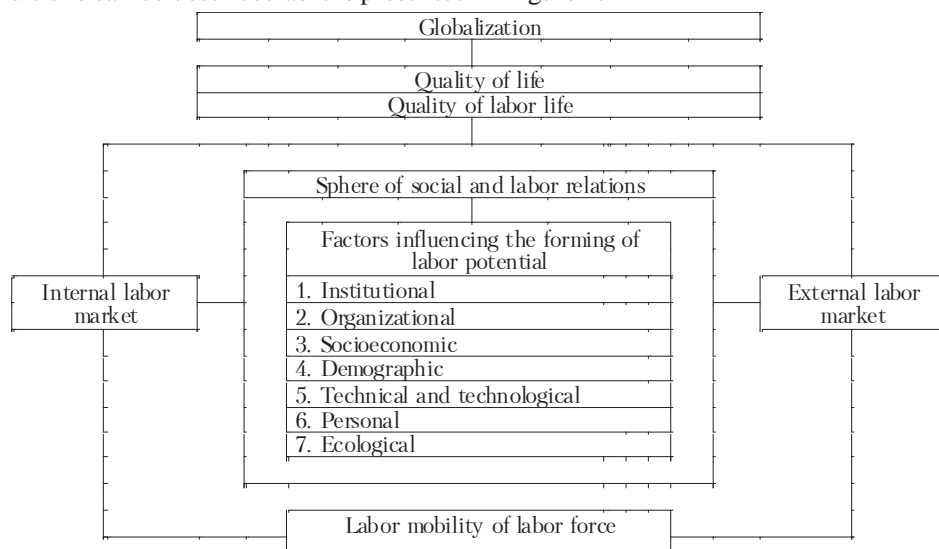
N.V. Erehtinskaya noted that labor potential is formed as a result of the direct influence of socioeconomic, sociopsychological and spiritual factors. In this case, according to the researcher's opinion, the special role in the formation of the labor potential play labor relations, which include the labor involvement relations, the relationship in the process of labor itself and the labor relations for the company's outcomes (Erehinskaya, 2002: 12, 13).

We are convinced that in modern conditions the basis for labor potential formation is the quality of life. It is determined for all areas and aspects of human existence. They are nature, family, work, social activities, education, leisure etc. On the other hand, labor potential is formed in the environment of the quality of labor life. In this case we agree with V.A. Tsygankov who wrote: "The quality of labor life is under influence of many factors. One part of them contributes to the improvement of labor life quality, and another part may inhibit its growing. In certain cases, it can reduce the existing level of labor life quality. In turn, the labor life quality, of course, effect the development of the labor potential, labor process, social and labor relations and the quality of life as a whole" (Tsygankov, 2006: 138).

We suppose that the formation of the labor potential, due to its specific features, in addition to the above mentioned factors, is influenced by other factors. Therefore, this issue, in our opinion, needs further study and deeper analysis.

**Purpose of the research** is systematization and grouping the factors influencing the formation of labor potential in modern conditions.

**Key research findings.** The process of labor potential formation in modern conditions can be described as it is presented in Figure 1.



Developed by the authors.

**Figure 1. Factor model of the labor potential formation**

Due to the development of information technology and electronic communication devices the new opportunities for the information transmission appear. We can admit that the information has become the strategic resource for modern civilization. Today the level of professionalism, education and intelligence of the person and society in general, the ability to make innovative solutions are to be considered as a priority national treasure and commonwealth.

Thus, this fact determines the direction vector of these processes' effects in the conditions of globalization and in its center is a human being.

State authorities and society should aspire that the impact of globalization would be positive. On the one hand, it depends on the growth of the people's quality of life. That is, the increase of life's duration, reducing the levels of mortality and morbidity, providing high-qualitative medical services, development of creative and innovative forms of education, the creation of the conditions for the development of mass sports, maintaining the ecologically favorable environment etc.

On the other hand, it is important to increase the quality of labor life. It comprises the effective development of the social and labor relations sphere. They are based on the principles of social partnership, the development of the labor humanization, the productivity enhancement, ensure effective employment, reducing unemployment level etc.

We consider that within the sphere of labor relations its development is under such driving forces and parameters as institutional, organizational, socioeconomic, demographic, technical and technological, personal and ecological ones.

**Institutional factors.** They include a set of legal regulations for management of the social and labor relations' spheres. The state solves important issues for the protection of citizens' rights in the labor market.

**Organizational factors.** This group of factors characterizes, on the one hand, the efficiency of labor and employment bodies' activity, and, on the other hand, determines how efficiently labor is organized at the enterprise.

**Socioeconomic factors.** Special role among the socioeconomic factors is attained to the amount of incomes received by the employees in the form of salary and bonuses for their qualitative work. The important issue is to increase the level of investing activity in the region and attraction of the foreign capital as well as local one which contributes, as a rule, to the creation of new jobs. On the other hand, it is a social infrastructure development which consists in the possibility of obtaining departmental housing, use of kindergartens and camps, providing free or low-price cards of admissions to sanatoriums and resorts, meals and travel.

**Demographic factors.** Labor resources have age-gender, quantitative and qualitative characteristics which vary in the process of its reproduction. Therefore, demographic factors have a special role in the formation of the labor potential. Demographic factors influencing the formation of the labor potential, reflect quantitative and qualitative characteristics of labor resources.

**Technical and technological factors.** Effective development of labor potential is in direct dependence of such its features as the innovative and intellectual potentials. They characterize the level of scientific and technological progress, the use of modern science and technology, material and technical bases of the enterprises etc.

**Personal factors.** These factors relate to the person. They are human work capacity, its ability to organize the work, professional competence, attitudes to the labor responsibilities and sense of responsibility, discipline and self-control.

**Ecological factors.** These factors, as a rule, are generally characterized by the ecological conditions of the region or country, as well as its contamination level.

**Conclusions.** The proposed theoretical analysis and the assessment of the potential formation of labor are subjective. Therefore, to give them an objective point, we consider that it is necessary to conduct selective researches at the regional level or in a group of organizations in order to identify relationships between labor productivity, levels of economic activity, education, training, etc. On the other hand, it is necessary to run sociological poll for the evaluation of the employees' job satisfaction (it includes labor conditions, size of a salary, ability to work in a team etc.). It will have to provide the opportunity to evaluate the effectiveness of the labor potential development.

The formation of the labor potential in modern conditions requires a whole set of interrelated actions. However, we do not have to ignore the dynamics of the interaction processes which characterize such major components of the labor market as supply and demand for the labor force and the price for it.

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