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FORMING AND USE OF LABOR POTENTIAL OF AGRARIAN SECTOR IN UKRAINE

Statement of the problem. The priority value in development of national economy of Ukraine belongs to the agrarian sector, the possibilities of which are determined by powerful land and resource base. However, the central place in forming of the production potential of the industry is still owned by a man. Exactly a man is called to determine the aims and directions of the production development, to organize it, and to dispose by the labor results. A man with his capabilities and possibilities is the main productive force of society, acts not only the element of production process, but also its strategic resource. Thus, the issue of forming and using of employment resource potential of agrarian sector acquires the special actuality.

Analysis of the last researches and publications. The problems of the state and using of employment resources are complicated and multifaceted in the center of attention of many domestic scientists. The different aspects are found a reflection in the works of D. Bohyni [1], A. Hrishnovoi [1], E. Libanovoi [2], P. Sabluka [3] and others. But, despite the high level of the problem elaboration, we note that the questions of management influence of the state on quantitative and qualitative characteristics of labour force in the agrarian sector have not developed properly yet.

Statement of the task. The aim of the article is to justify the state management influence on the formation of quantitative and qualitative characteristics of labour force of agrarian sector in Ukraine. It is necessary to determine the followings tasks for achievement of the aim:

- to analyze the quantitative and qualitative characteristics of the employment potential of the aerial sector in a dynamics;
- to define the factors of employment potential development and characterize the problematic aspects of the foregoing process.

Statement of the main research. The basis of the employment potential of the agrarian sector and the main object of state management influence is rural population of working age. Attention of regulator must be concentrated on both quantitative and qualitative characteristics. The quantitative aspect is represented by the number and staff of the working-age population, and qualitative one by a set of demographic, intellectual, psycho and physiological, educational qualification and other features.

We conducted the analysis of the status and use of the employment potential of the village and marked the negative trends of recent years. Through negative motivational behavior the number of rural settlements of Ukraine is annually reduced by an average of 28 units. During the period of reform from the map of Ukraine 447 villages have disappeared and 6163 villages have been degraded, there are no people in 227 villages [4].

In search of the attractive terms of working and living conditions the most perspective part of population moves out outside the village and tries to realize its potential in town, and even outside the country. The Ukrainian village began to test the loss of population as early as in 1979, but the process was accelerated the last years. For period from 1979 to 2013 the diminishing of rural population was 5,1 million persons. More than third from this staff has left the village during the last decade.

The special anxiety is caused by the fact of swift senescence of rural population. So, if in 1979 the specific gravity of persons in age from 60 years in the general structure of the villagers was 20,3% in 1989 – 24,2%, in 2013 – 26,6%, and the stake of persons from 0 to 15 years diminished on 6,5 p.p. – from 23,8 [5, p. 53] to 17,3%. Such tendencies signal about intensifying of reproduction problem of rural population and further weakening of employment resource potential of agrarian sector.

Quantity diminishing of rural population takes place in the entire countries of the world, but in Ukraine this process occurs by too rapid rates. If in the developed countries such diminishing is stipulated by growth of the productivity of agricultural production and proper reduction of free vacancies, in Ukraine it is investigation of deepening of distinctions in the conditions of life and labour in the town and in the village. However the state does not accept operating on counteraction to this process.

Agriculture remains the main scope of application of labour in rural areas in Ukraine, but young people do not demonstrate the desire to realize in it their potential – 96,4%, busy in industry are persons in age from 35 years and more (table 1).

Powerful factor which does not encourage young people to work in the industry is the salary, which strongly differentiates from the average in the economy, and sometimes not even reaches the minimum level. In 2012, about 13% workers of Ukraine agriculture were not provided with even minimum subsistence level [9, p. 38]. This situation leads to the proliferation of so-called "rural poverty". The results of the surveys

of living level of urban and rural residents witnessed the significant social stratification. In 2012, the level of poverty of the rural population amounted to 36,1% and was by 14,9 points higher than in the city.

Table 1

Youth employment in agriculture in Ukraine in 2006-2012, thousand people

| Indicator | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|--|---------|---------|---------|---------|---------|---------|---------|
| The number of the employed population of Ukraine | 20730,4 | 20904,7 | 20972,3 | 20191,5 | 20266,0 | 20324,2 | 20354,3 |
| Employment in agriculture, the whole | 3652,6 | 3484,5 | 3322,1 | 3152,2 | 3152,6 | 3410,3 | 3506,7 |
| The number of young people engaged in agriculture | 219,3 | 185,9 | 137,4 | 132,8 | 126,4 | 123,9 | 127,6 |
| The share of youth in the total number of employees, % | 6,0 | 5,3 | 4,1 | 4,2 | 4,1 | 3,6 | 3,6 |

Source: constructed and calculated according to [6; 7; 8]

Almost all of its earnings farmers spend on payment of municipal services and food. However, their diet is far from optimal, the volume of sugar consumption is 1,2 times higher than the consumption of this product by a city resident, bread and bread products – by 1,3 times, potato – 1,5 times, while the consumption of meat is behind by 18.9%, fish and fish products – by 5,9%, fruits, berries, nuts and grapes – by 40,5% [10].

Under these conditions, the youth of the village does not want to substitute for work in the household by hired labour. So, the high level of economic inactivity of the population is characteristic for rural areas. In 2012, from 12,1 million economically inactive persons 3,3 million (27,2%) was the population of the village [11], and that is 31.5% of total population aged from 15 to 70 years. The highest level of economic non-activity among young people aged 15 to 24 years is approximately 52,8% of persons of this age group (table 2).

Table 2

Economic activity of the rural population of Ukraine in 2012

| Indicator | Economically active population | | | | | Economically inactive population, thousands of people | The level of economic activity, % |
|-------------------------------|--------------------------------|---------------------|------|---------------------|------|---|-----------------------------------|
| | Total, thousands of people | including | | | | | |
| | | busy | | unemployed | | | |
| | | Thousands of people | % | Thousands of people | % | | |
| Whole population | 6878,6 | 6370,7 | 92,6 | 507,9 | 7,4 | 3282,9 | 67,7 |
| Young people from 15-34 years | 2488,7 | 2221,4 | 89,3 | 267,3 | 10,7 | 1396,1 | 64,0 |
| including by age groups: | | | | | | | |
| 15-24 years | 913,8 | 780,5 | 85,4 | 133,3 | 14,6 | 1021,3 | 47,2 |
| 25-29 years | 814,8 | 738,2 | 90,6 | 76,6 | 9,4 | 204,0 | 80,0 |
| 30-34 years | 760,1 | 702,7 | 92,4 | 57,4 | 7,7 | 170,7 | 81,7 |

Source: Constructed according to [8]

Economic activity is mainly manifested by people without education. The persons who conquered it, rarely want to work in agriculture. But if there is such a desire, already after the first year of work it disappears. Analysis of the educational level of workers of agriculture showed a low proportion of qualified individuals who are able to solve complex issues at work, and the negative trends of this process. The most critical situation in individual peasant farms, whose share accounts for the dominant share of gross production of the agrarian sector. Now, 0,1% of persons of households are illiterate, 1,4% do not have even primary education, 12,3% received only primary education, and only 7,6% – higher education [12, p. 198]. In general, about 52% of the employed in the agricultural sector are people of "the simplest professions", which do not require special training [11], and complete higher education, have only 13.7% of workers [7, p. 64]. The experts found out that the personnel problem have 40% of new agrarian organizations of Ukraine [13], and by a skilled labour force is fully guaranteed 15% of enterprises, whose share accounts for 40% of gross domestic product industry [14].

The problem is not the lack of specialized educational institutions, but in attitude of rural youth to education and to work in the village. Training of specialists for the agricultural sector is carried out in 20 higher educational establishments of III-IV accreditation levels. The total number of students of agricultural higher educational establishment reaches 147 thousand people, 68% of which came from the village. However, these people do not have the desire to work in rural areas. According to the questionnaire of the graduates of agricultural higher educational establishments, 70% believe that agricultural sector is promising, but only 24% of respondents [11] associate their future with it, others intend to stay in the city. Despite the official reports about almost 100% employment by profession, the majority of the graduates farmers do not

go to work on the ground and change skills. Now it is problematic to find in Ukraine a certified agronomist or breeder or manager who would agree to work in a village.

Not very high is the quality of agricultural education. Students are taught to everything and nothing specific. Scientists' researches which are paid a lot of attention in Ukrainian agricultural universities are uncompetitive on the international level, and nobody wants to go to work on the land. More resources than in other countries are spent on the system of agricultural education in Ukraine, but the effectiveness of such financial expenses is doubtful, because trained specialists do not make special contributions to the development of agro and industrial complex of the country. The reason is the focus of education in the agricultural sector to the theory without practice, the lack of differentiation of educational institutions and scientific research institutions.

Negative changes of quantitative and qualitative characteristics of the employment resource potential of the agrarian sector significantly affect on the dynamics of the social determinants of national security, define the level of food security and the future of the Ukrainian village. Such situation is formed by a number of factors that have an economic, social and legal nature (fig. 1), and is specified by the inefficiency and non-systematic individual stages of market reforms. During the entire period of Ukraine's independence the national government could not form the holistic concept of public sector of agrarian economy. If this question would not be put on the agenda, the Ukrainian village has a risk to lose its identity forever, and Ukraine can lose the potential that is laid.

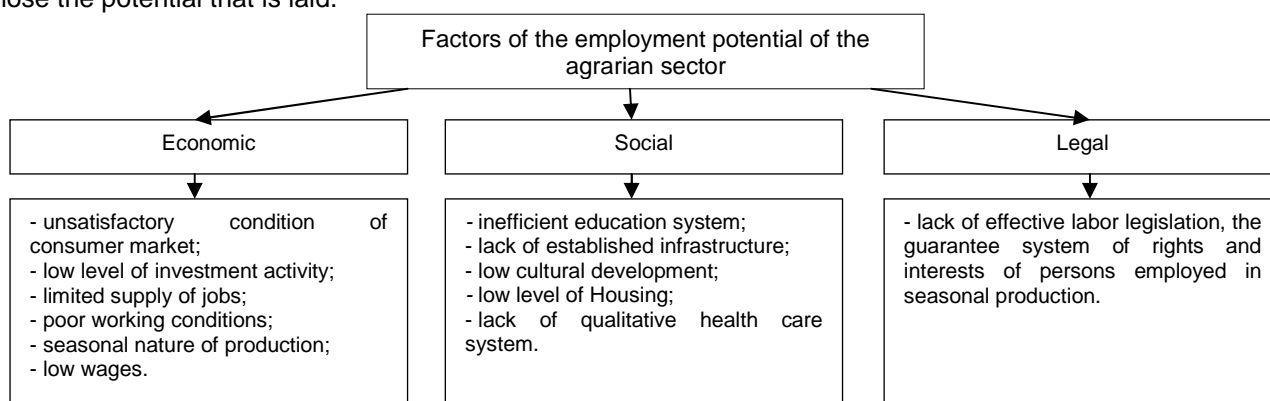


Figure 1. Factors of the employment potential of the agrarian sector

Source: own development

Initial focus towards social and economic transformations in the village, at our discretion, must become the adoption and improvement of the normative legal framework. Government should pass laws that would encourage the development of entrepreneurship initiative, find the perfect mechanisms motivation of employers to hire on the first job, advanced training and level of their income.

The issue of legalization of employment requires a balanced approach. The state should encourage the creation of additional jobs, increase wages. Achieving this goal can be provided by using of the stimulant function of taxes. The main factor which causes the employers to pay wages in "envelopes" and promotion of the shadow labour market in Ukraine is high tax burden payroll. In this regard, there is an urgent need to reform the tax system and implementation of the creation jobs policy by providing of tax incentives to companies involved in the work of new employees and regularly pay them a decent wage.

Failure to comply with the order and payment of wages also provokes the absence of effective punitive system for violating the law on salaries. There is a proposal to increase the liability of employers for violations of labour laws. It is appropriate, in our opinion, to create a centralized database with information on offenders available to all market participants.

An important role in the development of the agrarian labour market belongs to youth policy. The government should raise the prestige of the work in the village for young people and help them to assert themselves in agriculture, to learn new knowledge. Cooperation with young people should be carried out by special programs which should provide:

- preferential terms of admission for agrarian profile for the rural residents in accordance with the present needs of industry;
- increasing the acceptance of the rural residents to agricultural universities for public order and establishment of contractual conditions of returning of specialists to work in rural areas;
- create new jobs for people who have just graduated;
- increase the state reserves of land (through the use of unclaimed land and redemption of shares of the peasants) in order to use them to young people to start their own business;
- establishment of young farmers associations devoted to the promotion prospects of labour in rural areas, to provide advice and psychological support, to organize seminars and exhibitions of animals;

- involvement of intellectual and scientific potential of the village to the needs of local governments, academic and research institutions of agrarian direction;
- training of high school students enrolled in rural schools in agricultural educational establishments and in production.

An agrarian educational system needs radical reform. The student must obtain specific knowledge that he can implement at work, and winning them he will be in demand in the market labour. It is necessary to differentiate agricultural education and, at the same time to make it more consistent with science and the real sector. The process of learning in colleges and universities should have a dual system and provide alternation of theory and practice. To achieve this, various activities with farmers should be organized on the basis of educational establishments. Government intervention in the learning process should be minimal. The autonomy of universities will increase the competition between them, which encourages them to improve the work. Graduates of the best establishments will be able to find a job quickly and get a decent salary. This will encourage students to choose this particular university and other universities will be interested to improve their educational system.

Particular attention in Ukraine should be paid to the problems of further development of employment potential in the workplace. It is important that the learning process was not finished with the graduating of high school but continues throughout life. However, most workers have not incentive to learn. This issue does not disturb the employers, as labour recourses supply still exceeds demand, and most companies can not provide training costs, due to the difficult financial situation. But the transition to modern technologies and exit of the industry to a new level of development is not possible without the constant skills development. We get a vicious circle, which should be solved by state. It is not possible to provide high level of education of rural residents without proper motivation, aimed at both employers and workers themselves. The maximal coordination of the interests of both parties should be organized by training directly in the workplace. This is too expensive, but cheaper than sending staff to training. Moreover, these costs quickly compensate themselves that have become apparent in the growth of labour productivity. American experts estimate that \$ 1 spent on training will give 10 dollars profit [15, p. 99]. Additional knowledge will ensure the success of the employee, guarantee him a promotion and raise of the living standards. But in order to promote to the study, the government should carry out extensive propaganda work, and also use economic instruments, in particular - by providing credit privileges to finance such works.

A qualitatively new system of social life of peasants is also intended to change the demographic situation in the village and to overcome negative trends in social development. A large role in this regard belongs to programs of housing construction support, to the development of social and cultural infrastructure. The state needs to focus on revival of empty and remote villages and encourage young people to work in these areas. Achieving of this goal will be able to provide through the use of a range of organizational, financial, social and regulatory measures, aimed at improving the standard of living and create conditions for enhancing entrepreneurship in agriculture, as well as in other areas.

Findings of the study. A strategic area of the national economy of Ukraine is agriculture. Having a strong resource base, this industry can provide its worthy place to the state in the global community. However, the available potential in Ukraine is not used, and the state begins to turn gradually into an importer of food. The agricultural sector of Ukraine faces a lot of problems, but one of the major is loss of the employment potential, reducing of productivity and effectiveness of agrarian labour. It justifies the necessity of new approaches to its management, which provides a set of activities aimed at elimination of two related problems: problem of depopulation and village aging and the problem of quality employment recourses. Solving of the first group problems requires the formation of motivation mechanism to work in rural areas, and the second one - stimulation to improve educational qualification level of rural residents. Achieving of this aim will be able to provide by the use of a spectrum of economic, organizational and legal nature, which consist in finding prospects for further researches.

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Коваль Л.М. ФОРМУВАННЯ ТА ВИКОРИСТАННЯ ТРУДОВОГО ПОТЕНЦІАЛУ АГРАРНОГО СЕКТОРА УКРАЇНИ

Мета статті полягає в обґрунтуванні сфер державного управлінського впливу на формування кількісних і якісних характеристик робочої сили аграрного сектора України.

Методика дослідження. Методичну основу дослідження формує загальнонауковий діалектичний метод пізнання, при якому об'єкт дослідження розглядається як динамічна система. Формування складових економічного механізму ефективного відтворення та використання трудового потенціалу аграрного сектора України здійснено на основі діалектичного, історичного та системного методів. У процесі вивчення й узагальнення науково-практичних розробок застосовано методи порівняння, аналізу і синтезу, індукції і дедукції. Інформаційну базу дослідження складають нормативно-правові акти й матеріали органів державної влади України, статистичні дані Державної служби статистики України, результати наукових праць українських та зарубіжних учених.

Результати дослідження. Проаналізовано кількісні і якісні характеристики трудового потенціалу галузі в динаміці та висвітлено проблемні аспекти питання. Встановлено, що розв'язання проблеми потребує реформування правового поля, передбачає застосування стимулюючої функції податкових платежів. Особливу увагу приділено проблемам аграрної освіти та обґрунтуванню напрямів її розв'язання. Неабияке значення відводиться соціальній та культурній інфраструктурі сільських територій як чинника особистісного розвитку.

Наукова новизна. Виявлено, обґрунтовано та проаналізовано основні сфери державного управлінського впливу на формування та ефективне відтворення трудового потенціалу аграрного сектора економіки України в контексті трансформації законодавства та напрямів державного впливу на його характеристики.

Практична значущість. Отримані результати дослідження є основою для вивчення і практичного розв'язання проблеми ефективного відтворення трудового ресурсного потенціалу в аграрному секторі економіки.

Ключові слова: аграрна сфера, трудовий потенціал, кількісні і якісні характеристики трудового потенціалу, ефективність, сфери державного впливу.

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Purpose. The purpose of the article is to justify the administrative spheres of influence on the formation of quantitative and qualitative characteristics of the labor force of the agricultural sector of Ukraine.

Methodology of research. Methodological research forms the basis of the dialectical method of cognition, in which the object of study is considered as a dynamic system. Formation of the components of effective economic mechanism of reproduction and use of labor potential of the agricultural sector of Ukraine is based on the dialectical, historical and systematic methods. In the course of the study and synthesis of scientific and practical developments of the method of comparison, analysis and synthesis, induction and deduction. Information base consists of research regulations and supply the government of Ukraine, the statistics of the State Statistics Service of Ukraine, the results of scientific works of Ukrainian and foreign scientists.

Findings. Analysis of quantitative and qualitative characteristics of the employment potential in the field of dynamics and highlights the problematic aspects of the issue. Established that solving the problem requires reforming the legal framework, enabling application provides the functions of tax payments. Particular attention is paid to the problems of agricultural education and grounding lines of the solution. Considerable importance is given to the social and cultural infrastructure of rural areas as a factor in personal development.

Originality. It was found proved and analyzed core public management influence on the formation and efficient reproduction of the labor potential of the agricultural sector of Ukraine in the context of the transformation laws of the state and trends influencing its performance.

Practical value. These research results are the basis for the study and practical solution to the problem of efficient reproduction of labor resources potential in the agricultural sector.

Key words: agriculture, employment potential, quantitative and qualitative characteristics of the employment potential, effectiveness, scope of state influence.

Коваль Л.М. ФОРМИРОВАНИЕ И ИСПОЛЬЗОВАНИЕ ТРУДОВОГО ПОТЕНЦИАЛА АГРАРНОГО СЕКТОРА УКРАИНЫ

Цель статьи состоит в обосновании сфер государственного управленческого воздействия на формирование количественных и качественных характеристик рабочей силы аграрного сектора Украины.

Методика исследования. Методическую основу исследования формирует общенаучный диалектический метод познания, при котором объект исследования рассматривается как динамическая система. Формирование составляющих экономического механизма эффективного воспроизводства и использования трудового потенциала аграрного сектора Украины осуществлена на основе диалектического, исторического и системного методов. В процессе изучения и обобщения научно-практических разработок применены методы сравнения, анализа и синтеза, индукции и дедукции. Информационную базу исследования составляют нормативно-правовые акты и материалы органов государственной власти Украины, статистические данные Государственной службы статистики Украины, результаты научных работ украинских и зарубежных ученых.

Результаты исследования. Проанализированы количественные и качественные характеристики трудового потенциала отрасли в динамике и освещены проблемные аспекты вопроса. Установлено, что решение проблемы требует реформирования правового поля, предусматривает применение стимулирующей функции налоговых платежей. Особое внимание уделено проблемам аграрного образования и обоснованию направлений их решения. Большое значение отводится также социальной и культурной инфраструктуре сельских территорий как фактора личностного развития.

Научная новизна. Вывявлены, обоснованы и проанализированы основные сферы государственного управленческого воздействия на формирование и эффективное воспроизводство трудового потенциала аграрного сектора экономики Украины в контексте трансформации законодательства и направлений государственного воздействия на его характеристики.

Практическая значимость. Результаты исследования являются основой для изучения и практического решения проблемы эффективного воспроизводства трудового потенциала в аграрном секторе экономики.

Ключевые слова: аграрная сфера, трудовой потенциал, количественные и качественные характеристики трудового потенциала, эффективность, сферы государственного воздействия.