



No 49 (2020)

P.6

The scientific heritage

(Budapest, Hungary)

The journal is registered and published in Hungary.

The journal publishes scientific studies, reports and reports about achievements in different scientific fields. Journal is published in English, Hungarian, Polish, Russian, Ukrainian, German and French.

Articles are accepted each month. Frequency: 12 issues per year.

Format - A4

ISSN 9215 — 0365

All articles are reviewed

Free access to the electronic version of journal

Edition of journal does not carry responsibility for the materials published in a journal. Sending the article to the editorial the author confirms it's uniqueness and takes full responsibility for possible consequences for breaking copyright laws

Chief editor: Biro Krisztian

Managing editor: Khavash Bernat

- Gridchina Olga - Ph.D., Head of the Department of Industrial Management and Logistics (Moscow, Russian Federation)
- Singula Aleksandra - Professor, Department of Organization and Management at the University of Zagreb (Zagreb, Croatia)
- Bogdanov Dmitrij - Ph.D., candidate of pedagogical sciences, managing the laboratory (Kiev, Ukraine)
- Chukurov Valeriy - Doctor of Biological Sciences, Head of the Department of Biochemistry of the Faculty of Physics, Mathematics and Natural Sciences (Minsk, Republic of Belarus)
- Torok Dezso - Doctor of Chemistry, professor, Head of the Department of Organic Chemistry (Budapest, Hungary)
- Filipiak Pawel - doctor of political sciences, pro-rector on a management by a property complex and to the public relations (Gdansk, Poland)
- Flater Karl - Doctor of legal sciences, managing the department of theory and history of the state and legal (Koln, Germany)
- Yakushev Vasilij - Candidate of engineering sciences, associate professor of department of higher mathematics (Moscow, Russian Federation)
- Bence Orban - Doctor of sociological sciences, professor of department of philosophy of religion and religious studies (Miskolc, Hungary)
- Feld Ella - Doctor of historical sciences, managing the department of historical informatics, scientific leader of Center of economic history historical faculty (Dresden, Germany)
- Owczarek Zbigniew - Doctor of philological sciences (Warsaw, Poland)
- Shashkov Oleg - Candidate of economic sciences, associate professor of department (St. Petersburg, Russian Federation)

«The scientific heritage»

Editorial board address: Budapest, Kossuth Lajos utca 84,1204

E-mail: public@tsh-journal.com

Web: www.tsh-journal.com

CONTENT

ECONOMIC SCIENCES

Logosha R., Mazur K. METHODOLOGICAL APPROACHES TO EVALUATION OF EFFICIENCY OF USE OF ECONOMIC POTENTIAL AGRICULTURAL ENTERPRISES 3	Pronko L. DECENTRALIZATION IN UKRAINE: ADVANTAGES AND DISADVANTAGES OF UNITING TERRITORIAL COMMUNITIES21
Matatov R., Orusova O. THE IMPACT OF UNEMPLOYMENT ON THE ECONOMY OF THE RUSSIAN FEDERATION 13	Tomashuk I. CURRENT STATE AND PROSPECTS OF LABOR POTENTIAL DEVELOPMENT OF RURAL TERRITORIES OF UKRAINE (ON THE EXAMPLE OF VINNITSA REGION).....31
Matiienko-Zubenko I. DIGITAL TECHNOLOGIES TRANSFORM THE PROFESSIONAL LANDSCAPE OF ACCOUNTANTS AND AUDITORS: GLOBAL AND DOMESTIC REALITIES..... 15	Chereshnevyi O. PRIMARY DOCUMENT IN BUDGET ORGANIZATIONS' ACCOUNTING PROCESS44

JURIDICAL SCIENCES

Bodunova O. TO DETERMINING THE SCIENTIFIC BASES OF DETERMINATION OF CRIME IN THE FIELD OF INFORMATION TECHNOLOGIES 48	Sargsyan A. SOME ISSUES OF IMPROVING THE INCENTIVE NORM ON EXEMPTION FROM CRIMINAL LIABILITY OF MEMBERS OF THE CRIMINAL COMMUNITY55
Kostanyan G., Kazanchian L. FEATURES OF THE LEGAL STATUS OF A DEPUTY OF THE NATIONAL ASSEMBLY OF THE REPUBLIC OF ARMENIA..... 51	Khomiakov D., Ziboreva O. CONCEPT AND CONTENT OF THE ADMINISTRATIVE AND LEGAL STATUS OF THE MINISTRY OF DEFENSE OF UKRAINE59

CURRENT STATE AND PROSPECTS OF LABOR POTENTIAL DEVELOPMENT OF RURAL TERRITORIES OF UKRAINE (ON THE EXAMPLE OF VINNITSA REGION)**Tomashuk I.***assistant of the department of analysis and statistics
Vinnytsia National Agrarian University,
Vinnytsia, Ukraine***Abstract**

The essence of the problems of formation and development of labor potential of rural areas is revealed. The mechanisms of interrelation of labor potential and demographic situation in rural areas as a natural basis for its formation are revealed. The influence of migration and socio-economic factors on the formation of labor potential of rural areas has been studied. It is indicated that one of the most important criteria for the quality of life in rural areas is the demographic situation. It is emphasized that labor potential is the main strategic resource and source of income growth in rural areas. It is emphasized that the number of carriers of labor potential of the country and its regions is determined by the exogenous influence of the state through the implementation of its functions for the formation of the socio-economic environment of its growth, reproduction and use. Proposals for improving the mechanisms of formation and development of labor potential of rural areas are substantiated. It is concluded that to improve demographic factors that directly affect the formation of labor potential of the village it is necessary to create jobs for promising young and highly skilled workers, improve material and living conditions of peasants, provide housing for low-income and young professionals, increase income and living standards of the rural population increase the birth rate, control the migration of highly skilled workers abroad and combat illegal migration.

Keywords: labor resources, labor potential, unemployment rate, employment, demography, wages, migration, social stability.

Formulation of the problem. The current stage of development of our state demonstrates the rapid loss of the most important treasure of Ukrainian society - labor potential. The economic crisis, the decline in production, unemployment combined with the intensification of migration processes due to the annexation of Crimea and Russia's military action in the East, a significant decline in quality and quality of life, had an extremely negative impact on its reproduction and efficiency. The intensification of emigration processes could not but affect the state of the entire economic system of the country. Transformations of the agricultural sector of Ukraine's economy have led to significant changes in the economic mechanism of social infrastructure formation, which has deepened the problems of forming the labor potential of rural areas and contributed to the spread of labor migration. The decline of rural areas has led to lower living standards, partial degradation and impoverishment, reduced agricultural production, low profitability of agricultural producers, reduced number of social infrastructure of the village, lack of financial support for small farms, administrative barriers to attracting investment for development villages, etc. Thus, the development of theoretical and methodological basis for the processes of formation, functioning and development of labor potential of rural areas is important in both scientific and practical aspects.

Analysis of recent research and publications. A significant contribution to the study of the problem of formation and effective use of labor potential of rural areas was made by Goncharuk IV, Korniychuk OO, Kravchenko MV, Kozar VV, Belarus T., Grinkevich S., Brukh O., Kohut M., Lutsyak VV, Kotnovchenko IV, Gorbacheva IV, PT Sabluk, M.A. Hvesik, C.B. Mocherny and others. However, issues related to regional problems of labor potential formation and use remain unresolved. In the works of scientists little attention is

paid to the study of the preconditions for the formation of labor resources in rural areas in the period of market transformations.

Selection of previously unsolved parts of the overall problem. Modern information society and the corresponding structure of social production places high demands on the quality of labor potential, especially its intellectual component, determines the formation of the individual as an elementary unit of labor potential, with a high level of creativity, work motivation, a holistic system of needs and values. determine such motivation. This model replaces the materialist-mechanistic, based on the stereotype of the leading role of those types of labor that create material goods, guided by a given technology. Today in the civilized world, economic wealth is created mainly through creative innovation. The complexity of the labor potential of the region as a system is, first of all, that the main system-forming element is a person who is not only a carrier of knowledge and skills that can generate income, but also a person whose potential is fully revealed by creating appropriate conditions. That is why the labor potential of the region for its effective formation, implementation and development clearly implies the existence of a multilevel institutional system, which should be understood as an organic, genetic relationship of institutions that make it up and represent a logically complete, integral unity capable of self-development and self-reproduction.

The urgency of the problem of using labor potential in a non-stationary economy is exacerbated by the fact that in the absence of appropriate theoretical and methodological support, the influence of the state on these processes is fragmentary and chaotic. As a result, negative phenomena and tendencies accumulate in the economy and social sphere, which are expressed in the deformation of the quality of labor potential, deterioration of public health and information disorientation of

the use and development of labor potential. Therefore, identifying the peculiarities of the use of labor potential of the country is an extremely important task of research, which is due to the transformational processes in its structure, which arise as a result of new challenges of the modern information society.

The purpose of the work. The purpose of the study is to generalize the theoretical foundations, improve methodological and develop scientific and practical recommendations for the formation, increase the

use and development of labor potential of rural areas of the region.

Presentation of the main research material. The situation in modern Ukraine shows that during the years of independence the population has significantly increased the opportunities for choice for the development of their own personality. Along with this, there are some trends in the destruction of Ukraine's labor potential (Fig. 1).

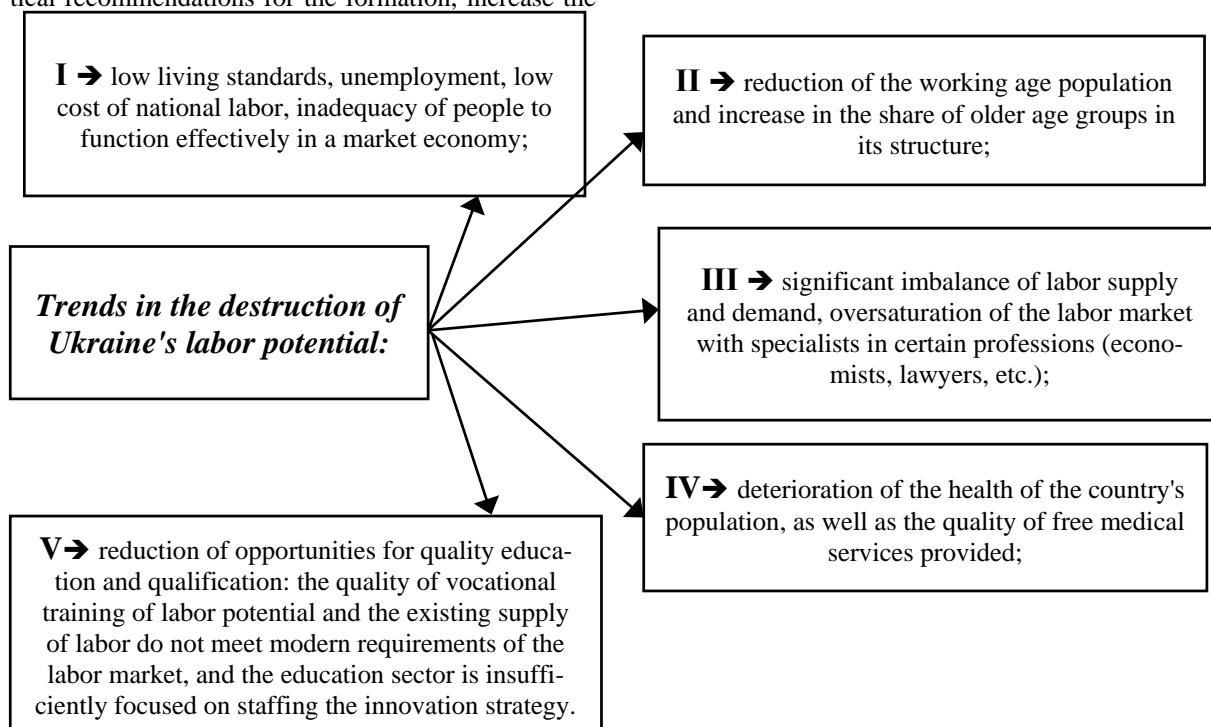


Fig. 1. Trends in the destruction of labor potential in rural areas of Ukraine

Source: generated by the author based on [1]

Given the new conditions and trends of economic and social development, as well as Ukraine's entry into the world community, there are problems, the solution

of which will improve and optimize the mechanism of formation, distribution, exchange and use of labor potential, as well as improve labor relations (Table 1).

Table 1

Problems of formation, distribution, exchange and use of labor potential

	<i>Characteristic</i>
I	☐ Insufficient investment in labor protection, housing, education, culture, science and other areas of social infrastructure;
II	☐ preservation and development of labor potential requires high-quality legal support and implementation of current legal norms;
III	☐ the existence of inconsistencies between the supply of training in certain areas, on the one hand, and the demand for them in accordance with the needs of structural reform - on the other hand;
IV	☐ lack of responsibility of educational institutions for further employment of graduates;
V	☐ low level of labor productivity and environmental problems;
VI	☐ imperfection of the system of distribution of the state budget in relation to social needs;
VII	☐ high tax pressure on enterprises and imperfect tax legislation;
VIII	☐ non-adaptation of the system of vocational education to the needs of the market;
IX	☐ insufficient level of training, retraining and retraining of the workforce;
X	☐ imperfection of information support for the functioning of the labor market;
XI	☐ youth unemployment due to lack of experience.

Source: generated by the author based on [5]

The most important socio-economic factors of formation and use of labor potential of rural areas are: the level of material well-being of rural residents, living

conditions of rural population, health and efficiency, development of culture, education and sports in rural

areas, level of trade and consumer services. [3]. The development of social infrastructure is important: the provision of rural settlements with medical and obstetric points, children's preschool and club facilities, etc.

The need to study the mechanism of formation and use of labor potential is due to the following circumstances (Table 2).

Table 2

The main components of the study of the mechanism of formation and use of labor potential

I	II	III	IV	V	VI
<i>First, the situational changes that occur in both the domestic economic system and the world economy in the process of genesis of market relations.</i>	<i>Secondly, the relatively low level of research on the labor potential of Ukraine and its regions and the lack of information base.</i>	<i>Third, the problems of the current level of development of domestic labor potential, the need to analyze its condition and take into account world experience in improving the efficiency of reproduction.</i>	<i>Fourth, the insufficient level of theoretical and methodological substantiation of modern essential characteristics of the categories of labor potential, the concepts of its reproduction.</i>	<i>Fifth, the deepening of the relationship between labor potential and the labor market in Ukraine and the need to take them into account in the process of socio-economic development.</i>	<i>Sixth, the need to improve state regulatory policy to increase the efficiency of reproduction of labor potential of the regions.</i>

Source: generated by the author based on [5]

One of the most important criteria for the quality of life in rural areas is the demographic situation. At the present stage of socio-economic development of rural areas of Ukraine it can be described as a crisis, as evidenced by declining trends in the rural population, shifts in its age structure in favor of the disabled, the outflow of economically active groups in urban and suburban areas and more.

The demographic situation in Ukraine in recent years has significantly affected the labor resources of rural areas. Socio-economic processes that occur in the agricultural sector of the economy, as the main area of employment of the peasant, affect the natural, migratory and economic movement of the rural population in the direction of its reduction. There is a problem of national importance - the population of rural areas [6].

According to the Main Department of Statistics in Vinnytsia region, the number of the available population of Vinnytsia region on November 1, 2019 was 1547575 people.

During January-October 2019, the population decreased by 12,819 people. The decrease in the popula-

tion of the region occurred both due to the natural decrease - 10,196 people, and due to the migratory decrease of the population - 2,623 people.

Gender and age composition of the population is the result of demographic (births, deaths), migration processes, historical and socio-economic factors.

The total permanent population of Vinnytsia region as of January 1, 2019 was 1553.3 thousand people, including urban - 792.7 thousand people or 51.0%, rural - 760.6 thousand people or 49.0%. In 2018, the number of permanent residents decreased by 15.4 thousand people or 1.0%. At the beginning of 2019, there were 719.0 thousand men or 46.3% of the total population and 834.3 thousand women or 53.7% in the region [10].

Under the labor potential means the ability of the population to allocate from their environment a certain level of labor and efficiency, which is realized or can be realized in the national economy and be competitive in the labor market.

The level of use of labor potential forms the volume of production of gross regional product (Table 3).

Table 3

Gross regional product production in the regions of Ukraine, 2019, UAH million

<i>№</i>	<i>Name of the region</i>	<i>Indicator, UAH million</i>	<i>№</i>	<i>Name of the region</i>	<i>Indicator, UAH million</i>
1	Crimea	-	15	Odessa	149530
2	Vinnytsia	92427	16	Poltava	150904
3	Volyn	51972	17	Rivne	48836
4	Dnepropetrovsk	313830	18	Sumy	56530
5	Donetsk	166404	19	Ternopil	40747
6	Zhytomyr	61470	20	Kharkiv	187454
7	Transcarpathian	43043	21	Kherson	47868
8	Zaporozhye	130377	22	Khmelnitsky	63882
9	Ivano-Frankivsk	63850	23	Cherkasy	73176
10	Kyiv	157043	24	Chernivtsi	28591
11	Kirovograd	53031	25	Chernihiv	56672
12	Luhansk	30285	26	city Kiev	699185
13	Lviv	147404	27	city Sevastopol	-
14	Mykolayivska	69371			

Source: generated by the author based on [10]

In fig. 2. shows the production of gross regional product in Ukraine in 2019.

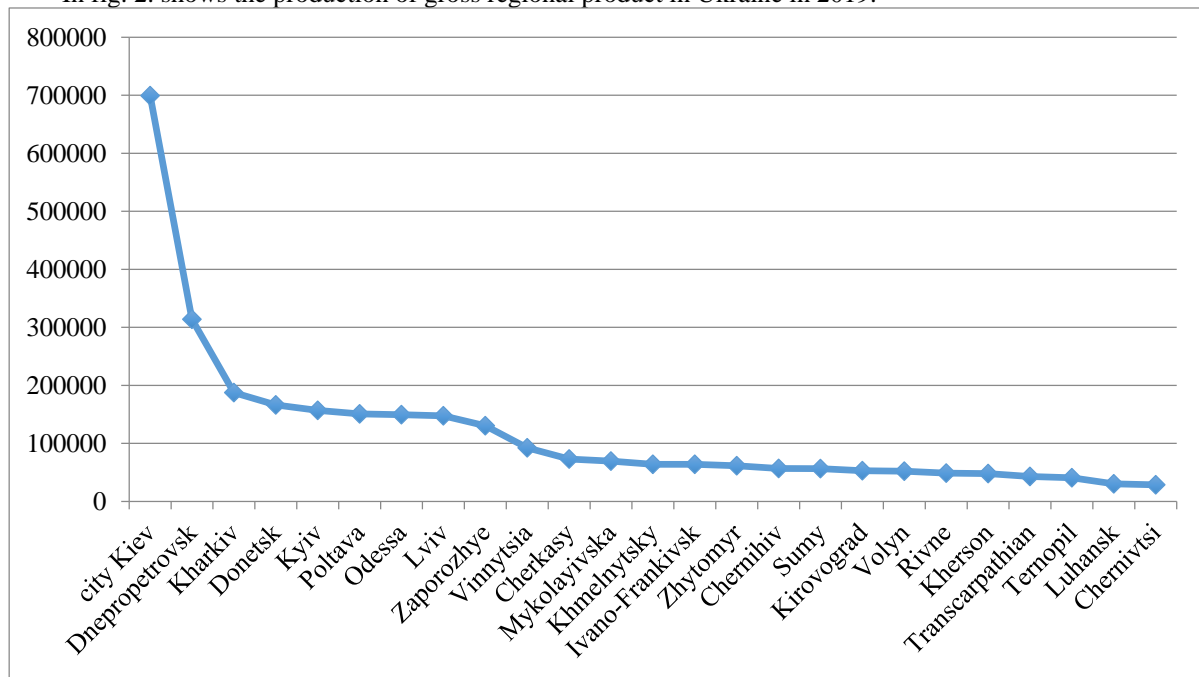


Fig. 2. The volume of gross regional product of Ukraine, 2019, UAH million.

Source: generated by the author based on [10]

Man's labor potential is part of his potential as a person, ie in relation to the individual labor potential is a part of human potential, which is formed on the basis of natural data (abilities), education, upbringing and life experience. Most often, the labor potential is considered as part of the working age population who are able and intend to work in accordance with health status, psychophysiological characteristics, level of education, specialty and socio-ethnicity [5; 6].

The formation of labor potential of rural areas is significantly influenced by the level of total income of rural households, the level of provision of rural settlements with secondary schools, the share of rural population in the existing population of the region [3].

According to the Main Department of Statistics in Vinnytsia region, the number of employed population

of Vinnytsia region aged 15 years and older than 9 months of 2019 was 664.7 thousand people. The employed population aged 15–70 increased by 1.3% compared to the same period in 2018 and amounted to 662.9 thousand people. The employment rate of the population aged 15 and over was 50.7%. Among the population aged 15–70, it increased from 56.9% to 58.2% (the average in Ukraine is 58.3%). The unemployment rate (according to the methodology of the International Labor Organization) among the labor force aged 15 and older was 9.4% (Table 4). Compared to 9 months of 2018, the unemployment rate among people aged 15–70 decreased from 9.9% to 9.4% (average in Ukraine - 8.1%), including working age population - from 10.2% to 9.7% (average in Ukraine - 8.4%).

Table 4

Unemployment rate of the population of Ukraine (according to the methodology of the International Labor Organization) as a percentage of the economically active population of the corresponding age in 2019

№	Name of the region	Indicator, %	№	Name of the region	Indicator, %
1	Crimea	-	15	Odessa	6,4
2	Vinnytsia	9,9	16	Poltava	11,2
3	Volyn	11,4	17	Rivne	9,7
4	Dnepropetrovsk	8,0	18	Sumy	8,7
5	Donetsk	14,0	19	Ternopil	10,4
6	Zhytomyr	10,4	20	Kharkiv	5,3
7	Transcarpathian	10,0	21	Kherson	10,3
8	Zaporozhye	9,9	22	Khmelnytsky	8,4
9	Ivano-Frankivsk	7,8	23	Cherkasy	9,6
10	Kyiv	6,3	24	Chernivtsi	7,9
11	Kirovograd	11,6	25	Chernihiv	10,6
12	Luhansk	15,1	26	city Kyiv	6,2
13	Lviv	6,9	27	city Sevastopol	-
14	Mykolayivska	9,6			

Source: generated by the author based on [10]

In fig. 3 shows data on the unemployment rate of the population of Ukraine (according to the methodol-

ogy of the International Labor Organization) as a percentage of the economically active population of the corresponding age in 2019.

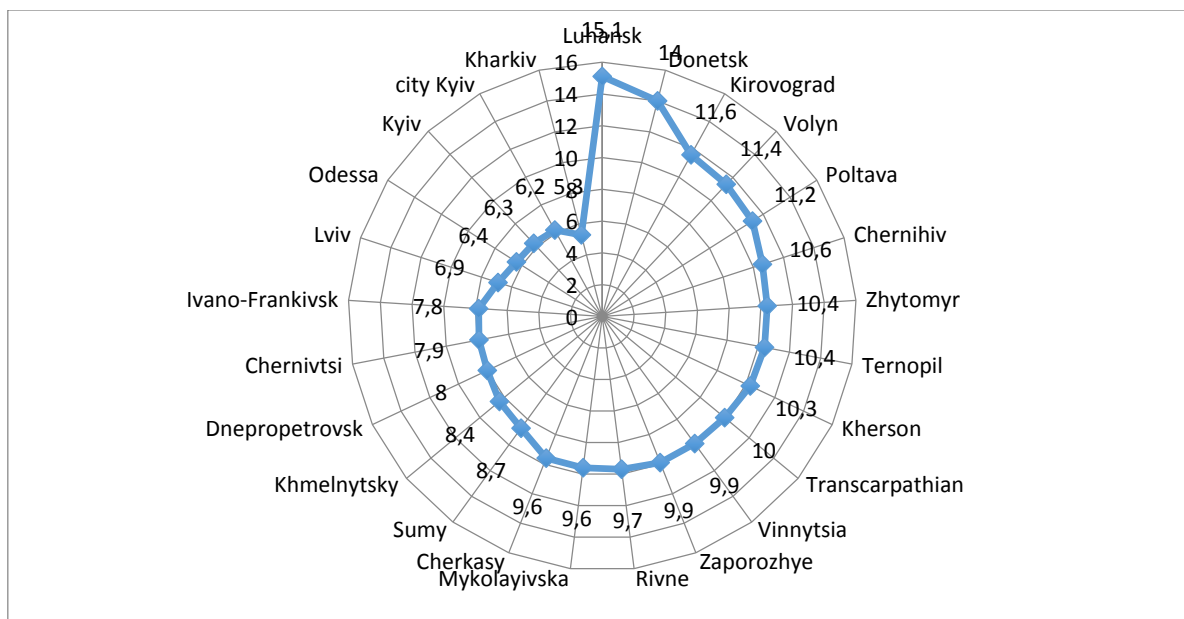


Fig. 3. The unemployment rate of the population of Ukraine (according to the methodology of the International Labor Organization) as a percentage of the economically active population of the corresponding age in 2019. Source: generated by the author based on [10]

Traditionally, the solution to the problem of employment in rural areas is carried out through such measures to overcome unemployment as employment by the state employment service, retraining of the unemployed, involvement in public works, development of labor-intensive industries in agriculture. Most of them have already shown their inability to solve this problem [6].

Both external and internal factors affect the inhibition of the development of labor potential in the country's regions. Among the internal factors of influence, first of all, it should be noted the low level of wages. Wages for the majority of working Ukrainians have in fact become one of the options for social assistance that depends little on the results of work.

The inability to fully realize oneself in one's own country encourages our compatriots to make decisions about emigration. Going to a permanent place of residence abroad is due to a complex set of economic, political, professional and other motives of a particular person of any country, but in Ukraine in the foreground motives associated with the inability to meet the priorities [4; 8], the basic needs of people.

One of the factors in the formation and development of the country's labor potential is migration. Migration processes affect not only the population of the country, but also the quantitative and qualitative composition and structure of its labor resources.

From the point of view of labor resources of Ukraine the main driving motives of external (mainly labor) migration can be considered:

- economic necessity related to the level of economic well-being of the population;
- labor market imbalance, labor surplus nature of the non-equilibrium state of the domestic labor market;

- the difference in the level of wages for the same work in different countries;
- simplicity and cost of the procedure of starting your own business;
- intensification of processes of interaction with European countries, deepening European integration;
- other factors, including the percentage of citizens on the poverty line set by United Nations standards at \$ 5 per day [5; 9].

Labor potential is the main strategic resource and source of income growth in rural areas. Labor potential as a driving force of rural development should have a motive, interest, incentives for innovation and creative search for new knowledge, gaining experience and their implementation.

The role of the state in solving the problems of migrant workers is crucial and decisive. In particular, the delay in signing international agreements on employment and social protection of migrant workers, as well as the lack of effective measures to create living conditions in Ukraine also negatively affect the pension provision of both direct workers and current retirees. As you know, the joint pension system is dependent on demographic indicators, in particular the ratio between able-bodied and incapacitated population. Over the last decade and in the near future in Ukraine, the disparity between these two categories is deepening, which causes an increased burden on workers, because the budget of the pension fund [7; 8], ie the payment and amount of pensions of today's retirees, is formed by pension contributions of current employees.

Of course, the main factor of effective socio-economic development of any society, of course, is the labor potential, its quantitative and qualitative composition, effective structure and rational use. Investment in

people and its development become a prerequisite for ensuring the economic growth of the country in the long run [2; 5]. In an industrial society, the role of people who have a variety of technical knowledge, professional experience, abilities and ensure the transition “from capital to organized knowledge” is growing.

The concept of information society has been actively developed, which is manifested in a directly proportional relationship between the level of expenditures on the “knowledge industry” and the rate of economic growth [4; 5]. It has been proven that investing in a person in order to acquire new knowledge, skills and abilities in the future affects productivity and, consequently, income growth, gives a greater return than investing in physical assets.

Today the problem of realization of the available labor potential of Ukraine is the inconsistency of its professional qualification structure with the needs of the labor market. Currently, specialists with economic, legal, humanitarian education enter the labor market with the offer of their labor services, and the market demand has formed in favor of professions related to machinery, technological equipment, tools, trade [5; 7], as well as the simplest professions.

According to the Main Department of Statistics in Vinnytsia region, the average nominal salary of a full-time employee of the region (data are for legal entities and separate divisions of legal entities with 10 or more employees) in October 2019 amounted to UAH 9,736, which is 2.3 times exceeded the level of the minimum wage (UAH 4,173). Compared to September 2019, wages increased by 2.4%, and compared to October 2018 increased by 16.6%.

Thus, the highest paid in October 2019 were employees engaged in construction, financial and insurance activities, whose wages exceeded the average size of the region's economy by almost 1.4 times. Among industrial activities, the highest accruals were recorded at enterprises for the production of basic pharmaceutical products and pharmaceuticals, where the level of wages exceeded the average for the economy of the region by 2.4 times.

Labor resources are the main productive force of society, they create added value and determine the level of development of the country, the vector of its further civilizational movement. The efficiency of the use of labor potential depends not only on the economic well-being of the nation, but also its ability to accumulate capital, develop innovative technologies and, ultimately, the ability to increase the labor potential [5; 6], the economic foundation of the formation and improvement of which is the result of labor.

The motivational basis for increasing labor productivity, increasing labor potential, improving its quality characteristics is wages, which embodies the reward for work performed and the cost of reproduction of labor. The main motivating factor of labor and the economic basis for the reproduction of labor is wages. It should provide not only simple but also extended reproduction [5; 11], so the more wages differ from the subsistence level, the more opportunities to increase the quantitative and qualitative characteristics of labor potential, the higher the productivity should be.

According to the Main Department of Statistics in Vinnytsia region, the amount of unpaid wages to employees of enterprises and organizations of Vinnytsia region on November 1, 2019 amounted to UAH 17.7 million, which compared to the previous month (until October 1, 2019) decreased by 3.6% or by UAH 0.7 million.

At economically active enterprises the debt amounted to 5771.2 thousand UAH (32.7% of the total amount of debt), at bankrupt enterprises - 10938.7 thousand UAH (61.9%), at economically inactive enterprises - 949.4 thousand UAH (5.4%).

In the total amount of Ukraine's debt, the share of Vinnytsia region was 0.5%.

Of the total debt, 84.3% of unpaid wages fall on the industrial enterprises of the region. Among other enterprises, the largest share of debt to employees of wholesale and retail trade; repair of motor vehicles and motorcycles (9.2%), construction, health care and social assistance (2.9% each).

The amount of arrears of wages to employees of economically active enterprises on November 1, 2019 amounted to slightly less than UAH 5.8 million, which compared to the previous month (until October 1, 2019) decreased by 11.9% or 0.8 UAH million.

They did not settle accounts with employees at 5 economically active enterprises and organizations of the region in time. The number of employees who did not receive their salaries on time amounted to 0.7 thousand people. Each employee, whose salary is paid with delay, owes an average of UAH 8,256.

In the structure of the total amount of debt for the payment of wages in Vinnytsia region, almost two thirds of the half (61.9%) is accounted for by business entities in respect of which the procedures for restoring the debtor's solvency or declaring them bankrupt (bankrupt enterprises). 16 bankrupt enterprises of the region reported the existence of arrears of wages, the amount of their debt on November 1, 2019 amounted to UAH 10.9 million.

As of November 1, 2019, there are no arrears of wages in 20 districts of the region (Bershad, Vinnytsia, Haisynsky, Illinetsky, Kozyatynsky, Kalynivsky, Lypovetsky, Litynsky, Murovanokurilovetsky, Nemyrivsky, Orativsky, Poshyshchensky, Pishchensky) Tyvrivsky, Khmilnytsky, Chernivtsi, Shargorod, Yampil) and in the city of Khmilnyk.

The average nominal salary of a full-time employee of Vinnytsia region in October 2019 was UAH 9,736, which is 2.3 times higher than the level of the minimum wage (UAH 4,173). Compared to September 2019, the amount of wages increased by 2.4%, and compared to October 2018 increased by 16.6%.

The increase in the average wage in October 2019 compared to September 2019 occurred in most economic activities: from 7.7% in agriculture to 0.3% in education.

Decrease in the level of average wages in October 2019 compared to September 2019 in the provision of other services by 3.9%, arts, sports, entertainment and recreation by 3.3%, in the field of information and telecommunications by 1.7%, in public administration and defense; compulsory social insurance by 0.9%. The

highest level of average wages in October 2019 was in construction and financial and insurance activities, which exceeded the average size of the region's economy by 1.4 times.

Among industrial activities, the highest accruals were recorded at enterprises for the production of basic pharmaceutical products and pharmaceuticals, which exceeded the average for the economy of the region by 2.4 times, as well as at enterprises for the production of food, beverages and tobacco products and computers, electronic and optical products, where the level of wages exceeded the average for the economy of the region, respectively, 1.5 and 1.4 times, respectively. At the same time, traditionally the lowest paid in October

were employees engaged in postal and courier activities, the amount of accrued wages of which did not reach half the average level of the region's economy.

Among the 25 regions of the country in terms of wages in October 2019, Vinnytsia region took 8th place. In 5 regions wages exceeded the average in Ukraine (UAH 10,727): in Donetsk (UAH 11,952), Kyiv (UAH 11,325), Dnipropetrovsk (UAH 11,157), Zaporizhia (UAH 10,734) regions and in Kyiv (UAH 15,862). Among the 17 oblasts whose employees' salaries were lower than in Vinnytsia oblast, Chernivtsi oblast stands out with the lowest salary (UAH 8,211) (Fig. 4).



Fig. 4. Salaries of full-time employees of Vinnytsia region (accrued on average per month, UAH)
Source: generated by the author based on [10]

In the table. 5 and fig. 5 shows data on the amount of nominal wages per full-time employee in Ukraine in 2019.

Table 5

Nominal salary per full-time employee, 2019, UAH

№	Name of the region	Indicator, UAH	№	Name of the region	Indicator, UAH
1	Crimea	-	15	Odessa	8011
2	Vinnytsia	7801	16	Poltava	8375
3	Volyn	7324	17	Rivne	7469
4	Dnepropetrovsk	8862	18	Sumy	7324
5	Donetsk	9686	19	Ternopil	6969
6	Zhytomyr	7372	20	Kharkiv	7657
7	Transcarpathian	8070	21	Kherson	7058
8	Zaporozhye	8726	22	Khmelnysky	7346
9	Ivano-Frankivsk	7551	23	Cherkasy	7478
10	Kyiv	9097	24	Chernivtsi	6991
11	Kirovograd	7191	25	Chernihiv	6995
12	Luhansk	7365	26	city Kyiv	13542
13	Lviv	8001	27	city Sevastopol	-
14	Mykolayivska	8160			

Source: generated by the author based on [10]

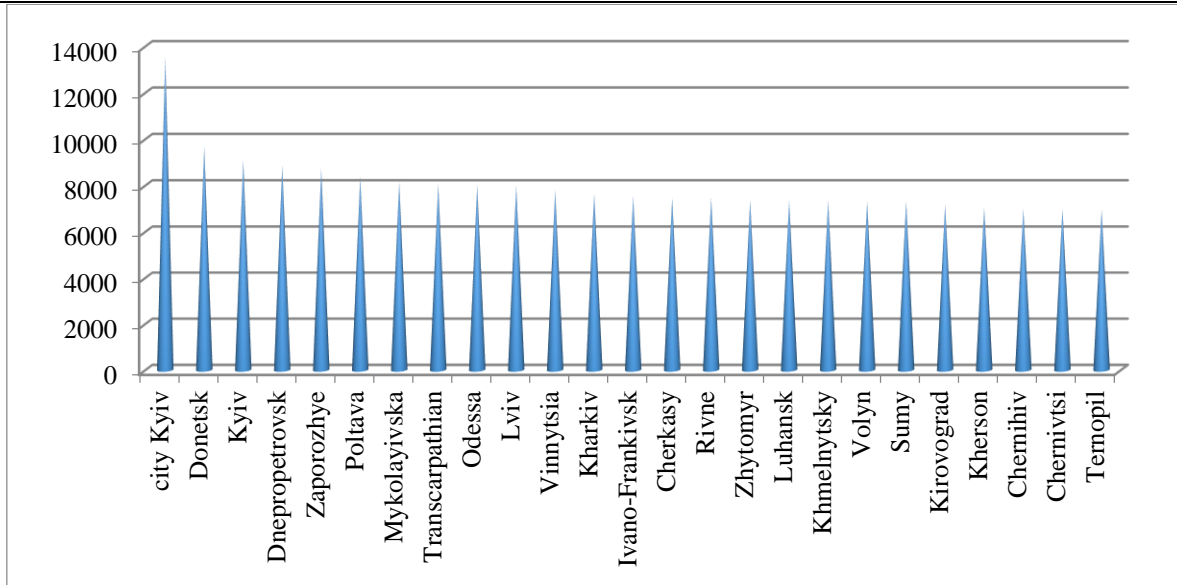


Fig. 5. Nominal salary per full-time employee, UAH (2019)

Source: generated by the author based on [10]

In the table. 6 and fig. 6 shows data on the real wage index as a percentage of the previous year in the regions of Ukraine in 2019.

Table 6

Real wage index as a percentage of the previous year (2019)

№	Name of the region	Indicator, %	№	Name of the region	Indicator, %
1	Crimea	-	15	Odessa	110,5
2	Vinnytsia	115,5	16	Poltava	115,9
3	Volyn	112,7	17	Rivne	111,6
4	Dnepropetrovsk	115,8	18	Sumy	110,6
5	Donetsk	110,2	19	Ternopil	113,7
6	Zhytomyr	114,5	20	Kharkiv	110,1
7	Transcarpathian	112,5	21	Kherson	109,5
8	Zaporozhye	114,8	22	Khmelnitsky	111,8
9	Ivano-Frankivsk	112,5	23	Cherkasy	111,4
10	Kyiv	113,8	24	Chernivtsi	112,7
11	Kirovograd	112,5	25	Chernihiv	111,7
12	Luhansk	111,9	26	city Kyiv	110,2
13	Lviv	112,7	27	city Sevastopol	-
14	Mykolayivska	110,3			

Source: generated by the author based on [10]

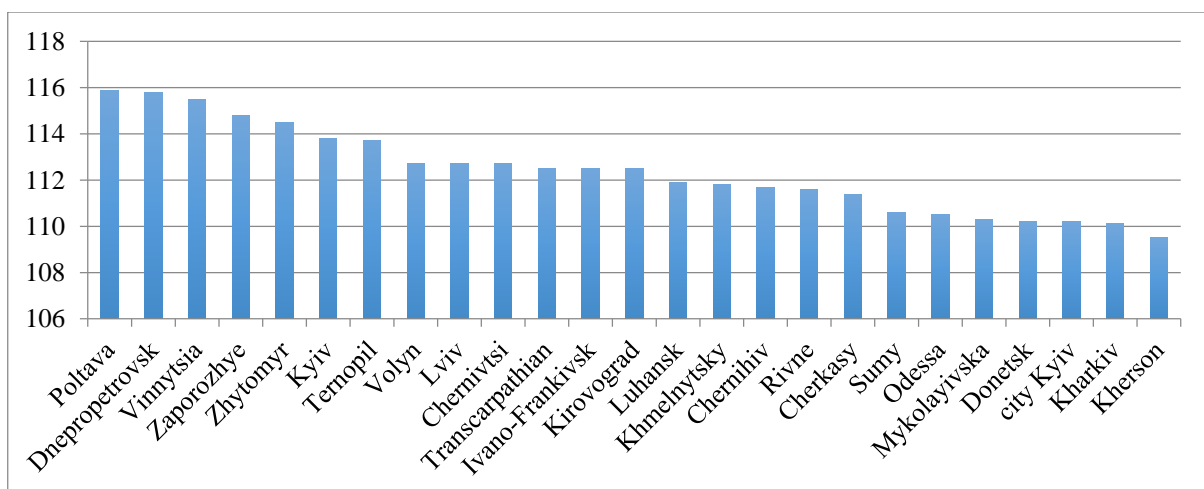


Fig. 6. Index of real wages as a percentage of the previous year (2019)

Source: generated by the author based on [10]

In fig. 7 presents data on the index of real wages in Ukraine in some periods 2019-2020.



Fig. 7. Index of real wages (in % to the corresponding previous year)

Source: generated by the author based on [10]

Labor potential is directly related to social progress. To determine the success of a country in the field of social progress, under the leadership of M. Porter, an

index of social progress was developed, covering more than 50 indicators, grouped into three main groups (Fig. 8).

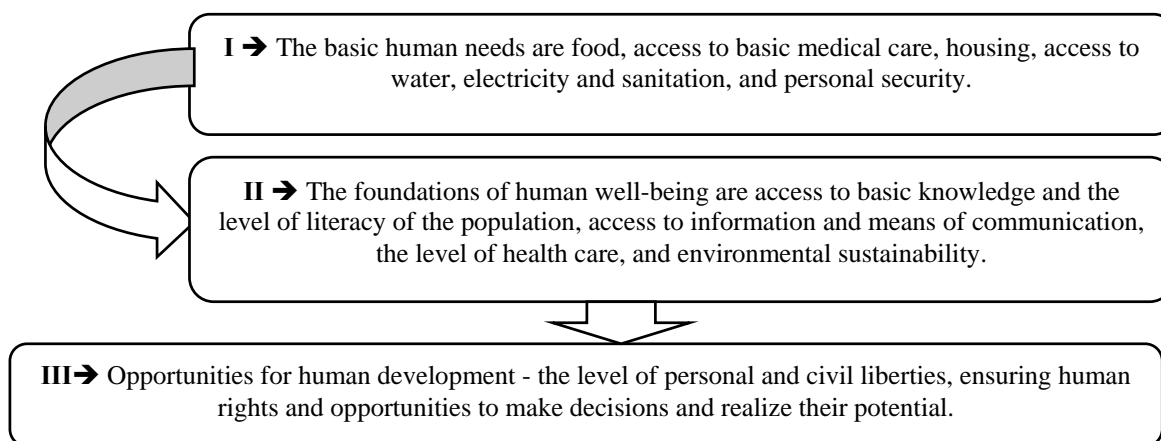


Fig. 8. The main groups of social progress

Source: formed by the author on the basis of [5; 6]

The results of experimental research prove that the number of carriers of labor potential of the country and its regions is determined by the exogenous influence of the state through the implementation of its functions to form a socio-economic environment for its growth, reproduction and use.

The main carriers of labor potential within a certain territory (region, country) are the economically active population with a permanent location. The economically active population is characterized by three factor features:

- government spending on education (current, capital and transfers). In the formation of the information society where the main attention is paid to the concept of lifelong learning, an important factor in personal development is the ability to obtain affordable and quality education capable of providing professional knowledge, skills and abilities in accordance with the existing technological profile of the economic system;
- public health expenditures. In order to fully and effectively implement the ability to work, increase the number of permanent residents and the duration and quality of their lives, the state must ensure a high level of health care;

- gross national income per capita. The main indicator of the economic condition of the country is the per capita income indicator, the dynamics of which determines the possibilities of economic growth and characterizes the general standard of living of the bearers of labor potential [2; 5].

The logic of further development of regions and the formation of effective labor potential requires, firstly, to eliminate the “failures” of the institutional system described above, and secondly, to start the process of structuring it to minimize transaction costs, eliminate institutional pitfalls and ensure the transition to social trajectory economic progress.

Overcoming institutional imperfections requires the implementation of a number of measures at the first stage, in particular:

- improvement of the regulatory framework through updating and modernization of labor legislation in accordance with the requirements of a market economy and international practice;
- formation of a new model of the institute of education as a basis for the accumulation of intellectual capital with the possibility of its further integration into

a socially oriented scientific and economic system. Despite high unemployment in many countries, the world economy is entering an era of talent shortages that will hamper economic growth around the world if left unchecked. The solution to this problem lies entirely with the education system. Only economies, such as the US, EU, Scandinavian countries, Japan and China, which have shown high rates of investment in human development, the priority of the state to the institutions of education, science and health, in conditions of intellectual (innovative) competition between their economic systems, managed to ensure high rates of economic development and a margin of socio-economic strength;

- restoration of the employment system of young professionals. Today in Ukraine, young graduates are "self-employed" because the state system of employment of young professionals is destroyed. This situation contrasts sharply with the employment of young professionals in other countries, where it is common practice for students to enter into contracts with individual firms that select appropriate professionals. For example, in the United States, more than 80% of graduates are employed during the year. In Japan, this figure exceeds 90%. World experience shows that the cost of education should be at least 5% of Gross National Product, and UNESCO experts set the minimum possible share of government spending on education is set at 3.5%;

- revival of the institution of mentoring, restoration of the system of relations and connections between the sphere of education and production in order to ensure the system, integrity of training, control over the acquisition of knowledge and, as a consequence, improve the quality of labor potential;

- the creation of institutions that help not to change the profession radically, but to move into parallel or new niches, which were formed at the junction of the acquired basic human profession - is a very safe and potentially productive movement. It should be noted that institutions as norms and rules of conduct that determine the mechanism of decision-making should be the result of conscious choice, not set from the outside, then the end result of the decision-making process will be directly dependent on the rational choice of the subject;

- ensuring social stability through the institution of social cohesion. In the most general sense, social cohesion is the inclusion and participation of members of society in political, economic and cultural life; it is a sense of solidarity and belonging to society based on the effective use of civil rights and other assets of a democratic society. The basis of social cohesion of society - the welfare of the vast majority of citizens, harmonious and stable relations, minimization of social isolation and social disintegration [5; 8].

Social cohesion as a socio-economic category for some time had a purely scientific significance. In recent years, in the countries of the European Union, a number of other countries, this concept first migrated into policy documents, concepts and later gained practical significance. Today, the provisions of the Concept of Social Cohesion, developed in the 1990s, are considered by many European countries as a basis for developing

the basic principles and provisions of national social policy;

- restoration of the formative role of the family institution, which builds the value foundation of the individual, his work traditions and guidelines, preferences, living standards, social norms and rules;

- increasing the role of the institution of culture, including management, and the implementation through it of the value system of socially oriented society;

- Establishment of an independent institution for medical ethics and an institution for monitoring human rights in the field of health care. In particular, in the developed countries of the world this problem is solved at the level of formal institutions - formal rules are defined and operate, which define and regulate the rights and responsibilities of patients, doctors, government agencies;

- specialization of the basic organizations and structures regulating processes of formation, realization and increase of labor potential of region and the country as a whole, for the purpose of increase of efficiency of performance of profile functions [4; 5].

The specificity of labor potential, which distinguishes it from other resources of social production, is determined by the human factor, which not only performs the production function, but also has its own needs and interests, endowed with personal traits and values that affect the mechanism and effectiveness of labor potential. That is why it is necessary to single out a set of institutions for the formation of labor potential of the region, which determine its personal aspects, determining the trajectory of further development of social production and community in the region through the implementation of socially significant functions [5; 6]. This primarily concerns the institution of the family, as mentioned earlier, social institutions and a number of informal, historically established norms and rules.

Social institutions can be divided into two main groups depending on the identification of the individual in the system of labor potential: the first group, which includes institutions of trust, social justice, responsibility, social cohesion and social partnership, determines the relationship between the individual and society, its positioning and role in society interaction and interaction. The second group, which combines institutions of education, training, health, social security, knowledge, working conditions, mentoring, positions a person in the workforce as a resource and determines the quantitative and qualitative characteristics of this resource [5; 9], the mechanism of reproduction, mechanical and natural motion.

Socio-economic development of the country is largely determined by the size and degree of use of labor potential of its regions, which is an integral part of economic potential and plays a key role in it.

According to the Main Department of Statistics in Vinnytsia region, the average number of full-time employees of enterprises in enterprises, institutions and organizations with 10 or more employees in October 2019 was 258.9 thousand people, which is 0.6% more than in September 2019.

According to the administrative data of the State Employment Service, the number of registered unemployed compared to September 2019 decreased by 10.6% and at the end of October 2019 amounted to 12.8 thousand people. Of the total number of unemployed, 58.7% were women.

The level of registered unemployment in the region as a whole compared to September 2019 decreased by 0.1 of the corresponding period and at the end of October 2019 amounted to 1.4% of the working age population. In rural areas, the indicator decreased by 0.2 of the corresponding period and amounted to 1.6%, in urban settlements - decreased by 0.1 of the corresponding period (1.2% of the working age population).

The number of vacancies declared by employers to the state employment service in October 2019 compared to September decreased by 0.3 thousand and at the end of October amounted to 2.6 thousand.

By professional groups, the largest number of vacancies at the end of October 2019 was observed for workers in maintenance, operation and control of technological equipment, assembly of equipment and machinery (28.3% of the total number of vacancies), and the smallest - for skilled workers in rural and forestry, fish farming and fishing (1.6%).

The workload of registered unemployed per vacancy compared to the previous month did not change and amounted to 5 people at the end of October 2019.

The average number of unemployed who received unemployment benefits during October 2019 was 13.0 thousand people. The average amount of unemployment benefits was UAH 3,277, which is 21.5% less than the statutory minimum wage (UAH 4,173) [10].

Accelerated development of science and technology, the introduction of information systems and technologies leads to the removal of the employee from direct production, thus creating more opportunities for the development of its potential in order to carry out more complex types of work. Transition to market relations, abandonment of the principles of universal compulsory labor, the formation of a multi-sectoral economy, restructuring of enterprises, population decline and its working capacity, unemployment, informal employment [2; 5], low labor productivity has complicated the problems of reproduction of labor potential.

The decisive role in the development of this sphere in Ukraine should be played by the domestic education system, which would accordingly accelerate the reproduction of labor potential. Based on this, proposals were developed to improve the studied mechanism and determine priorities in the areas of educational and professional component (Table 7).

Table 7

Suggestions for reproduction of labor potential

	<i>Description</i>
I	★ amend the Laws of Ukraine “On Education”, “On Higher Education” and “On Vocational Education”;
II	★ to make a gradual transfer to the sphere of management of the Ministry of Education and Science of Ukraine of higher educational institutions under the management of other central executive bodies, taking into account the specifics of training;
III	★ transfer to the balance of higher educational institutions the objects of experimental and industrial base of non-operating state enterprises, as well as vacated premises for the establishment of research centers, laboratories and other scientific units;
IV	★ change the status of higher educational institutions of the I-II level of accreditation (schools, technical schools, colleges) taking into account their role in solving modern educational problems and providing the economy with specialists;
V	★ bring the State Classification of Occupations in line with the needs of the domestic and foreign labor markets;
VI	★ develop a new list of areas of training and specialties of specialists with higher education and a list of academic and professional qualifications, taking into account the introduction of a two-level system of training, increasing the level of mobility of students, graduates, research and teaching staff and scientists;
VII	★ to ensure the improvement of the quality of professional and practical training of participants in the educational process, strengthening partnerships with employers, involving them in the formation of the content of higher education, conducting student internships, internships for teachers; creation of promotion centers in higher educational institutions with a database of jobs, provision of consulting services to students on future activities;
VIII	★ to ensure the optimization of the structure of higher education and the volume of training and retraining of personnel with higher education taking into account the innovative development of the economy, providing state support for training in areas and specialties that stimulate the development of priority basic sectors of the economy in science-education-technology format ties with science and industry;

IX	★ to ensure the innovative nature of higher education development, introduction of active information, telecommunication technologies, interactive forms and methods of teaching, flexible retraining curricula, study, generalization and exchange of positive domestic and foreign experience, building and modernization of computers and software, efficiency in the learning process;
X	★ improve the mechanism of vocational guidance, selection and involvement of gifted children, in particular from rural areas, in education in higher education, provide assistance in developing skills and motivation in the learning process, providing targeted social, psychological and material assistance and support;
XI	★ modernize the national system of external evaluation and monitoring of the quality of education;
XII	★ to strengthen the role of the university sector in shaping the intellectual potential of the nation, increase the social responsibility of universities for providing quality educational and research services, intensify participation and increase the role of universities in solving educational, social, economic problems at regional and national level, integration of higher education in the European and world space; make proposals for improving the organizational structure and functions of the regional university; simplification of the mechanism of admission to higher educational institutions with the introduction of a competition of certificates in specialized disciplines;
XIII	★introduce a mechanism for determining the rating of higher education institutions, conducting expert certification of educational programs, comparative analysis of the national system for assessing the quality of higher education and European standards, ensuring the availability of monitoring results conducted by the public;
XIV	★ create a modern information base of the educational process, provide higher education and post-graduate education institutions with licensed software products, create electronic catalogs and provide access to the information base of scientific libraries of leading foreign universities, electronic fund of educational literature on the Internet;
XV	★ to increase the efficiency of research, increase the share of higher education institutions in the implementation of state targeted scientific and technical programs and projects of the State Fund for Basic Research, as well as the introduction of scientific and research developments in the educational process, enhancing student participation in research;
XVI	★ to promote the participation of higher education institutions and postgraduate education institutions in the implementation of international scientific, scientific and technical and educational programs and projects by signing international agreements on scientific and technical cooperation in Ukraine;
XVII	★to initiate the provision of state scholarships to students, graduate students, doctoral students on a competitive basis for targeted study abroad;
XVIII	★to improve the mechanism of distribution of graduates who received higher education in areas and specialties of pedagogical profile at the expense of the state budget, to gradually introduce a system of incentives for such graduates, whose first job is a teacher in a rural secondary school, preschool, out-of-school educational institution village needs;
XIX	★ensure the implementation of the strategy of orientation of the industry on the preservation and development of scientific and pedagogical schools, the introduction of a mechanism for objective assessment and recognition of teachers' abilities to scientific and pedagogical activities, improving the mechanism of promotion and strengthening motivation for scientific and pedagogical activities;
XX	★to promote social protection of participants in the educational process; to improve the mechanism of awarding scholarships, providing for its dependence on academic success and financial support of students; determine the criteria for evaluating applicants for scholarships; to introduce an effective mechanism for providing targeted soft loans for education of students of higher educational institutions, providing for a significant increase in state budget expenditures for these purposes.

Source: formed by the author on the basis of [5; 11]

Demographic policy in rural areas should become the main components of effective management of rural labor potential development. The main measures to improve the demographic situation in rural areas include: improving living, working and living conditions; improving the health of peasants, reforming wages in order to increase its stimulating and reproductive functions; improving the legal framework for improving the situation of women during childbirth and child care, creating conditions for preschool and school education of children [3]. Therefore, it is safe to say that the basis

for the development of the labor potential of the village is the conditions in which it operates and is used.

Solving the most acute and important problems of formation and development of labor potential in modern economic conditions necessitates the definition of priority areas of its progressive changes. Taking into account the model of innovative economic development made it possible to determine the strategic priority areas for the development of Ukraine's labor potential (Table 8).

Strategic priority areas for the development of Ukraine's labor potential

	<i>Characteristic</i>
I	<input type="checkbox"/> <input type="checkbox"/> Improving the legal basis for ensuring the development of labor potential;
II	<input type="checkbox"/> <input type="checkbox"/> providing favorable socio-demographic conditions for the formation of labor potential;
III	<input type="checkbox"/> <input type="checkbox"/> achieving an acceptable level of quality of working life, ensuring the development of social and labor relations;
IV	<input type="checkbox"/> <input type="checkbox"/> improving the quality of educational programs and programs of professional development of the population by ensuring the availability of education through the development of distance learning, postgraduate education, orientation of education to independent and creative thinking, responsible decision-making;
V	<input type="checkbox"/> <input type="checkbox"/> creating conditions for prolonging the active period of working life of groups of the population that are older than working age;
VI	<input type="checkbox"/> <input type="checkbox"/> implementation of forecasts of quantitative and qualitative composition of labor potential in order to meet the real needs of the labor market in qualified specialists in accordance with the demand for certain professions;
VII	<input type="checkbox"/> <input type="checkbox"/> coordination of the concept of labor potential development with demographic, educational and health policy.

Source: formed by the author on the basis of [1; 11]

To improve the demographic factors that directly affect the formation of rural labor potential, it is necessary to create jobs for promising young and highly skilled workers, improve material and living conditions of peasants, provide housing for low-income and young professionals, increase income and living standards of rural population, increase birth rates [3; 7], to control the migration of highly qualified workers abroad and to counteract illegal migration.

Conclusions. The labor potential of rural areas reflects the current and potential stock of labor opportunities of the rural population, formed by demographic, social, economic, political, cultural - historical and other factors. At the same time, the specifics of the development and formation of the rural territory, the nature of the socio-economic features of the village have an important influence on the development and use of the labor potential of rural areas.

The competitiveness of labor resources in modern conditions depends on the efficiency and adequacy of the system of internal and external environment of rural areas, which would meet the motivators and needs of the rural population. Based on the Strategic prospects for improving the system of formation and development of labor potential of rural areas are the implementation of socio-economic programs for human resources development, development of concepts for professional growth of employees and optimal mechanisms for selection, evaluation and motivation of staff; creating and maintaining conditions for preserving and developing the labor potential of the village; improvement of quantitative and qualitative parameters of labor potential; mobility regulation. The activities of local authorities should be focused on the functional focus on the creation of flexible self-organizing coordination centers in order to ensure the effective use of intellectual and physical capabilities of rural labor resources, the realization of their potential and meet social needs.

References

1. Belarus T. Labor potential of Ukraine: current status and prospects. *Economy*. 2012. № 137. P. 42–46.
2. Goncharuk I.V., Tomashuk I.V. State regulation of resource potential development of rural areas: general aspects. *Economy. Finances. Management: current issues of science and practice*. 2018. № 4 (32). P. 19–30.
3. Gorbachev I.V. Mechanisms of formation and development of labor potential of rural areas. *Economy and society*. 2018. № 14. P. 175–181.
4. Grinkevich S., Brukh O., Kohut M. The current state of use of labor potential in the context of the latest requirements of social development. *Agrarian economy*. 2019. T. 12. № 1-2. P. 44–58.
5. Kozar V.V. Labor potential of the regions of Ukraine in the European integration dimension. The dissertation on competition of a scientific degree of the candidate of economic sciences. 2016. URL: <https://clck.ru/Q3LwP> (accessed 11.06.2020).
6. Korniychuk O.O. The essence and prerequisites for the formation of labor potential of rural areas of Vinnytsia region. *Efficient economy*. 2013. № 9. URL: <http://www.economy.nayka.com.ua/?op=1&z=2304> (accessed 18.05.2020).
7. Kotnovchenko I.V. International labor migration: potpourri on economic development. *Bulletin of the National University "Lviv Polytechnic"*. 2017. № 748. P. 295–310.
8. Kravchenko M.V. Problems and prospects of development of labor potential of Ukraine: regional dimension. URL: <http://www.kbuapa.kharkov.ua/e-book/db/2007-1-2/doc/2/07.pdf> (accessed 21.06.2020).
9. Lutsyak V.V., Tomashuk I.V. Environmental potential management of Vinnytsia region. *Economy. Finances. Management: current issues of science and practice*. 2019. № 1. P. 33–47.
10. Official site of the Main Department of Statistics in Vinnytsia region. URL: <https://www.vn.ukrstat.gov.ua/index.php> (accessed 12.07.2020).
11. Tomashuk I. Analysis of components of environmentally sustainable development of rural territories in the conditions of global challenges on the example of the Vinnytsia region. *The scientific heritage*. 2020. Vol. 3. № 44. P. 54–68.