



THE DEVELOPMENT OF EMPLOYMENT POTENTIAL WITH THE POSITION OF SPATIAL BALANCING OF REGION

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Abstract: *In this paper formulated the theoretical and methodological principles of development the employment potential from the perspective of the implementation of its spatial balancing. The key preconditions of spatial imbalance of employment potential in the region are defined. Core provisions of the concept spatial balancing of employment potential as a new philosophy of sustainable development in the region and ensuring a decent standard of life at the place of residence are posted.*

Key words: employment potential, development, region, spatial balancing, concept.

1. STATEMENT OF THE PROBLEM

Given the determining role employment potential for socio-economic development, the problems of determination of its nature, factors of influence, forming, use and development is a direct or indirect object of research in numerous scientific studies of domestic and foreign authors. However, in the domestic scientific literature remains as gap comprehensive study of employment potential in the spatial dimension, although widespread is focusing on the processes employment potential within a specific spatial form of social organization, such as region, city or village. This comprehensive study of the employment potential in terms of systemic crisis phenomena in regions of the country will help to outline the theoretical and methodological approaches to the new philosophy of spatial development under the balancing and redistribution primarily human (as determinants in the current competitive environment) resources.

2. ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

Theoretical and applied foundations of research the labor potential is quite deep developed in the writings of such famous domestic scientists as V. Antonyuk, S. Vovkanych, O. Grishnova, M. Dolishniy, S. Zlupko, A. Kolot, E. Libanova, O. Novikova, V. Onikienko, S. Pasyeka, I. Petrova, S. Pirozhkov, U. Sadova, L. Semiv, M. Semykina, N. Titova, A. Chukhno, L. Shaulska, L. Shevchuk et al. Their research covered both the study employment potential of all components and concentrating on its individual components. As for the spatial development problems, there is the most significant

achievements - in the writings of scientists Y. Boyko, B. Burkynsky, M. Gabrel, V. Heyts, S. Kravtsiv, M. Malsky, A. Melnyk, N. Mikula, N. Pavlikha et al. Some sections researches of scientists predicted coverage of issues employment potential development or some of its components from the perspective of sustainable development, which also served as the theoretical basis of this article. However, little illuminated is the issue of determination of employment potential of spatial development the region as the main engine of modernization processes. Further study by the chosen subject at the intersection of disciplines of spatial economics, regional studies and potential demography caused the need for the formulation of the concept of spatial balancing employment potential (at regional level), which confirming the relevance of this study.

3. FORMULATION OF RESEARCH OBJECTIVES

The purpose of this paper is to formulate theoretical and methodological foundations of employment potential development with the position of implementation the spatial balancing of employment potential as an indicator of ensuring adequate standard of living at the place of human permanent residence in the region. The objectives in the context of this goal will be:

- Specification of basic definitions related to the development employment potential with the

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position of spatial balancing employment potential;

- Identifying of key preconditions (causes) population mobility and spatial imbalance employment potential in the region;

- Formulation of key provisions of the concept spatial balancing employment potential as a new philosophy of sustainable development in the region and ensuring a decent standard of life at the place of human permanent residence.

4.MAIN FINDINGS AND ITS RATIONALE

Spatial characteristics of the labor potential reveal its features through the prism of the territory, time and conditions of development. They can provide a spatial planning of regional development that would create all the preconditions of its stability, balance and continuous upgrades.

In domestic science presents a huge number of definitions of employment potential, including different phase measurements and spatial locations. In order to clarify its author's interpretation for further formulation of key provisions the concept spatial balancing of employment potential, the basic definitions are present below. Thus, under the employment potential is understand accumulated and realized set of demographic-biological, moral-ethical, socio-economic, organizational-managerial, educational-qualification, cognitive-psychological characteristics, qualities and capabilities of the individual or aggregate employee that creates, implements and accumulates to implement in the future reserve labor in a particular dimension of space, time and terms of socio-economic, innovation-technological and environmental development.

Conceptual vision of the nature of employment potential is modified by the new challenges of human development. In particular, among the modern requirements for employment potential distinguish ability to the magnitude and complexity of thought, possessing knowledge and experience, high learning ability and flexibility, efficiency in finding and decision-making, capacity for independent decision-making and moderate risk, healthy ambition, orientation on achievement, skills for listening, tolerate, etc. [Lukyanchenko N.D., Antonyuk V.P., Shaulska L.V., Shamilyova L.L. et al., 2004]. So, no doubt about new employment potential "mission" of man against ideological doctrines of exclusivity as a productive force and limited resource.

When it comes to the determination of the employment potential for sustainable development of region integrated approach as a holistic space, able to provide themselves with the necessary resources without excessive exogenous dependencies that updated need of its study in a phase of development. *The development of employment potential* should be seen as a progressive transformation of its intra-component structure towards harmonic enhancement the potential

components with the possibilities of their further more productive use. Under harmonic enhancement meant a gradual and appropriate improvement of employment opportunities with non-admission of discording rate of change indicators that characterize them.

Justification of the need to improve theoretical positions of employment potential development from the standpoint of spatial balancing the region amid high mobility of population and spatial imbalances employment potential must be supported by appropriate analytical calculations and observations. Obviously, the analysis of potential components development in the context of different spatial forms of Ukrainian society organization can be difficult information provision. In particular, problems arise due to lack of public presentation of indicators in sufficient regional cut (not even talking about the districts within regions) and retrospective with the possibility of comparison data of official statistics at least within a decade.

As alternative there may be methods of sociology to the definition of spatial differentiation conditions for human development (formation of its employment potential) and the direct scope of labor application. To this aim, we conducted a sociological study on the pattern of Volyn region rather than a specific region of Ukraine, troubled by their resource characteristics and socioeconomic background (for example, there is the worst value in Ukraine in terms of "population distribution of average per month cash income below subsistence level" and the highest rate of injuries associated with production). Therefore, identifying problems of employment potential development in the context of different types of settlements in the region appears to be very important in terms of finding ways to overcome this situation.

Among obtained results the survey for the purposes of this paper refer to those proving very noticeable gap in opportunities of employment potential development in the context of different types of Volyn settlements – villages, towns and cities with a population of up to and over 50 thousand individuals as well as the regional center. In Fig. 1 shows the results of such survey as to whether enough earned income to meet both their own needs, the needs of your family. As we can see, clearly traced the gradual deterioration of this rate depending on the type of settlement with a huge gap between the regional center (35% of respondents to answer that incomes are fully sufficient) and rural areas (only 5%).

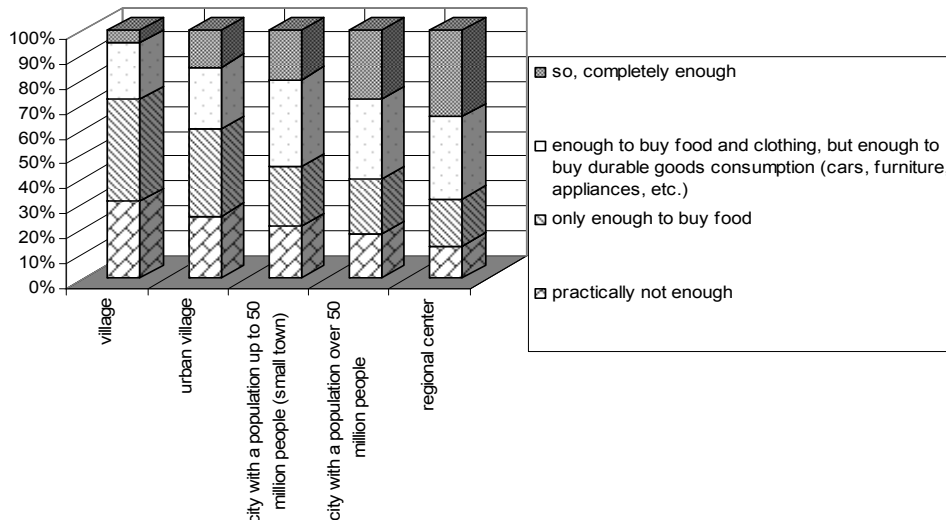


Figure 1. Distribution of respondents' answers to the question

"Is your income enough to meet their needs and the needs of your family?" (author's survey, Volyn region, February 2013)*

* Compiled by the author

As a result, we have a situation of increased mobility of population with established migration installing external benchmarks. Thus, if in the regional center 60% of respondents say they do not intend to change of residence, the urban share of close to 45%, townships – 25% and in rural areas – 14%. Also for the villages of Volyn characteristic above the desire to change the place of residence and work with traveling abroad – 33%, while for cities this rate is around 20%, and for the regional center and towns – 27%. This situation is also causing noticeable gaps in the answers of respondents on their assessment of basic characteristics of living conditions. This problem has been studied due to the fact that the development

of labor potential – quite a difficult and lengthy process that undergoes multifactorial effect of different hierarchical levels. For carrier of employment potential significant role in its development have not only employment, but also the environment of his life that fills all the personal time, forms his general worldview basis and moral characteristics. Therefore, analysis of the main characteristics of the environment in the context of different types of settlements and allows to determine the problematic development of labor potential, emerging in the broader terms (Fig. 2).

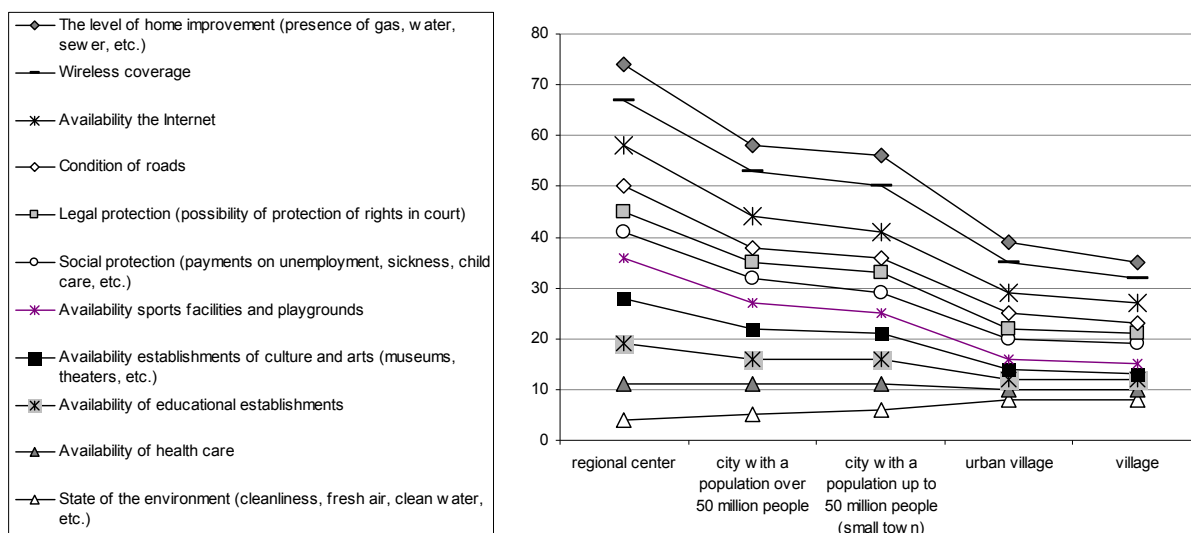


Figure 2. Distribution of respondents answers to assess the level of satisfaction of performance conditions of the environment of their life (author's survey, Volyn region, February 2013)*

* Compiled by the author

Thus, the results of the survey showed problematic in the possibilities of employment potential development in the context of different types of settlements. This situation is familiar to modern society because functionality of different types of spatial forms of social organization is established. When it comes to big cities and small towns, the specifics of development such employment potential requires more attention, because:

- Large (greater than in rural areas) concentration of the economically active population and significantly better opportunities of life, including employment;
- Increased role of towns for overall socio-economic development of the region in terms of their "core nature", centers of gravity of all streams (human, financial, information, etc.) adjacent spatial entities;
- Strategic nature of their functioning, innovativeness, modernity, generating progressive approaches through the effects of the accumulation of social capital.

In turn, for rural settlements justification of the need for identifying and solving problems of employment potential development arises because of a long decline Ukrainian village, which has repeatedly substantiated domestic scientists [Slavova V.P., Kovalenko O.V., 2007; Tsekhanovych V.B., 2007; Goncharenko I.V., 2009; Klyuchnyk A.V., 2011; Krupin V.E., 2012]. In fact, here there regular processes of peasants worse off are taking place as a result of impairment of human labor, gross non-compliance with labor laws, reducing employment and opportunities receiving of essential goods and services that

may be likely to cause degradation of human capital and rural economic space as a whole [Skyba T.V., 2012, p. 57]. Accordingly, it requires *new philosophy* of sustainable development in the region and ensuring a decent standard of life at the place of permanent residence by employment potential balancing as new lines of research areas of social and labor relations and spatial economics.

Theoretical basis according to the subject of this study is sufficiently developed. The most important for the content is the theories of human resources, human and social capital, the concept of quality of life (including labor) theory of human development, the concept of lifelong learning, the concept of Population (in terms of theoretical justification formation employment potencies with a concentration in demographic and biological component), the theory of employment and incentives (including payment) work more. As for the theoretical principles of spatial development – is primarily a theory of the ideal city, conceptual foundations of which were the basis of the author's conception *employment potential spatial balancing* [More T.V.; Campanella T.]. The need of development such concept in the system of knowledge about the employment potential arose in connection with highly unsystematic approach to sustainable regional development, their pursuit of declared objectives of modernization. Key ideas of this concept

should be formed with reference to the interests of both the human as carrier of labor potential and the region as a whole. A more detailed presentation provisions of the Concept will be the subject of our further research. Here is present the key of them:

1. The development of employment potential in the region should take place in a relatively homogeneous environmental conditions, regardless of type of settlement. Such conditions shall include proper state of social infrastructure objects and adequate level of quality indicators of their functioning.

2. Each type of settlement should have a specific functional purpose in the economic, social, cultural-spiritual and political aspects. Respect of the employment potential development for settlement should be provided clear functional division in terms of various economic activities as cells forming environment of labor depending on the resources opportunities of territory.

3. Intraregional migrations should be governed by clear selective approach through transparent competitive conditions in the labor market for the relevant potential characteristics (primarily talking about educational and qualification qualities of human). The spatial concentration of people with similar inclinations potential to be intensified effects of accumulation of social capital with formation sufficient motivation field of productive labor.

4. Spatial imbalance of employment potential should overcome by methods of the indirect impact through the development of regional economy with a focus on priority economic activities. Excessive processes of urbanization with pseudo-development of rural areas (including ruralization when in fact it is the development of suburban areas, whose people work in cities, making daily shuttle migration, and form quite a rich class of society) should be limited to prevent workaholism, gross violations of labor law in connection with labor surplus of urban labor markets.

5. In addition to opportunities areas of labor application of the various types of settlements must clearly fulfill their functional purpose in terms of development cognitive and psychological qualities of people. This means that rural settlements, towns with few residents must remain cells of preserving formed by centuries institutional environment, which is reflected in the lifestyle, housekeeping, etc., which directly reflected in the paper.

6. Creating a relatively equal opportunities of employment potential development in the context of different types of settlements should be done through the mechanism of balancing, which based on the redistribution of the economically active population by primary intervention of authorities (including methods targeted programming) has maintained a bona fide competitive environment for all market participants.

5. CONCLUSIONS

Thus, ensuring of sustainable development of the regions now must begin with rethinking the role of different spatial forms of social organization for human development, including the development of labor potential. In domestic science is quite often seen warnings noticeable inter-regional

divergence, growing demise of Ukrainian village. Such destructives must be overcome, starting with intra-regional labor imbalances with the simultaneous manifestation of external migration impacts. In the modern world with many metropolitan areas against free choice of residence guaranteed by the constitutions of mostly countries, the usual is situation a gradual loss of "face" of the country, manifestations of ethnic intolerance, the gradual displacement of the titular nation. For Ukraine with high levels of spirituality and culture, manage traditions should be strengthened idea of *opportunity decent work by the place of residence*. This means that a person must be able to work where she was born, while not getting rid of the right to seek better conditions of life. It is clear that subject to the availability of such opportunities would not have been such a powerful employment potential imbalances that we see today that the effect seen in some colossal employers redundancy labor markets and the destruction of others because of demotivation people in developing their labor potencies for employers scarce labor market. The result is shown as the economic and the social and cultural-spiritual spheres of human development.

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