

**Y.Sh. Salakhova**, senior lecturer (*VSU named after P.M. Masherov, Vitebsk*)

## **THE ROLE OF HUMAN POTENTIAL IN THE SUSTAINABLE DEVELOPMENT OF THE STATE ECONOMY**

Sustainable development of the state is impossible without a qualitatively formed human potential. Its formation, rational use and management have great theoretical, methodological and practical importance for all levels of economic systems. The qualitative human potential is the basis for the formation of human capital, which is one of the leading factors of production. Human capital directly affects the rate of economic growth, competitiveness and knowledge intensity of economic entities, industries, regions and the state.

To date, the study of the category «human potential» is devoted to a large number of works of modern scientists, on the basis of which the "Concept of human development" (Human Development Concept) was formed. The basis of this concept were the works of A. Sen, who won the Nobel prize in Economics in 1998. The scientist's research allowed to prove that the process of any development leads to an increase in material and/or economic well-being and contributes to the simultaneous expansion of human opportunities. This process is possible due to the direct dependence of the income level of the population, the amount of spending on socially important areas (healthcare, education, social policy, etc.) on the rate of economic growth. In other words, we could talk about the process of equitable distribution of resources in the economy.

The complexity of the study of the category «human potential» and its economic essence is the need to consider it in the context of several areas of science, taking into account its social and economic components.

Human capacity should be seen as a strategic component of human resources. It is possible to distinguish the main components of the category «human potential» [1]:

- human capital is a certain form of manifestation of human potential in economic systems due to its involvement in the production of economic goods;
- socio-economic conditions directly affect the quality of life, create opportunities for the development and use of human capital.

Socio-economic conditions are reflected in the amount of funding for education, health and social policy. However, all of the above investments represent only possible benefits that may manifest themselves in the future.

Therefore, the term «human potential» rather than «human capital» should be used.

Thus, the volume and quality of human potential will be directly correlated with investment volumes, as well as the quality of investment activity in socially important areas. However, it is necessary to take into account the desire of the population to consume or not to consume these investments (timely medical examinations, receive certain levels of education, use social protection mechanisms, etc.).

The main areas of investment in human potential at the macro - and meso-levels are investments in: healthcare; education; cultural and leisure activities; social policy; physical culture and sports.

For the analysis of human potential it is necessary to take into account not only the economic aspect of human investment, but also the characteristics of the social environment, as well as the quality of life of the population. Together with the level of health and education it is characterized by such socio-economic indicators as the degree of employment of the population, its ability to pay, access to political participation. Thus, the formed human potential depending on the existing conditions could be revealed, realized to a different extent.

Human development index has developed as a comprehensive indicator to characterize the state of economic and social conditions in the countries. According to UNDP, in 2018 the Republic of Belarus took 53rd place in terms of HDI, while Russia took 49th place, ahead of Kazakhstan (58th place), Ukraine (88th place). In terms of HDI, the Republic of Belarus, as before, belongs to countries with a high level of human development, but over the past 2 years there has been a decrease in this indicator [2, 3].

At this moment, it is necessary to develop aggregate indicators of the level of achieved and human potential in the regions. It should form the basis for the development of a mechanism for managing human potential at the regional level as part of the human potential of the state as a whole.

Measures to improve demographic security in the Republic of Belarus will include the following:

- improving the quality characteristics of human resources-health indicators, active working life, educational level, training and skills;
- elimination of disparities between training and the needs of the economy in local labor markets;
- wide development of flexible forms of employment, allowing to effectively combine work with the upbringing of children, education, care for disabled family members;
- implementation of measures of active migration policy aimed at attracting to the region external labor migrants with high quality

characteristics (age, education, cultural values, life attitudes), couples of active childbearing age, creation of conditions for consolidation in the region of graduates who came to study from other regions and countries.

### References:

1. Салахова, Ю. Ш. Содержание категории «человеческий потенциал» и его взаимосвязь с другими потенциалами экономических систем / Ю. Ш. Салахова // Наука – образованию, производству, экономике : материалы XXIV (71) Регион. науч.-практ. конф. преподавателей, научн. сотрудников и аспирантов, Витебск, 14 февраля 2019 г. : в 2 т. – Витебск : ВГУ имени П. М. Машерова, 2019. – Т. 1. – С. 264–265.

2. Salakhava, Y. The interrelation between human capital, ICT infrastructure and economic growth in the national innovation system of Belarus / Valentina Bogatyrova, Eduard Pavlysh, Yuliya Salakhava // ICT Management for Global Competitiveness and Economic Growth in Emerging Economies (ICTM) : International Conference on ICT Management for Global Competitiveness and Economic Growth in Emerging Economies Wrocław, Poland, October 22-23, 2018. – Wrocław : University of Wrocław, Poland, 2018. – P. 313-322.

3. Human Development Reports // United Nations Development Programme. – The Human Development Report Office, 2018. URL: [http://hdr.undp.org/en/media/HDR\\_2018\\_RU\\_Complete.pdf](http://hdr.undp.org/en/media/HDR_2018_RU_Complete.pdf). – Date of access: 19.06.2019.