

## HUMAN CAPITAL AS THE BASIS FOR INNOVATIVE DEVELOPMENT

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Human capital plays an important role in the modern world, which is undergoing rapid transformations driven by the intellectualisation of society and innovative progress. It is knowledge, competences, experience and professional skills that are becoming crucial factors in the economic growth of states, their competitiveness and the welfare of the population [4]. The innovative development of nations is impossible without the effective functioning of human capital, which determines the ability of society to generate ideas, turn them into practical solutions and integrate them into global economic processes. Given the growing complexity of the challenges of the modern world, researching the state of human capital, identifying its problems and determining ways to invest are extremely relevant for Ukraine.

Today, human capital is recognised as a key element of the innovation ecosystem based on knowledge, technology and joint activities of various actors: the state, universities, businesses, research organisations and venture capital funds. Scientists [1-7] define an innovation ecosystem as a set of institutions that create and apply scientific knowledge and technologies, ensuring the development of innovation at various levels. Human capital in this ecosystem acts as a catalyst for change, capable of transforming ideas into cost-effective products and services. However, this requires the right conditions: a high level of education, a quality healthcare system, efficient social infrastructure and a favourable investment environment.

An analysis of the current state of human capital in Ukraine reveals a number of problems that hinder its development. Global indices, such as the Human Capital Index, show that Ukraine has an average position in the global ranking (0.63) [8], but is inferior to other European countries. The main problems include low birth rates, an ageing population, significant labour migration and a decline in the number of working-age people. The problem of the outflow of highly skilled professionals abroad is particularly acute, weakening the country's intellectual potential. The decline in the number of students, teachers and schools is also indicative of a crisis in the education system. Despite the high level of public funding for education, the efficiency of using these resources remains low.

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Ukraine's innovation ecosystem has its strengths, including a high level of education, active development of information technology and a significant number of intellectual property objects. However, its weak position in global innovation markets, limited funding for research, and outdated infrastructure hinder the realisation of this potential. Military operations and political instability make it difficult to attract investment in human capital development and innovation.

Investing in human capital is an important tool to overcome these challenges and ensure sustainable development. First and foremost, the education system needs to be reformed to focus on the development of STEM fields, digital technologies and modern competencies that meet the requirements of the global market. Integration of universities with businesses through partnership programmes and the creation of innovation centres will help to increase the practical value of education. It is also important to ensure access to quality medical care, disease prevention and the creation of favourable conditions for a healthy lifestyle, which will form the basis for a healthy and capable society.

The state plays a leading role in financing human capital, but private investment is needed to achieve more significant results. Joint programmes with business focused on the development of innovative industries will create new jobs, stimulate economic activity and reduce the migration of highly skilled professionals. At the same time, it is important to develop long-term strategies that take into account demographic trends, social changes and labour market needs.

Increased investment in education, science and healthcare has a long-term social and economic impact. It not only boosts labour productivity but also fosters an innovative culture that drives economic modernisation. A well-developed human capital allows a country to integrate into the world economy as an equal partner capable of competing in global markets.

Thus, the development of human capital is a key factor in Ukraine's innovative progress and economic recovery. Creating favourable conditions for its development will ensure not only economic growth but also an improvement in the quality of life of citizens. Investments in education, science, healthcare and social infrastructure should become a strategic priority for the state. Only through the effective use of intellectual potential can the country's sustainable development and integration into the global innovation economy be ensured.

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## ІННОВАЦІЙНІ МЕТОДОЛОГІЧНІ ПІДХОДИ ДО АНАЛІЗУ ЕФЕКТУ СОЦІАЛЬНОГО ВПЛИВУ В УМОВАХ ТРАНСФОРМАЦІЙНИХ ЗМІН

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Ефект соціального впливу давно привертає увагу науковців, оскільки він є фундаментальним явищем, яке визначає поведінку індивідів, груп та суспільства в цілому. В умовах глобальних трансформацій та посилення соціальних, економічних і політичних викликів виникає необхідність переосмислення методологічних

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