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METHODOLOGY OF INTER-BRANCH REGULATION WAGE WORKERS

In the article methodical aspects of interbranch parities in the regulation of worker wages are considered. The article contains an advanced technique of interbranch parities in worker wages. The technique switches on influence of four factors: a work complexity, a working conditions, a labour intensity and a importance of a branch economic activities.

Key words. Factors of work complexity, technique of interbranch regulation in worker wages.

Introduction. At the present stage of the study of inter-branch regulation wage found in the sphere of collective bargaining. Problems of collective bargaining, wages are engaged A. Kolot, O. Poplavskaya T. Kostyshyna, S. Tsymbalyuk and others. However, development of methods of inter-branch wage regulation little studied.

Issues of inter-branch wage workers have been developed and presented in the research works of A. Aganbegyan, V. Mayer, Ya. Batkayev, V. Markov, Ya.Gomberg, G. Gendler, Ye.Kapustina, L. Sushkina and a number of other economists. However, there is only one in the sphere of methodology of inter-industry relations in wages L.Sushkina, that has a scientific basis. In all other cases, as indicated by L.Sushkina “multi-sectoral ratio... dare visually, on the basis of the seats in the row of the distribution of industries by level of wages depending on the objectives of a particular period. This is not a scientifically sound...” [1, p. 2].

Statement of the problem. The main objectives in the article is a research of the existing methods of inter-branch wage workers, the evaluation of methods and

improvement with regard to conditions of the modern economy.

The results of the research work. Methodology (author L.Sushkina) of inter-industry relations in the worker wages and determining factors, provides for the quantitative determination of the 4 factors of influence: complexity, conditions, intensity of the worker labour and the value of industry(economic activity) for the employees. The essence of the impact values is determined by the following formulas 1-5 [1, p.13-16]:

$$\Phi_{cn} = \frac{L(q-1)}{T(\chi u - 3)} 100 \quad (1)$$

Φ_{cn} - value factor of payment differentiation for workers on the labour complexity ;

L – first tariff rate wage for time-worker employed in normal conditions;

q - the average tariff coefficient;

T – average tariff rate wage rate of the workers;

3 – average salary of the workers.

$$\Phi_{yca} = \frac{A^T m_2 + A^{OT} m_3 + A^P m_n}{m_o T(\chi u - 3)} 100 \quad (2)$$

Φ_{yca} - value factor of payment differentiation of workers on working conditions;

A^T - mean differences in tariff wage rates of the head workers employed in heavy (harmful) and normal working condition;

A^{OT} - average differences in in tariff wage rates of the workers with extremely hazardous and harmful and normal working condition;

A^P - the mean differences in tariff wage rates of the workers employed in underground and open the shaft surface;

m_1, m_2, m_3 – the number of workers employed working in harmful (hazardous), particularly arduous and harmful labor conditions, and underground work;

m_o - the total number of workers in the industry.

$$\Phi_{\phi} = \frac{b(m_c + m_m)}{m_o T(\chi u - 3)} 100$$

(3)

$\Phi\phi$ – value factor of payment differentiation of workers from the applied payment forms;

b – differences in tariff wage rates for pieceworkers and timeworkers with normal working condition;

m_c – the number of pieceworkers in industry;

m_m – the number of timeworkers are paid at the wage rates as working pieceworkers.

$$\Phi_{n/x} = \frac{L_{mi} - L_{m1}}{T(\mu - 3)} 100 \quad (4)$$

$\Phi\phi$ – value factor of payment differentiation of workers depending on the value in the industry (economic activity);

L_{mi} - minimum wage tariff rate in the i-th industry;

L_{m1} – minimum tariff rate region with the lower this rate.

or

$$\Phi_{n/x} = T - (M + \Phi_{cl} + \Phi_{ycl} + \Phi_{\phi}) \quad (5)$$

T - the base salary of the workers;

M - minimum wages per month.

This technique is a little known among economists-laborists and has a number of shortcomings(a number of them are defined L.Sushkina):

- 1) the method gives a rough determination of the quantitative estimates for the tariff differentiation factors, due to shortcomings in the organization of the labor and lack of adequate statistics [1, p.16];
- 2) methods was focused on the actual definition of influence factors rather than learning the economic nature of the impact basic wage tariff elements;
- 3) the method takes into account the peculiarities of the USSR wage policy. All this

makes it impossible to use this technique, because:

- there is a single tariff wage schedule and not a few who were differentiated within particular sectors by a factor such as working conditions, which makes it impossible to deduction of the impact of such factors as the labour heaviness (factor of labour conditions in the methodology). However, this is not to deny the importance and influence of this factor on the formation of the wage tariff, but through another wage policy, the calculation of this factor is not possible ;
- there were other new wage plans and systems, which is not included in the methodology technique.

Conclusions. In our opinion, the calculation method of impact on the tariff wage factors in branches, which aimed at the definition of the actual impact will have these characteristics:

- methodology may not be permanent, because dynamic is the wage policy;
- methodology does not allow to obtain exact results that the formation of tariff wage rates are a number of other factors, such as the state (minimum tariff rate of increase, the establishment of borders диференціації remuneration, etc), the contract regulation (sectoral regulation of wages, labor protection etc.) etc., the impact of which may not always coincide with economic nature of tariff rates;
- lack of necessary statistical information.

In modern conditions more helpful would be the use of improved methods, the program would calculate using the following formulas(6-8):

$$\Phi_{скл} = \left(\frac{\frac{\Phi_n}{K_n} T1 + \frac{\Phi_b}{K_b} T2 + \frac{\Phi_H}{K_H} T3 + \sum \left(\frac{\Phi_i}{K_i} T4 \right)}{\frac{\Phi_{H/\varepsilon}}{K_{H/\varepsilon}} T5} \right) * 100\% \quad (6)$$

where $\Phi_{скл}$ - value factor of payment differentiation for workers on the labour complexity in the calculation branch ;

$\Phi_n, \Phi_b, \Phi_H, \Phi_{H/\varepsilon}$ - actual basic wage Fund of workers in the calculation branch over a period of time(time based, piece rate, other forms of wage) and the economy

as a whole forms of remuneration (monetary units);

Φ_i - basic wages Fund for a certain time period of workers are not charged;

$K_n, K_B, K_i, K_H, K_{H/\Gamma}$ - the actual number of man-hours worked in the calculation branch for a certain period time for timeworkers, pieceworkers, workers who has other payment plans and systems (except for workers, not rated), workers are not rated and for the national economy in General;

T_1, T_2, T_4, T_3, T_5 - average coefficients of the performed work complexity for a certain period time for timeworkers, pieceworkers, workers who has other payment plans and systems (except for workers, not rated), workers are not rated and for the national economy in General.

$$\Phi_{в.скл} = \left(\frac{\frac{\Phi_{в.н}/T_{\beta 1}}{K_{в.н}} + \frac{\Phi_{в.в}/T_{\beta 2}}{K_{в.в}} + \frac{\Phi_{в.н}/T_{\beta 3}}{K_{в.н}} + \sum \left(\frac{\Phi_{в.и}/T_{\beta 4}}{K_{в.и}} \right)}{\frac{\Phi_{в.н/\zeta}/T_{\beta 5}}{K_{в.н/\zeta}}} \right) * 100\% \quad (7)$$

$\Phi_{в.скл}$ - value factor of payment worker differentiation for the labour complexity with working conditions for 3-6 severity category in the calculation branch; all other values in the formula has been similar, which calculated for working with 3-6 severity category of labour.

$$\Phi_{H/\zeta} = \frac{T_{\zeta} - T_M}{T_{H/\zeta}} 100 \quad (8)$$

$\Phi_{H/\Gamma}$ - factor value of payment worker differentiation for job according to their importance for the economy in General;

T_{Γ} - the average size of the tariff worker rate formed in the studied branch for 1 man-hour;

T_M - average minimum amount of the tariff wage worker rate in the branch that has the lowest rate is for 1 man-hour;

$T_{H/\Gamma}$ - average amount in the economy of the tariff wage worker rate for 1 man-hour.

In General, this methodology with the available information can only be calculated value of the factor according to the value of economic activity. Factor of labour complexity is possible to calculate the average performance for the industry, that is offset by the effect of the labour intensity, which is reflected in various forms of remuneration. The factor same conditions in tariff statistical information is not conducted. In this case, it is possible to calculate it only tankard from the average tariff rate for the industry minimum wages factor of complexity and factor value for type of the economic activity. Generally, the influence of working conditions on existing wage policy is in each branch of the amount of the factor of labour conditions and monetary allowances for 3-6 category severity of labour on average per employee.

Finally, having considered the methodology L.Sushkina (in addition to traditional methods of forming wage tariff), our opinion, affects the formation of tariff and payment policy, the situation in our country, one can say that neither of the methods is universal, therefore they should be considered in relationship to make a real assessment of the tariff wage elements.

Areas for further research may be a combination of traditional methods of establishing tariff rates with the justification of economic feasibility in terms of the complexity of the work, the rights of the employed and economic feasibility of the employer.

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**FORMAL AND INFORMAL INSTITUTIONS SPHERE OF SOCIAL-
LABOUR RELATIONS**

The problem of limited freedom of relations in social and labor issues and needs of state regulation in the interests of society and its individuals through formal and informal institutions that can complement each other, or to enter into conflict. Implemented study the impact of formal and informal institutions on social and labor relations and market-determined their place in the regulation of the latter.

Keywords. Forms of social control, formal and informal institutions of social and labor relations, formal economic, legal, social, political institutions at the micro, meso and macro levels, institutions, norms, institutions of trust, empathy, freedom, legalism, and responsibility.

Introduction. Theoretical analysis shows that in market economies socio-labor relations shall be excepted from the monopoly of a state to determine their content, forms and methods of regulation. Relations as interaction of the subjects of pursuing their interests, should be developed on the basis of their free will. However, the system formation socially-labour relations and their regulation on the principles of expression of the will of employers and employees is an ideal model, which in practice almost never occurs. In his time, trying to ultraliberal reform, R. Reagan and M. Thatcher do have to maintain significant areas of social protection.

The results of the research work. There is a kind of riot market, which subordinates all society by their unmanaged laws. «The market is a natural state of the society, and the duty of the elite make him cultural state. In developed societies, and in all others, he turns into the jungle, becomes the law of the strongest, produces stratification and cruelty due to the lack of legal rules». [1, p.29]. Examining the development of the industrial revolution, the same conclusion came K. Polanyi: «self-regulating market is a clean form of implementation of the economic logic presented itself quite frankly, cannot exist, because it does not possess any feature necessary to create a social order.» [2, p. 109]. However, such an unregulated market may disrupt the social order created by him. If, starting from the XIX century, the dominance of the economy are not completely destroyed the society, it is only because she was restricted to two non-market principles of regulation. First of all, market society could settle down, because it was embedded in the social system, where traditional

patronage and organic forms of solidarity were still quite strong: it was predominantly a rural society with strong and extensive kinship and effective network protection from the family. The situation that preceded the onset of the market softened its destructive potential, the full effect of which is felt only disaffiliated, paupered, isolated from the roots of internal immigrants who have entered the labor force first large industrial establishments. Secondly, the answer to such a catastrophe was the creation of new forms of social regulation: social insurance, public property, social rights. It is the «social invention, - as he said R. Kastel - market became home and make capitalism more humane» [3, c.509].

Freedom relations in the social labor sphere is always limited to economic, national, natural and other conditions of functioning in the industrial relations and the necessity of their state regulation in the interests of development of the society and separate individuals [4, p. 24].

In accordance with the institutional theory, regulation of economic relationships occurs through formal and informal institutions. In the regulation of socio-labor relations, formal and informal institutions can complement each other, or in conflict. In particular, formal institutions can be created on the basis of informal institutions that already exist, and informal may occur when the «fault» of formal [5]. Therefore, there arises a necessity basis of impact of the system of formal and informal institutions on social and labor relations of market type, which will determine their place in the regulation of the latter.

Therefore, the modern market space, it is expedient to select groups of *formal and informal institutions*.

Formal institutions directly affect the regulation of socio-labor relations (economic, legal, social, political) at the micro-, meso -, and macro-economic levels. In the scientific literature formal economic institutions are examined in the context of property rights, since they establish the right of ownership, that is, the bundle of rights on the use and income from property and exclusion of others from the use of property or resources» [6, p.68].

Formal institutions that exist in the modern conditions, it is possible to present as a system and schematically as follows (figure 1.):

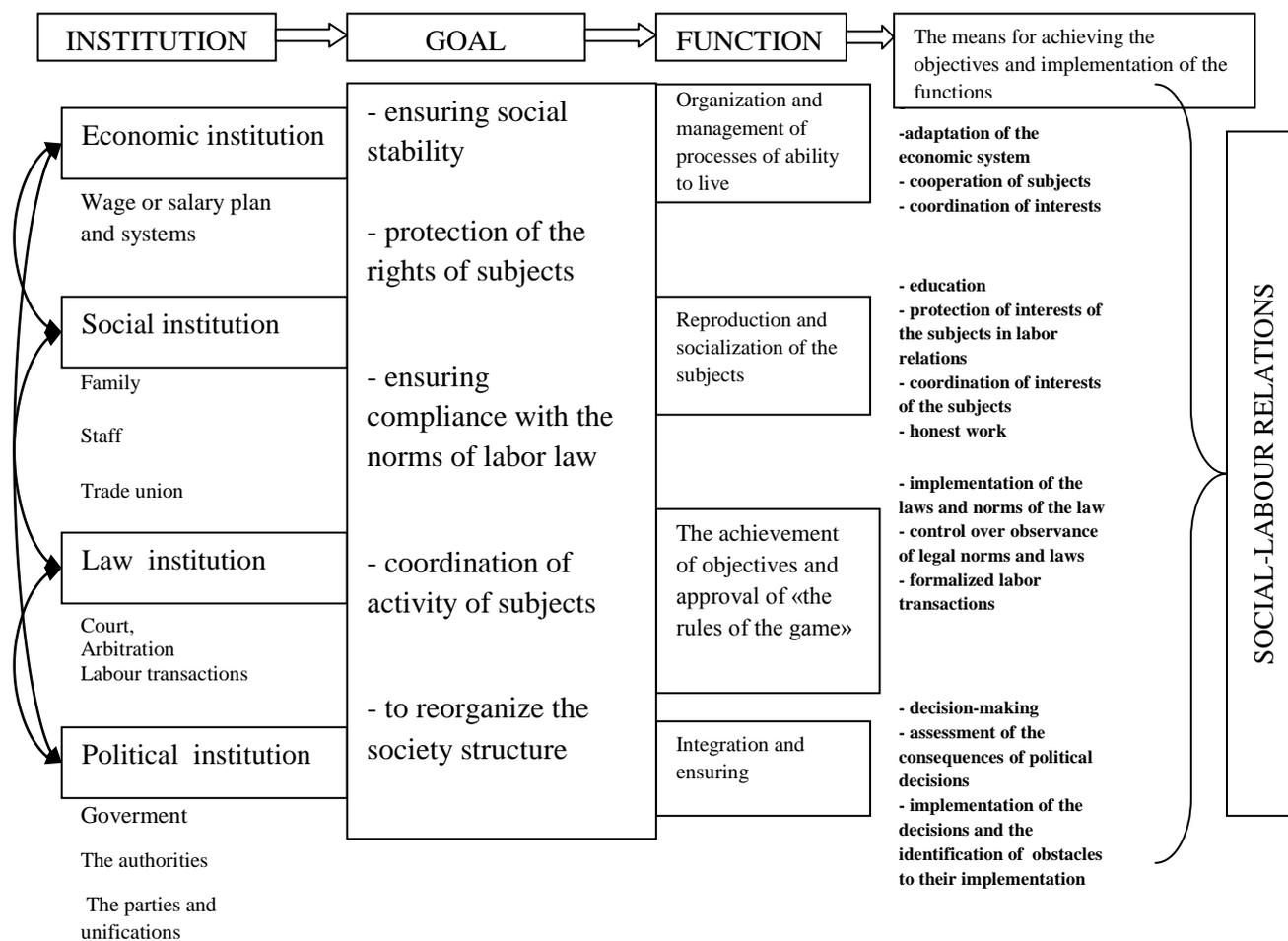


Fig.1. The system of the formal institutions of social-labour relations

The formal economic institutions are carrying out a major influence on the functioning of the economic mechanism, since their role in social and labour relations is to perform regulatory functions, directly connected with the organization and management of processes of ability to live, material and social reproduction of the labor force. The economic institutions of the socio-labour sphere play a key role in the activities of all subjects of labor relations. They provide the adaptation function of the economic system, establishment of cooperation between the subjects of labor relations, reducing their divergences of interests, minimisation of transaction costs, ensuring the functioning of the labour market. The main formal economic institutions that have a direct impact on the regulation of social and labour relations, include the wage or salary plans and systems.

Wages as an economic institution reflects the interaction of many economic

processes. On the one hand, the payment of labour is the main source of income of the employee and on the other - the most significant item of expenses of the employer. Wages shall, on the basis of the employment contract guarantee of labour remuneration for each worker in accordance with the results of his activity and the value in the labour market. But on the other hand, it should provide the reimbursement of costs for the labour force and the employer's profit after the sale of products. It is obvious, that the dual nature of the wage: it simultaneously acts costs for the firm and income for the employee. It is to this contradiction and is based a number of rules governing the relations between the main actors of labour relations.

Formal social institutions, such as the family and the staff at the micro level, trade unions and unions of employers at the meso level, the national service of mediation and reconciliation at the macro level, perform the function of socialization, namely provide individuals patterns of behaviour and ways of action in an appropriate environment, as well as the reproduction of social structure of society.

Formal legal institutions in the framework of socio-labor relations perform the function of the achievement of the goal, approval of certain rules of the game, which then is the relationship between the subjects of socio-economic relations. Major legal institutions of the labour sector can be attributed to the legislative body (implementation of the norms of the labor law), the judiciary and arbitration (the activity of which is aimed at the settlement of labour disputes and protection of labor rights of citizens), Institute of labour transactions. It should be noted that the Institute of labour transactions is an institutional norms, aimed at the regulation of individual contacts, various acts of group and intergroup behavior (e.g. collective bargaining). These rules determine the procedure and the method of mutual conduct governing the methods of transmission of information, services, labour, and also regulate activities of subjects of social and labour relations, in particular employers and jobseekers.

Formal political institutions in the institutional environment play a special role, since they determine the imperious hierarchical structure of society, the ways of decision-making and control. They perform the functions of integration and security, that is to achieve better meet the interests of all participants in labour relations and the promotion of conditions to meet the specific social needs. Representatives of political institutions are the government, public authorities, various political parties and associations defending their economic interests, in particular, and in the social labor sphere.

As between institutions and within any institution are peculiar rules of conduct, or the so-called *informal institutions*. They occur where there is a «fault» formal institution that causes a violation of the functions that are important for the functioning of the entire social organism. The basis of the mechanism of compensation for such «fault» lies some commonality of interests of the organization and its members.

Informal institutions are based on the selection of the individual or the organization of social relations involving informal relations, the absence of clearly established standards. However, informal institution can become a real formal, what can happen when «the baseline («technology»), the process is supported the achievement of the goal of auxiliary norms, psychological and аксіологічними facilities and mechanisms of interaction with other institutions, previously exist» [7, с.413].

According to the institutional economic theory of labour can be distinguished interconnected institutions-the rules specific to the market economy: trust, empathy, freedom, legalism [8, p.100-103]. Institute of trust provides for the expectations of those or other actions of its contractors, partners, clients, employers, employees, etc., that affect the decisions made by the entity in a situation where he must begin to act, not knowing whether these actions, or not [8, с.693; 9, с.253]. By definition, a sociologist F. Fukuyama, trust is the basis on which relies not only society, but also in specific sectors of the economy and the social sphere. He says: «trust is created under a certain society expectation that members of this community will behave normally and honestly, showing the readiness for mutual assistance in accordance with generally accepted standards» [10, p. 134]. The trust makes possible the rational achieve these objectives, planning of economic activity.

Institute of empathy is based on an understanding of the interests and intentions of counterparties and on the basis of this justifies the credibility of the contractors, partners, clients, employers, employees, etc. In its turn, the Institute which is a norm of freedom is based on the ability of the certain subject of economic activity do your best choice on the basis of trust and empathy for other economic entity-a company. While the Institute which is the norm legalism reflects a respect for the laws and willingness to follow them, then there is a commitment in respect of market participants and the state.

On the basis of this suggests that institutions norms structure the interaction between subjects of the world of work, ensure coordination of their activities. The very existence of the institutes which is a norm is the main guarantee of stability

interactions and their predictability.

Existing institutions-norms can be represented as a system and to depict the following diagram (Fig.2):

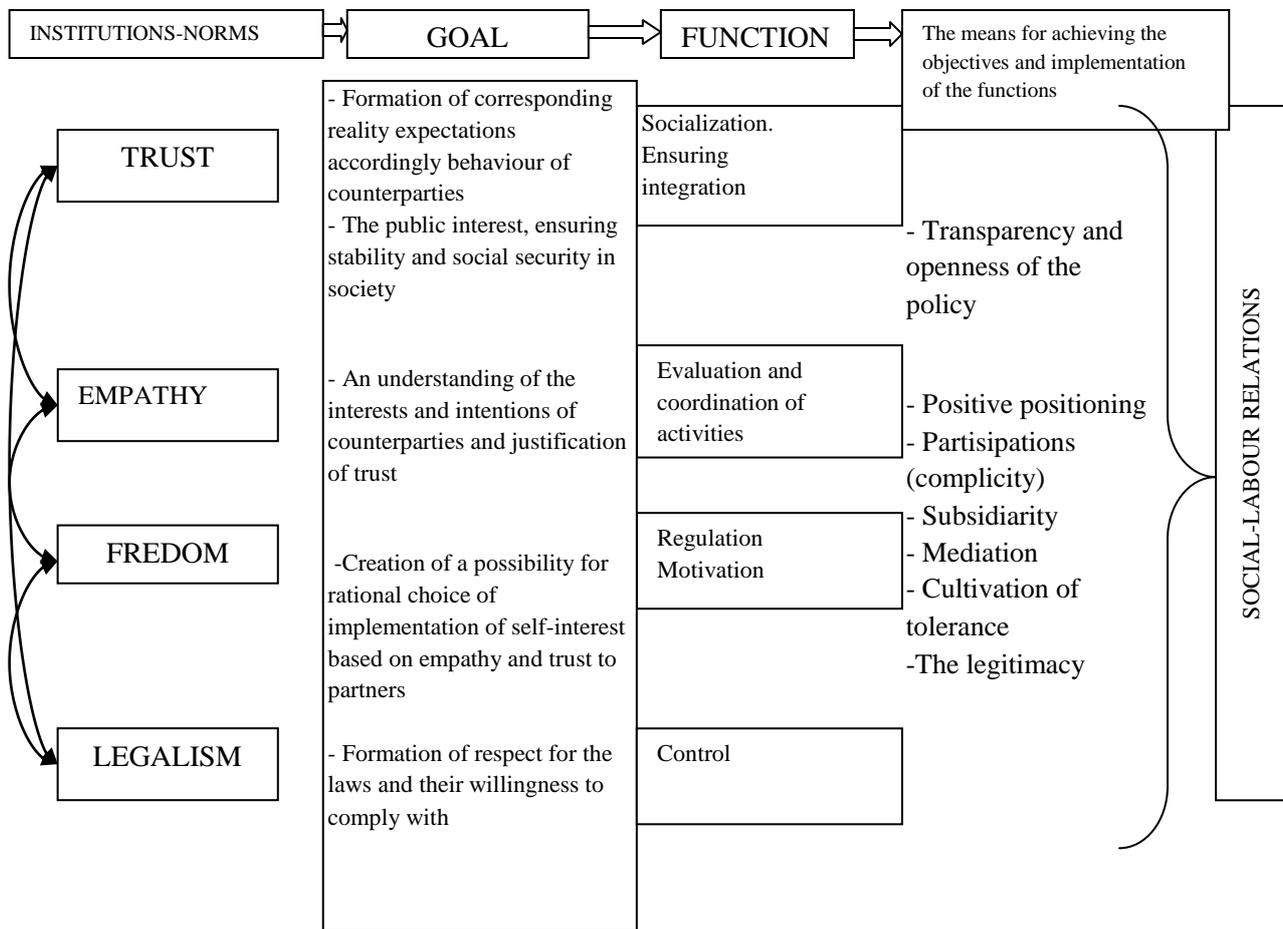


Fig. 2. The system of informal institutions of social-labor relations

However, in the period of crisis and post-crisis state of the economy these institutions-the rules do not fulfill their main function, which is manifested through the distrust of subjects of economic activities in its counterparties. This, in turn, entails a violation of empathy, the emergence of deep-seated contradictions in the system of socio-labor relations, restricts the freedom of rationality subjects and leads to shadowing the relations of the labour sphere. Therefore, the informal institutions of social-labor relations it is appropriate to attach responsibility. Theoretical studies show that responsibility is one of the main informal institutions, which directly affects the development of economic relations in society, and depends

on the implementation of other informal institutions, in particular the institutes which is norm.

Conclusions. In recent years, an increase in non-observance of the subjects of the socio-ethical and legal behavior norms in all spheres of economic activity. This trend is a consequence of the almost unlimited freedom for activities of economic entities, the lack of effective control. The main cause of degradation of responsible behavior recognizes the dominant economic ideology with the cult of the competition, greed, individualism, maximization of consumption of goods. Degradatal behavior contributes greatly imperfect regulatory framework of the country and non-compliance with social legislation relating to subjects of market relations. As a consequence, increasing atmosphere of alienation of the enterprises, there is an unacceptable gap in earnings of employers and the main share of wage earners, which leads to a gradual loss of labor potential of the country [10, с.234]. This trend increases the relevance of the study of The Economics to the problem of liability and the substantiation of its place in the regulation system of social-labour relations.

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**PROFESSIONAL STANDARDS: ESSENCE, SIGNIFICANCE,
PROSPECTS OF CREATION AND USE**

This article is devoted to methodological and methodical aspects of professional standards. The peculiarities of professional standards for personnel management and labor economics specialists development are justified.

Keywords. Professional standard, methodology, methods, competence approach, specialist, management, personnel, labour economics, module, element.

Introduction. Formation of a knowledge economy, further intellectualization of labour, information production and services, improve their innovativeness enhance quality requirements of human resources, competitiveness staff organizations, including graduates of higher education institutions in «Personnel Management and Labour Economics». Under these conditions becomes important issue to clarify the nature and importance of professional standards (PS), their development and use.

Analysis of recent research and publications. Recently, the disclosure of the nature and value of professional standards, justification of specific recommendations for their development studied by L.I Korotkova, L.B Lukyanova, G.I. Luk'yanchenko, T.N. Desyatova, M.I. Palchuk , N.P. Parshina et al. Meanwhile, many significant issues related to professional standards, particularly specialists with higher education, are still unresolved.

Problem. The aim of the article is to elucidate the significance and importance of professional standards, justification of methodological and methodical approaches to professional standards of HR professionals and labour economics and directions for its use in the labour market and the education market.

Results. Modern organizations needs the HR managers who can develop strategy and HR policies, can plan, organize and implement recruitment processes, adaptation of new employees, training and evaluating staff development and training of reserve managers, motivation and more.

This requires from the HR managers thorough knowledge and practical skills in the fundamentals of the economy, production, management, industrial relations, sociology, psychology, education and labour laws. They should have complete basic degree in relevant field of study (bachelor or master).

Training of specialists with the higher education shall be performed according to requirements of standards of the higher education. According to the law of Ukraine «About the higher education» it is determined that system of standards of the higher education constitute state standard of the higher education, industry standards of the higher education and standards of the higher education of higher educational institutions [1]. Until recently industry standards of the higher education contained the following components:

- educational and qualification characteristics of graduates of higher education institutions;
- educational and professional programs of preparation of students;
- diagnostic aids of quality of the higher education.

The educational and qualification characteristic of the graduate of higher education institution reflects the purposes of the higher education and professional training, determines a place of the specialist in structure of industries of economy of the state and the requirement to his competence, other socially important qualities, system of production functions and standard tasks of activities and abilities for their implementation.

According to the law of Ukraine «About the organizations of employers, their associations, the rights and guarantees of their activities» significantly raised a role of employers, their associations in the sphere of the higher education, provided entering of such concept, as «the professional standard». In this regard, changes were made to p. 13 of the law of Ukraine «About the higher education». The professional standard

determines competence of the graduate of higher education institution, system of production functions and standard tasks of activities, knowledge, the skills necessary for their implementation by new edition of specified article.

According to the law of Ukraine «About the organizations of employers, their associations, the rights and guarantees of their activities» it is determined that the professional standard is the requirements approved in accordance with the established procedure to knowledge, abilities and skills of graduates of higher educational institutions, are determined by employers and form a basis for forming of qualifications. Professional standards correspond to levels national and an industry framework of qualifications and are grouped in industry signs [2, 11].

Thus, in practice there was a compelling need in development of the professional standard of the human resources manager on the basis of competence-based and modular approaches. As still in Ukraine there is no experiment on development of similar regulating documents therefore, in our opinion, it is necessary to find out methodological problems and methodical approaches to development of the specified standard.

Technique of creation of the professional standard of human resources managers on the basis of competence-based and modular approaches shall determine general rules of development of professional standards of new generation. It is necessary to carry that this profession is general for all types of economic activity to features of development of a technique of the professional standard.

Characteristic sign of a technique is that creation of the professional standard is based on competence-based and modular the approaches providing development of profiles of professional competence on group of positions in the respective sphere of professional activity and contains their possible names, and also that professional activity shares on structural elements (modules, labour processes, functions), on each of which are established relevant requirements to knowledge, the complex and disaggregated abilities.

In a technique the method of the analysis of labour processes by means of the description of their structure of demanded professions and qualification levels shall

be implemented; competence-based approach to determination of content of general and professional powers for the qualification levels approved with the National Qualification Frame (NQF) and an industry framework of qualifications (IFQ) a method of modeling of the professional standard, structure and which content the most suitable for creation of the curriculum and programs of professional training in higher educational institutions of the master in the specialty 8.03050501 «Personnel management and labour economics».

For the purpose of simplification of translation of requirements of the professional standard in educational and identifications of the integrated blocks of qualification requirements to each of four qualification levels when structuring content of the professional standard it is necessary to use competence-based and modular approaches and to enter the concept «module of a labour activity» (MLA) as autonomous structure of labour functions and competences of the specialist with the higher education of the appropriate qualification level.

Compound of MLA of the professional standard which represents the independent block of a work type and labour processes necessary for their accomplishment, functions and competences, are determined the competence module (CM). Unit of the professional standard is the element of the module of competence (EMC) - is the complete unit of the professional standard, containing the developed characteristic of specific labour function, process and the list of competences necessary for its accomplishment, subjects and means of labour (fig. 1).

The technique is developed on algorithm which performs the description of each stage for use by the entities, public organizations, the industry professional organizations of employers and hired employees, state bodies of management in the sphere of economy, social policy and education, higher educational institutions and other legal entities and physical persons when designing professional and educational standards of the various industry direction; the solution of questions of advanced training of human resources managers, ensuring life-long professional education for the purpose of providing their competitiveness in the labour market.

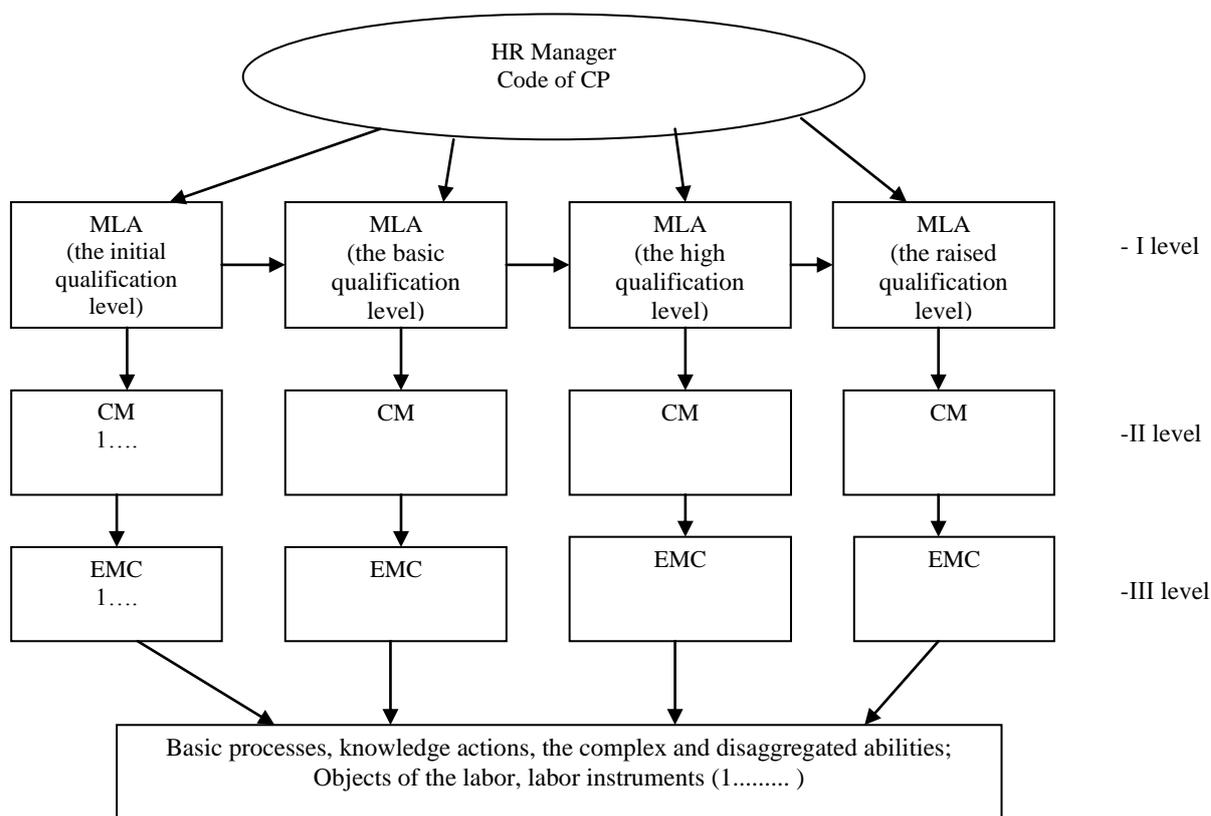


Fig. 1 Hierarchy of modules of the professional standard of the HR manager

In case of development the technique of the professional standard for the human resources manager it is reasonable to consider the saved up positive foreign and domestic experience in this sphere, in particular: L.I. Korotkova, L.B. Lukyanova, G.I. Lukyanchenko's et al. collective monograph «Professional standards: theory and practice of development» [3]; Desyatov T.M., Palchuk M.I., Parshin N. P. «Professional standards: theoretical aspects and technique: methodical benefit» / Under the editorship of Nichkalo N.G. [4]; The technique of development of professional standards. National agency of qualification's of development. Russian union of industrialists and entrepreneurs [5]; The technique of development of professional standards of a sewing profile (on the example of a profession «Tailor») on the basis of competence-based approach [6]; Mel'nik S.V., Matrosov E.L., Stashkin T.A., Kosukhina T.V. «Methodical recommendations about development of professional standards on competence-based approach» [7].

The professional standard of the human resources manager is intended for:

- carrying out assessment of qualification and certification of human resources managers, and also graduates of educational institutions of the higher education;
- forming of the state educational standards and programs of all levels of the higher education, including personnel training in education organizations, and also for development of educational and methodical materials to these programs;
- the solution of a wide range of problems in the field of personnel management (development of standards of the entity, systems of motivation and stimulation of the personnel, job descriptions; certifications and personnel certifications, etc.);
- carrying out procedures of standardization and unification within types of economic activity (establishment and maintenance of single requirements to content and quality of professional activity, coordination of names of positions, etc.) [4].

The use of the professional standard of the human resources manager in labour sphere will promote:

- the forming and maintenance of high professional level of the human resources manager according to requirements of modern innovative production;
- the increasing of efficiency of work and competitiveness of human resources managers in the labor market;
- the determination and forming of requirements for human resources managers and their preparations in higher educational institutions;
- proved personnel recruitment of human resources managers;
- to carrying out certification and certification of qualifications of human resources managers;
- development of professional mobility of human resources managers.

In the sphere of the higher education the professional standard of the human resources manager to be used in case of:

- the development of the educational standard of the human resources manager;
- the development of curricula and programs of professional training of human resources managers in higher educational institutions;

- for determination of evaluation methods, certifications and accreditations of all types of professional training of human resources managers, according to requirements of economy of knowledge.

The professional standard of the human resources manager will allow:

- for the associations to employers, hired employees and to state bodies of management:

- to raise a labour productivity and production efficiency and services, to strengthen to the entities the competitiveness in the domestic and world markets;

- to reduce costs for personnel recruitment, effectively to perform personnel clerical work and to carry out professional training of workers on production, to provide motivation of the personnel, to promote the solution of conflict situations in the sphere of the social and labour relations;

- to update knowledge effectively, abilities and practical skills of human resources managers, to raise level of their qualification;

- for hired employees and their associations:

- to determine abilities and the knowledge necessary for managers of the personnel;

- to estimate needs of employers on professional training of human resources managers in higher educational institutions more adequately;

- to perform planning of labour career and vocational promotion of employees of service of the personnel in the organizations;

- to increase mobility of human resources managers in the organizations.

Technique of creation of the professional standard shall determine general rules of development of content and structure of the professional standard of the human resources manager based on competence-based and modular approaches, according to algorithm which provides consecutive accomplishment of research works within seven stages (fig. 2):

It is necessary to put a method of the functional analysis in a basis of development of the professional standard of the human resources manager in case of distribution of the employers of labour processes recommended by associations for

the purpose of proved creations of levels of qualifications of a profession and their comparison to NQF, forming of standard requirements for types of competences; formations of elements of modules of competence with determination of specific result of a labour activity; certifications of units of PS and their recognition in the labour market and the market of educational services; implementations of the concept of continuous professional training of human resources managers.

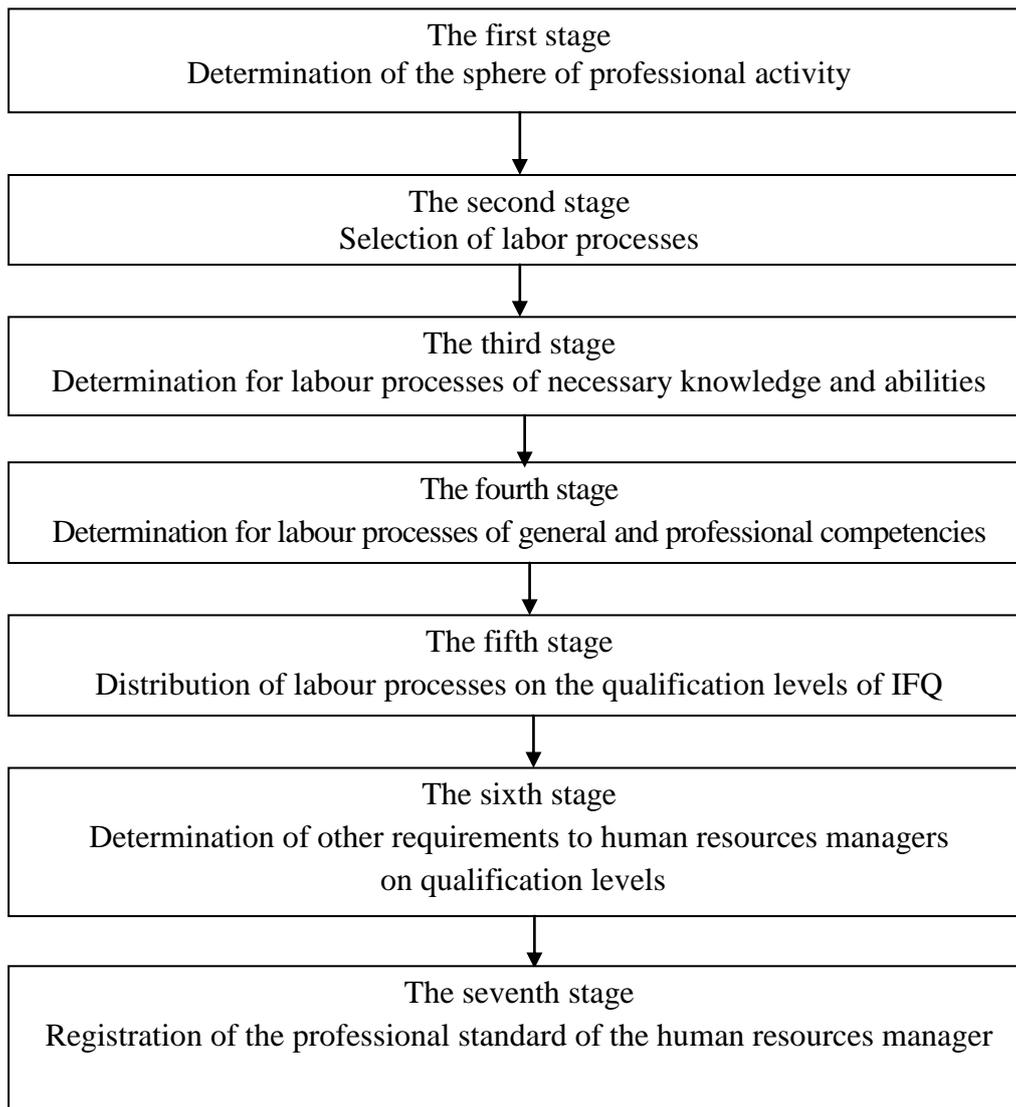


Fig. 2. Algorithm of forming the content of the professional standard for the human resources manager

At the first development stage of content of PS for determination of the sphere of professional activity of the human resources manager specification symbols of the

National qualifier of Ukraine «The qualifier of professions» SC 003:2010 are used [8].

For example, the position «The manager on the personnel» belongs to the section 1 «Legislators, the Highest Government Employees, Heads, Managers (Managing)», divisions 14 «Managers (managers) of the entities, organizations, the organizations and their divisions», a class 147 «Managers (managers) in the sphere of real estate transactions, delivery in employment and services to legal entities», a subclass 1477 «Matching, providing and personnel use managers (managers)», groups 1477.1 «Matching, providing and personnel use managers (managers)».

In case of development of PS of the human resources manager it is offered to allocate 5 such MTA:

- matching and personnel hiring;
- personnel clerical work, staff accounting;
- personnel development, knowledge management and talents;
- job management and salary;
- social and labour relations and social responsibility.

Seven sections shall comprise model of the professional standard, namely:

I. General provisions.

II. Passport of the professional standard.

III. The description of modules of a labor activity of the initial, basic, high and raised qualification levels.

IV. Types of diplomas, certificates and the certificates issued on the basis of the professional standard.

V. Developers of the professional standard.

VI. Coordination letter.

VII. Examination and registration of the professional standard.

General provisions contain the main data on content of PS of the human resources manager, the direction on which it can be used.

The passport of the professional standard of the human resources manager shall consist of five divisions in which are reflected the following information:

- the profession general description is provided in the first section;
- in the second and third divisions it is specified the section, subsection, a class, a subclass and group to which positions of employees of services of the personnel according to the «The qualifier of professions» SC 003:2010;
- in the fourth the sphere of professional activity of the human resources manager to which his modules of a labor activity belong is described;
- in the fifth section qualification levels of a profession and their communication with existing regulating documents are specified.

Interrelation of MTA, NFQ and IFQ it shall be performed based on requirement descriptions to knowledge, the complex and disaggregated abilities of each skill level. For example, MTA «Personnel Development, Knowledge Management and Talents» is carried to the seventh, the eighth and ninth NFQ levels because these levels include: mastering by students, listeners, graduate students and doctoral candidates the specialized conceptual knowledge, purchased in training process and/or professional activity at the level of the latest developments of science and equipment which are a basis for original thinking and innovative activities, in particular in a context of research work. Critical judgment of problems in training and/or professional activity and on the verge of subject domains.

According to what, the human resources manager of an initial skill level shall assume management of complex actions or projects, responsibility for decision making in unpredictable conditions, responsibility for professional development of individuals and/or groups of persons, a capability to further training with high level of autonomy.

Comparing MTA of the professional standard to levels of qualifications of IFQ, developers to offer the positions recommended at each IFQ level and to provide their coordination with the NFQ levels.

In developed model of the professional standard on the basis of competence-based approach (on the example of the human resources manager) modules of a labour activity should be distributed according to NFQ and IFQ, namely: NFQ - for

the sixth - the ninth; IFQ - for the sixth - the ninth levels, corresponds to a place of the higher education in system of professional qualifications.

The description of modules of a labour activity of the human resources manager consists of the following divisions: the card of the module of a labour activity, the general list of CM and EMC of the professional standard, the list of general powers, the list of professional competences, the description of CM and EMC of the initial, basic, high and raised skill levels.

The MTA card shall be intended for the description of the labour processes existing within a certain field of activity of the human resources manager, consists of seven columns and is developed for each qualification level (tab. 1).

Table 1

The card of the module of labour activity of the HR manager

1.	Description of labor processes	
2.	Possible places of employment	
3.	Terms and labour	
4.	Requirements of professional, business and personal, motivational communication skills of employee	
5.	Necessity of the documents proving qualifications	
6.	Requirements for practical experience, continuous training	
7.	Admission conditions to work	

In the fourth section of PS information on document types which confirm received competence of the human resources manager is provided.

According to the offered system, each employee of service of the personnel (in a higher educational institution, on production, etc.) has opportunity in time convenient for it to begin, continue and finish training process and to receive the relevant document on education, including: for mastering by separate CM and EMC - the certificate, for a full range of CM on each of qualification levels (initial, basic, high or raised) - the appropriate certificate, for the first and second MTA on an initial skill level - the diploma of initial level (bachelor) for a full range of MTA at a basic

level of qualification - the diploma of a basic level (master), on a high skill level - the diploma of high level (the doctor of philosophy), on the raised skill level - the diploma of the raised level (doctor of science). It is expected that the flexible structure of PS of the human resources manager will create possibility of obtaining on its base after passing of training of necessary education documents of various types (diplomas, certificates, certificates).

In the section V. «Developers of the professional standard» - information on the PS developers (the organization name, a surname of the head), and also the list of the organizations participating in development of PS is provided.

The letter of coordination of the professional standard also is provided in the section V with the relevant organizations and executive bodies.

Examination of the professional standard of the human resources manager is performed on the following indicators:

- compliance of content and structure of the professional standard to the European approaches and specifics of the chosen professional activity;
- representativeness (on quantitative and high-quality parameters) selections of the organizations attracted to development and professionals;
- reference correctness nutritious certain section, subsection, class, subclass and group of professions;
- completeness of the description of modules of a labour activity of a profession of the human resources manager, CM and EMC;
- adequacy of the designed new qualification levels of the human resources manager to the NFQ and IFQ levels;
- compliance of content of modules of competence and their elements to needs of employers and hired employees;
- sufficiency of general and professional powers for forming of personal qualities of the modern employee of service of the personnel;
- suitability of the professional standard for development of curricula and programs of higher educational institutions on the basis of competence-based and modular approach;

- possibility of use of the professional standard for implementation of ideas of personal development and training during life;
- possibility of use of the professional standard as a link between the sphere of work and the sphere of the higher education;
- flexibility of structure and content of modules of competence and their elements for timely introduction of amendments, additions and changes according to requirements of the labour market;
- possibility of implementation on the basis of PS of certification of the purchased competences of specialists following the results of mastered (one or several) elements or competence modules.

Meanwhile in case of development of the professional standard there were difficulties of the methodological order, connected with creation and structure of the SC 003:2010. So, the operating Qualifier of professions actually doesn't contain a profession of the human resources manager, and contains the name of 44 positions of employees of services of the personnel of the domestic organizations, in particular, positions of the manager (managing director) on the personnel, the professional on personnel development. To this list it is possible to add still 6 positions of workers of higher educational institutions and research institutions.

Besides, there are some more positions of employees of service of the personnel in state bodies. For example, positions: the head of department of personnel operation of the office of the regional state administration, the deputy head of department - the head of department of personnel work, the chief specialist of department of personnel work of the central executive body etc. To develop such labour-consuming regulating documents as professional standards on such quantity of positions from the economic point of view it is inexpedient. Therefore it is necessary to be determined with the occupation title in a field of activity of employees of services of the personnel.

In our opinion, the name of specialty on which domestic higher educational institutions perform training of specialists for services of the personnel of the organizations of Ukraine can be such occupation title. It is the specialty «Personnel

Management and Labour Economics» in the Economy and Entrepreneurship direction. On the basis of the professional standard «Personnel Management and Labour Economics» then profiles of professional competence of positions of employees of services of the personnel of the organizations shall be developed. They shall be used for determination of requirements of the specific organization to level of professional competence of the person which will be or already holds a position of the employee of service of the personnel.

Experience of such work is saved already up in a number of foreign countries, and also in public service of Ukraine. The order of National agency of Ukraine concerning public service according to the Law of Ukraine «About public service» approved Methodical recommendations about development of profiles of professional competence of positions of public service in state bodies, authorities of the Autonomous Republic Crimea or their device [8].

Conclusions. Improvement of quality of preparation of students in «Personnel management and labour economics» provides shift of accents from the process of preparation and training terms on separate subjects on results of training, forming at future graduates of educational institutions of those competences who will be necessary for them for effective activities on the workplace. With respect thereto standards of the higher education shall be developed on the basis of professional standards.

However development of professional standards while is performed mainly in the vocational training sphere. In Ukraine there is no sufficient experience of development of similar regulating documents in the sphere of the higher education therefore PS need to find out thoroughly methodological problems and methodical approaches to development of professional standards in this sphere, in particular, in «Personnel management and labour economics».

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EFFICIENCY OF INVESTMENT IN THE LABOUR FORCE

The production function is modified to determine the impact of the financial costs, aimed at human resources development. The analysis of efficiency of social investments is carried out. Comparison of the return level of social charges and the return indexes of material and other charges is conducted.

Keywords. Social investments, efficiency of investments in a labour resource, productive function.

Introduction. Adverse factors including consequences of impact of world financial crisis ambiguously influence formation, development and functioning of the majority of domestic enterprises. In these conditions the special importance is purchased by research of development of a labor resource and investment soundness determination in production factors.

The significant contribution to development of theoretical reasons, development of methodological bases of researches of consequences of impact of crisis on functioning of social and economic system of Ukraine and its regions was made by scientists: Geets V.M., Dolishniy M.I., Zhalilo J.A., Evdokimenko V.K., Kolesnik V.I., Shkola I.M. and other. However there is a need of the maximum attraction of all known arsenal of data, statistical methods and economic-mathematical models for complex research of cost efficiency of production.

Problem. In case of research of economic processes mathematical models in the form of functional or statistical dependences are very often used. For example, it is obvious that between entity or industry release and the costs performed in a production process, there is a functional communication. Function, dependence between costs of production and release of its products expresses it is accepted to call a production function.

On a production function it is possible to perform the production rate forecast in case of costs of its factors in these or those sizes. Comparing production functions of two various processes or during the different periods of time, it is possible to speak about more or less effective process, to perform the analysis of structural shifts.

Research of a production function in which are reflected dependence of production on factors among which the amount of spent working hours appears, is connected more with economic concept of a labor productivity. If us return from finance costs which are aimed at the development of a manpower interests, a production function needs to be modified a little.

For creation of modifications production functions for industries of Chernovitska region we will use common methods of their creation in neoclassical economic to school.

Researches often consider a multiplicative production function which is set by a formula:

$$y = A (x_1)^a \cdot (x_2)^b \cdot \dots , \quad (1)$$

where y – production volume, x_1, x_2, \dots – production factors, A, a, b, \dots – fixed positive numbers. Sometimes consider a linear production function:

$$y = A + a x_1 + b x_2 + \dots , \quad (2)$$

which makes simple economic sense: production in proportion increases with increase in any resource.

Let's look for production functions for types of economic activity in the form of (1) and (2), where parameters A, a, b, \dots for each type of economic activity are unknown. It is necessary according to observed data for each type of activity to find

their approximate values so that the constructed production function precisely reflected real dependence.

Within research we will use data of quarterly state statistical supervision on a form № 1 - entrepreneurship «The report on the main indicators of activities of the entity for ___ quarter of 200_ years». The above modification is that the indicator of the «Amount of sold a goods, works, services (excluding VAT and excise)» form undertakes products amount in models (1) or (2), and for production factors - indicators «Operating expenses on a goods sold, works, services». All these forms are filled in one thousand UAH with one decimal sign.

For achievement of the purpose set in work it is possible to reduce twice quantity of the constituting operating expenses, determined to a statistical form, having grouped them as follows:

- The first «production factors» - material costs where indicators of the «Material Costs (less the Cost of Returnable Waste)» and «Depreciation» form entered;

- The second group - the social expenses which are including «Expenses on compensation» (including on educational issues, in connection with reorganization and staff reduction, surcharges in case of temporary disability) and «Assignments on social actions»;

- The third group - other expenses where «Cost of goods and the services purchased for resale and implemented without additional handling at this entity» and «Other operating expenses».

So, our mathematical (1) and (2) models to include three independent variables (exogenous parameters):

$$Y = d \cdot K^a \cdot L^b \cdot X^c, \quad (1')$$

$$Y = aK + bL + cX + d, \quad (2')$$

where Y – volume of sales for the quarter of goods (works, services), K , L , X – physical, social and other costs of products (works, services), a , b , c , d – unknown positive numbers.

Method of the smallest squares it is simpler to look for parameters of linear function (2'). The method consists in search of their such values which minimize the amount of squares of deviations of observed values of amount of products of Y_i implemented in a quarter from the simulated values (values on a straight line) from the simulated values (values on a straight line) \tilde{Y}_i [1, c.45]. The specified deviations are equal:

$$Y_i - \tilde{Y}_i = Y_i - aK_i - bL_i - cX_i - d,$$

where Y – volume of sales for the quarter of goods (works, services), K , L , X – physical, social and other costs of products (works, services) in i-m supervision. The amount of squares of deviations shall reach the minimum value:

$$\sum_i (Y_i - aK_i - bL_i - cX_i - d)^2 \rightarrow \min. \quad (3)$$

At least expression (3) reaches under necessary conditions when the first derivatives are equal to zero, i.e.

$$\frac{\partial}{\partial a} \sum_i (Y_i - aK_i - bL_i - cX_i - d)^2 = -2 \sum_i K_i (Y_i - aK_i - bL_i - cX_i - d) = 0,$$

$$\frac{\partial}{\partial b} \sum_i (Y_i - aK_i - bL_i - cX_i - d)^2 = -2 \sum_i L_i (Y_i - aK_i - bL_i - cX_i - d) = 0,$$

$$\frac{\partial}{\partial c} \sum_i (Y_i - aK_i - bL_i - cX_i - d)^2 = -2 \sum_i X_i (Y_i - aK_i - bL_i - cX_i - d) = 0,$$

$$\frac{\partial}{\partial d} \sum_i (Y_i - aK_i - bL_i - cX_i - d)^2 = -2 \sum_i (Y_i - aK_i - bL_i - cX_i - d) = 0.$$

These equations form system of four linear algebraic equations from four unknown a , b , c , d . Having solved it's one of methods, for example, the Gauss method, we receive linear production functions.

The received model needs to be checked on adequacy. The determination coefficient is for this purpose used. He specifies that part of dispersion (dispersion from average value), caused by regression. Differently, as a percentage he specifies, on how many percent the constructed model explains change of a productive sign.

It is slightly more difficult to construct a production function in the form of multiplicative model (1'). For this purpose it is necessary to reduce at first it to linear model [2, page 142]. Taking the logarithm the equations (1'), we will receive:

$$\ln Y = \ln (d \cdot K^a \cdot L^b \cdot X^c),$$

$$\ln Y = \ln d + a \cdot \ln K + b \cdot \ln L + c \cdot \ln X.$$

If we enter designations

$$y = \ln Y, \quad e = \ln d, \quad k = \ln K, \quad l = \ln L, \quad x = \ln X$$

that for new variables y, k, l, x let's have linear model which we build like (2'). After model creation for y, k, l, x we return to previous variables Y, K, L, X .

To construct the modified production functions for types of economic activity of economy of Bukovina in case of impact of world financial and economic crisis, pertinently to consider data in six quarters - four in 2009 and the first two quarters 2010. Naturally, on duration to consider the same period before crisis - four quarters 2007 and the first two quarters 2008.

As the extent of both periods is insignificant (constitutes one and a half years) and each of them separately doesn't cover any events which could affect production technologies, production organizations or the resource capacity of the region, easy there is an assumption that parameters of production functions for each industry during the pre-crisis and crisis periods were invariable, and for their determination with an identical weight it is possible to take data quarterly the period.

All economy of Chernovitska region according to the Qualifier of types of economic activity (2005) and requirements of filling of a form No. 1 entrepreneurship (approved by the order of Goskomstat of Ukraine of 20.07.2006 No. 347) we will break into 44 main types of economic activity (at the level of separate sections, subsections and sections QTEA).

Under state statistical observation form number 1-business (quarterly) Continue past years get more than 600 entities in Chernovitska region by different ownership, authority and organizational forms of management. Given the versatility of individual companies (the company can operate several technological cycles of various economic activities, and for each individual company delivers data) in the

sample to construct production functions in all economic activities got so many observations:

Table 1

Number of enterprises in Chernovitska region, which have come under observation in quarters pre-crisis and crisis

Period	Quarters of pre-crisis period						Quarters of crisis period					
	I q. 2007	II q. 2007	III q. 2007	IV q. 2007	I q. 2008	II q. 2008	I q. 2009	II q. 2009	III q. 2009	IV q. 2009	I q. 2010	II q. 2010
Number of companies	856	841	836	851	927	941	816	821	828	848	843	878

That is, as a whole for research there was available such information on sales amounts and operating expenses by all types of economic activity: in quarters 2007-08 the 5252 data sets, in quarters 2009-10 - the 5034 sets. After rejection of sets with a zero indicator of sales amount of products (works, services), real production engineering procedures distorting the description, for the pre-crisis period there were 4941 data sets, for crisis - 4778 sets.

After creation of approximations of the modified multiplicative and linear production functions for each of 44 main types of economic activity during the pre-crisis and crisis periods it was performed check on adequacy. For this purpose in each case the determination coefficient which is a variation ratio was analysed, is explained by model, in a general variation of endogenous size. This coefficient always matters in the range from zero to unit. Than more its value, that constructed model is adequate. Fischer's criterion was applied to conclusion confirmation about adequacy of model from 95% of reliability.

Results of determination of coefficients of multiplicative and linear production functions and calculation of the corresponding coefficients of determination are provided in Table 2.

Table 2

**The results of the construction of production functions in terms of economic activities for economic agents
Chernovitska region in the pre-crisis and crisis periods**

Type of economic activity	Period	Sample	Coefficients of linear model				Coefficient of determination	Coefficients of multiplicative model				Coefficient of determination
			a	b	c	d		a	b	c	d	
1	2	3	4	5	6	7	8	9	10	11	12	13
Agriculture, hunting and related services	pre-crisis	13	0,95	1,16	0,00	-7,09	>0,93	0,69	0,22	0,02	3,20	>0,8
	crisis	4	0,69	1,65	0,50	3,59	1	0,38	0,49	0,06	3,74	1
Forestry and related services	pre-crisis	78	1,14	0,99	0,94	7,20	>0,98	0,44	0,30	0,10	7,91	>0,52
	crisis	70	1,08	1,01	0,94	-38,95	>0,99	0,47	0,48	0,09	2,18	>0,91
Fishing	pre-crisis	7	model is inadequate					model is inadequate				
	crisis	11	0,33	1,21	1,25	71,65	>0,84	0,25	0,46	0,19	5,80	>0,73
Extraction of energy resources	pre-crisis	0										
	crisis	0										
Mining and quarrying, except of energy	pre-crisis	31	1,09	1,75	0,87	-131,51	>0,96	0,65	0,18	0,06	5,93	>0,79
	crisis	47	0,63	1,29	1,16	-11,96	>0,99	0,73	0,23	0,01	2,66	>0,95
Food and beverages	pre-crisis	212	1,11	1,26	0,00	127,81	>0,91	1,45	0,00	0,00	0,14	>0,43
	crisis	174	0,98	2,13	0,00	144,30	>0,94	0,90	0,13	0,00	1,45	>0,93
Textile industry, production of clothes, fur and fur products	pre-crisis	78	1,53	0,87	1,34	-172,94	>0,95	0,66	0,33	0,00	3,42	>0,32
	crisis	61	1,11	1,18	0,87	13,82	>0,98	0,51	0,48	0,03	2,88	>0,85
Manufacture of leather, leather and other materials	pre-crisis	16	1,34	1,00	0,55	-60,38	>0,99	0,20	0,44	0,37	4,13	>0,48
	crisis	19	1,32	1,23	1,92	-134,66	>0,99	1,23	0,00	0,09	3,16	>0,86
Processing of timber and wood products, except furniture	pre-crisis	225	0,89	0,98	0,41	58,39	>0,88	0,50	0,29	0,09	5,00	>0,63
	crisis	244	1,01	1,13	0,43	4,70	>0,92	0,56	0,31	0,12	3,04	>0,82
Manufacture of pulp, paper and paperboard including	pre-crisis	10	1,16	0,48	0,85	-4,05	>0,99	0,93	0,05	0,02	1,53	>0,98
	crisis	18	0,34	4,17	0,39	-40,40	>0,99	0,46	0,60	0,04	1,45	>0,70
Publishing, printing and reproduction of recorded media	pre-crisis	148	1,04	0,83	0,84	-6,45	>0,95	0,64	0,14	0,10	4,60	>0,70
	crisis	100	1,13	0,44	0,46	23,16	>0,91	0,53	0,31	0,05	4,33	>0,66
Production of coke, products of oil processing and nuclear materials	pre-crisis	0										
	crisis	0										
Chemical industry	pre-crisis	24	1,33	0,63	1,45	-61,39	>0,98	0,67	0,38	0,06	1,23	>0,96
	crisis	32	1,04	0,94	1,11	-43,59	>0,98	0,35	0,47	0,10	5,30	>0,84

1	2	3	4	5	6	7	8	9	10	11	12	13
Manufacture of rubber and plastic products	pre-crisis	67	0,92	0,81	0,00	214,43	>0,91	0,80	0,00	0,27	8,13	>0,81
	crisis	84	1,15	1,78	0,00	-30,46	>0,92	0,70	0,28	0,00	2,42	>0,67
Manufacture of other non-metallic mineral products	pre-crisis	102	1,00	1,18	1,22	-53,45	>0,97	0,54	0,36	0,10	2,90	>0,67
	crisis	159	0,92	1,37	0,52	-109,22	>0,94	0,46	0,37	0,04	5,19	>0,37
Metallurgy and manufacture of fabricated metal products	pre-crisis	66	0,80	4,58	1,78	-958,36	>0,99	0,82	0,17	0,03	1,82	>0,91
	crisis	114	1,07	4,82	0,00	-451,78	>0,96	0,87	0,23	0,00	1,07	>0,50
Manufacture of machinery and equipment	pre-crisis	56	2,17	0,00	9,59	-494,19	>0,96	0,12	0,80	0,15	1,89	>0,46
	crisis	40	0,89	3,57	0,00	-290,22	>0,96	0,86	0,27	0,01	0,79	>0,79
Manufacture of electrical, electronic and optical equipment	pre-crisis	79	1,22	1,11	0,71	-163,24	>0,91	0,60	0,41	0,00	2,17	>0,31
	crisis	64	1,07	1,48	0,40	-28,99	>0,92	0,30	0,52	0,06	7,07	>0,62
Manufacture of transport equipment	pre-crisis	8	0,46	0,73	1,27	-3,20	>0,96	0,25	0,91	0,12	0,41	>0,94
	crisis	6	0,70	1,73	0,00	-86,60	>0,94	0,76	1,93	0,00	0,00	>0,88
Other industries	pre-crisis	97	1,26	0,92	0,21	-31,31	>0,98	0,92	0,06	0,02	1,88	>0,96
	crisis	136	1,05	1,31	0,05	-3,47	>0,97	0,90	0,16	0,00	1,33	>0,89
Electricity, gas and water	pre-crisis	69	0,99	0,28	1,21	2402,08	>0,69	0,52	0,00	0,38	12,77	>0,22
	crisis	119	0,66	2,15	0,81	-568,86	>0,98	0,00	1,03	0,06	1,92	>0,35
Building	pre-crisis	292	0,68	2,04	0,87	40,45	>0,96	0,76	0,14	0,08	2,74	>0,83
	crisis	310	0,62	3,44	1,58	-404,50	>0,98	0,56	0,19	0,09	6,81	>0,24
Sale of motor vehicles and motorcycles, maintenance and repair	pre-crisis	151	0,90	0,97	1,05	-37,94	>0,99	0,14	0,03	0,63	10,92	>0,43
	crisis	101	0,21	2,15	0,94	171,03	>0,98	0,03	0,36	0,59	4,43	>0,94
Wholesale trade and mediation in trade	pre-crisis	865	1,41	1,02	1,05	-120,21	>0,99	0,06	0,00	0,86	2,87	>0,57
	crisis	580	0,31	1,72	1,03	136,36	>0,97	0,00	0,20	0,73	3,90	>0,76
Retail trade, repair of household goods and personal use	pre-crisis	476	1,05	1,45	1,00	-20,07	>0,99	0,09	0,08	0,74	3,66	>0,62
	crisis	397	0,00	1,77	0,98	18,86	>0,99	0,02	0,24	0,69	3,17	>0,59
Hotels and restaurants	pre-crisis	245	1,08	0,11	0,69	64,87	>0,76	0,29	0,25	0,29	6,98	>0,67
	crisis	240	0,32	1,59	0,56	51,40	>0,67	0,22	0,30	0,22	9,89	>0,20
Ground-based transport	pre-crisis	232	0,94	0,51	0,91	42,23	>0,92	0,33	0,10	0,28	14,15	>0,17
	crisis	207	0,95	0,79	0,22	59,78	>0,89	0,20	0,42	0,20	8,50	>0,52
Water transport	pre-crisis	0										
	crisis	0										
Business Aircraft	pre-crisis	7	model is inadequate					model is inadequate				
	crisis	6	model is inadequate					model is inadequate				
Additional transport services and auxiliary operations	pre-crisis	76	1,20	0,76	0,93	4,33	>0,99	0,16	0,25	0,39	10,15	>0,19
	crisis	61	1,02	1,03	0,88	-20,36	>0,99	0,18	0,46	0,21	9,65	>0,48

1	2	3	4	5	6	7	8	9	10	11	12	13
Post and telecommunication	pre-crisis	17	1,59	0,58	1,59	-13,50	>0,98	0,03	0,54	0,43	3,15	>0,84
	crisis	32	1,14	1,57	1,09	-60,15	>0,97	0,85	0,27	0,25	0,82	>0,48
Financial activity	pre-crisis	55	0,00	5,89	3,65	-132,52	>0,62	0,15	0,16	0,64	6,66	>0,23
	crisis	42	3,48	6,84	0,47	-144,12	>0,76	0,04	0,77	0,38	2,29	>0,72
Real estate	pre-crisis	412	0,33	1,59	1,02	47,80	>0,36	0,20	0,13	0,07	42,73	>0,03
	crisis	500	0,07	1,41	1,17	111,94	>0,83	0,19	0,23	0,14	31,94	>0,13
Renting of machinery and equipment, rental of household goods and personal consumption	pre-crisis	80	2,90	0,00	1,43	-17,38	>0,75	0,15	0,30	0,13	14,34	>0,15
	crisis	61	1,75	0,00	0,37	36,56	>0,67	0,44	0,33	0,00	6,75	>0,18
Computer and related activities	pre-crisis	63	1,22	0,43	0,92	28,66	>0,91	0,48	0,03	0,26	10,36	>0,40
	crisis	65	0,74	1,17	1,02	2,75	>0,90	0,30	0,22	0,19	11,89	>0,35
Research and development	pre-crisis	23	0,00	0,88	2,11	58,13	>0,94	0,48	0,37	0,00	7,26	>0,63
	crisis	21	0,00	1,47	1,75	-148,64	>0,94	0,04	1,06	0,12	0,50	>0,49
Industry: legal, accounting, engineering, services for entrepreneurs	pre-crisis	301	0,98	1,10	1,25	-5,87	>0,96	0,09	0,22	0,28	19,70	>0,03
	crisis	346	0,47	1,15	0,96	10,56	>0,80	0,00	0,56	0,17	7,15	>0,25
Governance	pre-crisis	8	1,04	0,95	0,48	161,11	>0,98	0,13	0,34	0,10	33,09	>0,98
	crisis	0										
Education	pre-crisis	26	0,65	1,14	0,76	26,68	>0,88	0,42	0,10	0,25	12,45	>0,86
	crisis	46	0,83	1,22	1,56	-25,43	>0,94	0,08	0,68	0,22	2,91	>0,65
Health care and social assistance	pre-crisis	33	1,17	0,67	0,98	5,77	>0,97	0,35	0,50	0,27	1,90	>0,89
	crisis	49	0,69	1,48	1,10	-8,08	>0,90	0,16	0,59	0,20	4,40	>0,62
Sanitary services, scavenging and waste destruction	pre-crisis	58	1,03	0,90	1,01	-57,69	>0,92	0,61	0,18	0,11	4,78	>0,65
	crisis	82	1,09	0,83	0,18	-3,01	>0,99	0,11	0,82	0,08	1,98	>0,60
Activities of NGOs	pre-crisis	0										
	crisis	0										
Activities in culture and sport, recreation and entertainment	pre-crisis	39	0,45	1,41	1,44	0,54	>0,92	0,00	0,55	0,58	2,64	>0,75
	crisis	43	1,12	1,15	1,02	13,62	>0,97	0,24	0,00	0,20	125,70	>0,45
Individual services	pre-crisis	96	1,10	1,09	1,39	9,08	>0,82	0,05	0,64	0,15	6,44	>0,44
	crisis	87	1,34	0,67	0,93	6,07	>0,93	0,15	0,44	0,33	5,50	>0,69

As shown in table 2, in inspection subjects of managing with such types of economic activity, as «Production of energy minerals», «Production of coke, products of oil processing and nuclear materials», «Activities of a water transport» (because of backwardness of these industries didn't get to areas) and «Activities of public organizations», «Public administration» in 2009-10. For industries because of a small amount of data it was impossible to construct adequate model. Production functions for «Fishery» during the pre-crisis period, and for «Activities of an air transportation» weren't tested on adequacy by Fischer's criterion. On the verge of adequacy by Fischer's criterion there were multiplicative models during the pre-crisis period for «Production of foodstuff, drinks» and «Activities in spheres of the right, financial accounting, engineering; provision of services to entrepreneurs» (about it witnesses also small coefficient of determination) that is connected with big dispersion of observed data.

Small selection (to 30 data sets) doesn't allow to tell with confidence that production functions are constructed reflect all industry of area in such types of economic activity, as «Agricultural industry, hunting and the related services», «hunting» during the crisis period, «Production of skin, products from skin and other materials», «Production of paper stock, paper, a cardboard and products from them», «Production of vehicles and the equipment», «Researches and developments», «Public administration» during the pre-crisis period. Though nevertheless separate conclusions can be drawn and for these spheres of managing.

After listing all restrictions on an analysis of the modified production function for industry in Chernovitska region, in general it can be argued that the statistics is quite possible to build a credible approximation of the relationship between the factors.

Exploring the modified linear production functions, factor analysis feasible *b*. In linear production functions of type (2 ') it determines the maximum efficiency (marginal product) workforce. In this modified case it indicates how many thousand. increase in average quarterly sales of products (works, services)

companies within the industry, if labor costs and other deductions for social activities increased by one thousand.

In the pre-crisis period, the greatest impact of social spending has been in the financial sector and in the field of metallurgical enterprises in production and manufacture of fabricated metal products. Increase by 1 thousand. social spending led to increased respectively by 5.89 thousand and at 4.58 thousand sales of goods and services.

In the crisis period returns in these areas of social spending increased by 6.84 thousand and to 4.82 thousand. In addition, in 2009-10 it increased significantly impact companies in the production of pulp, paper and paperboard of which (up to 4.17 thous.), the production of machinery and equipment (up to 3.57 thousand) and construction companies (up to 3.44 thous.).

On subjects of managing in above-mentioned spheres it is reasonable to increase «social investments», after all they not only increase sales proceeds amounts, but also increase profitability of production, create positive psychological climate in collectives, to increase motivation of workers to high-quality and productive work.

Absolutely other situation was at the entities on production of paper stock, paper, a cardboard and products from them in the 2007-first half of 2008. The increase in social expenses at 1 thousand uah at that time led to a growth in volumes of sales of products only for 480 uah. The situation at that time at hotels and restaurants (110 uah was even worse. Returns), at the entities on production and distribution of the electric power, gas and water (280 uah), In the informatization sphere (430 uah). Also noticeably the negative effect from growth of expenses on compensation and social actions was observed in activities of the land transport (losses on the average constituted 490 uah. On each additional one thousand expenses), mails and communications (losses - 420 uah), In a chemical industry (370 uah), in healthcare institutions and provisions of the public assistance (330 uah).

Financial crisis peculiar I affected change of the specified indicator. In all mentioned spheres of economic activities he grew, in the majority received value, it is more than unit that specifies a positive effect of social expenses. Low return of social expenses reached value only in publishing and printing activities, replication of the written-down data carriers (coefficient - 0,44) and at the entities on provision of individual services (0,67).

As it was stated above, analyzing level of coefficient b in linear production functions it is possible to determine peculiar «profitability of social expenses». Comparing values of a multiplier to number unit, it is possible to approve with high level of reliability that during the pre-crisis period on the average subjects of managing of Chernovitska region in 16 types of activity had positive this «profitability», i.e. additional expenses on social actions returned to a salary and assignments by a bigger amount of increase of proceeds from sales of goods (works or services). In 22 main types of economic activity social expenses on the average for subjects were unprofitable.

In 2009 - the first half of 2010 «profitable» social expenses were already in 32 areas, «unprofitable» - only in 6 areas.

Let's notice that the concept of «profitability of social expenses» is absolute on correlates with general profitability of the entity or an industry as other expenses aren't considered.

As a whole the situation with efficiency of additional social investments in 2009-10 in comparison with 2007-08 improved in 31 types of economic activity for which adequate linear production functions were constructed, and worsened in 6 types. The greatest positive shift happened as it is described above, at the entities of Bukovina on production of paper stock, paper, a cardboard and products from them (the coefficient of return grew on 3,69), and also on production of machines and the equipment (the coefficient increased on 3,57), on production and distribution of the electric power, gas and water (on 1,87) and at hotels and restaurants (on 1,48).

B coefficient in linear production functions noticeably decreased only at the entities on mining, except fuel and energy (on 0,48), on provision of individual services (on 0,41) and in publishing and printing activities, replication of the written-down data carriers (on 0,38). And, in the first case in both periods return remained positive (coefficient more unit), in the second case - with positive became negative, in the third - was negative (coefficient less unit) and still worsened. Also negative indicator in the pre-crisis period worsened in 2009-10 in the sphere of sanitary services, cleaning of streets and handling of waste (from an indicator 0,9 to 0,83) some more.

Increase of efficiency of return of social expenses in 2009-10 concerning 2007-08 can be explained with several reasons. Financial crisis forced employers to review items of expenditure, including concerning wages policy. Increase of efficiency of these expenses was implemented differently:

- reduction of individual staff reallocation of responsibilities between the part of the remainder, and preserving her wages at pre-crisis level (thus often used in finance and other services sectors);

- transfer of some employees to work part-time - the most common method in the real sector;

- the refusal of bonuses and additional payments - used especially in areas such as education, public administration, health and social assistance.

In any case retrenchment policy of means on the one hand reduced the income of hired employees, with another led to more effective use of a manpower and expenses on their attraction. These changes confirm researches of the modified production functions for the majority of industries of economy of Chernovitska region.

Increase of efficiency of social expenses together with the high level of unemployment (which significantly I suspended a staff turnover because of dismissal of workers at own will) is final, stated affected positively a work gain in productivity. However recently noticeably I grew in the state social tension (including increased outflow of labor power abroad became a rise in prices for

utilities, products and essential goods), for Chernovitska region again characteristic.

If it is possible to state unambiguously increase of level of «profitability» social services in the crisis period in comparison with pre-crisis, it absolutely can't be told concerning other expenses. Analyzing the constructed models, we see that in the majority of types of economic activity model coefficients for material and others (a and c coefficients) decreased. Certainly, it doesn't mean that during financial crisis of the entity don't pay attention of economy of means and reduction and these expenditure items. It means that financial crisis has in Chernovitska region not only signs of manifestations of the main component - credit and financial, but also through a conclusion from real economy cheap credit (and, as a result, and current assets), efficiency of operating activity of subjects of managing decreased. So, the Chernovitska region, as well as all country was bypassed by a financial and economic component of crisis.

The special attention in our analysis needs to be paid to zero value of coefficient b in three linear models of production functions: for the pre-crisis period at the entities on production of machines and for both periods in the car lease sphere; hire of household products and subjects of private consumption. Zero value of a multiplier (in case of formal calculation it could purchase even negative values) means that the result (amount of the implemented goods and services) in these types of economic activity didn't depend on personnel social policy of employers, and was determined by other factors.

Comparison of level of return of social expenses in comparison with coefficients of return of material expenses and other expenses also is interesting. During the pre-crisis period social expenses owe big efficiency, than material costs and than other expenses, in 16 types of economic activity (is more often in same). During the crisis period of such industries already 30.

Besides from the analysis of the modified production functions it is possible to draw certain conclusions on profitability of types of economic activity. As each of multipliers in linear model in case of an indicator of a separate expense category

specifies on how many monetary units the sales amount if to increase these expenses by one monetary unit will increase, general profitability of subjects of a type of activity it is possible with probability to determine comparing the amount of these coefficients to number 3. During the pre-crisis period in 17 types from for what a linear production function, this amount more than three is constructed; there is a general return is positive and types of economic activity can be considered profitable. During crisis quantity of such types of activity increased to 19, and 5 from them with unprofitable became profitable (production of foodstuff, drinks, production of skin, products from skin and other materials, production of paper stock, paper, a cardboard and products from them, production and distribution of the electric power, gas and water, trade in cars and motorcycles, their maintenance and repair), 3 - on the contrary, had profitable operating activities in 2007-08 and became unprofitable during the crisis period (production of other nonmetallic mineral products, production of the electric and optical equipment; retail trade, repair of household products and subjects of private consumption).

Above drawing attention that the linear production functions describe economic processes characterized by constant values of the marginal efficiency of each resource, regardless of scale. That is, the result of the manufacturing process is directly proportional (linear) to each of the spent resources. Besides manufacturing processes described by linear functions with constant elasticity of output, which is always equal to one. This means that such processes by changing all factors of production by 1% output also increases by 1%, and this pattern holds for arbitrary parameters spent resources.

The elasticity of production is the sum of elasticities of each resource. And if linear production functions, this amount is constant (equal to unity), then the multiplicative production function elasticity of each resource value is constant. If we consider the model (1'), it is the value of *a*, *b* and *c* determined by the elasticity of production of material, social and other costs. For example, in a modified degree multiplicative production function *b* determines the percentage increase volume of

sales of goods (works, services), if the expenditure on wages and on other social areas increase from the current value to 1%.

Comparing the coefficients of determination of the mathematical models, we found that a higher level of adequacy for industries Chernovitska region in the pre-crisis and the crisis periods have linear production functions. Less likely modified multiplicative production functions of the 44 main economic activities have been built to the edge of the pre-crisis period in 37 cases for the crisis period - in 38 cases. However, the multiplicative model explains the relationship between the parameters at a high level (coefficient of determination more than 0.8) in only two periods respectively for 12 and 11 economic activities at a sufficient level (coefficient of determination of 0.67 to 0.8) - respectively for 5 and 7 species in the mediocre level (0.5 to 0.66) - also according to 5 and 7 species. These categories were together 33 economic activities, mainly of the real sector and social services. According to mathematical models for these fields will make further conclusions.

In 83% of these areas coefficient of elasticity of social spending (powers b) increased. Elasticity material costs and other expenses increased by only 32% and 29% activities. This confirms the conclusions drawn from the analysis of linear production functions: the impact of spending aimed at labour or social events during the crisis compared to the pre-crisis grew, from material costs, depreciation, funds directed to the purchase of goods for resale, and other costs - on the contrary, decreased.

Most of the growth elasticity of social spending took place in the following areas: «Manufacture of transport equipment» (at 1.02), «Research and development» (in 0.69), «Sanitary services, scavenging and waste destruction» (0, 63), «Financial intermediation» (0.61), «Education» (for 0.58) and «Manufacture of pulp, paper and paperboard of them» (in 0.55.) And in the business of manufacturing of transport equipment and facilities sector R & D elasticity of social spending in 2009 - the first half of 2010 reached values greater than one - 1.93 and 1.06 respectively. This defines the growing impact of expanding the scale of production in these areas at the expense of social spending. You can recommend

companies and institutions of these species to increase investment in human capital - a positive impact on financial performance.

Also great elasticity of social spending during the crisis was in financial institutions, educational institutions (the study did not participate in public educational institutions) and in production of pulp, paper, paperboard and articles. With an increase of spending 1% of the total sales of goods and services will grow from them respectively 0.77%, 0.68% and 0.6%. In the pre-crisis period most elastic social expenditures were as in production of transport vehicles and equipment (elasticity coefficient - 0.91), and the production of machinery and equipment (0.8) and individual services (0,64). However, two years latter two of these industry decreased the elasticity of goods and services for social spending.

Conclusions. Summarizing the data described in the last two paragraphs, and combining them with previous findings can note the following. Conducting anti-crisis measures in enterprises Chernovitska region prevented the negative impact of the financial crisis on the efficiency of their core business. However, these activities are usually confined to tighten its personnel policy and social spending cuts. The most effective of these measures offset effects of the situation in activities such as «Food, drinks», «Machinery and equipment», «Sale of motor vehicles and motorcycles, maintenance and repairs», «Hotels and restaurants». Three types of even these unpopular measures are not allowed to keep the profits.

Of course the effectiveness of such actions in the region's economy may have only temporary. Later preserve profitability without further internal forces can be associated only with positive changes in market conditions, access to cheap credit.

The most effective measures associated with structural changes, innovations in technology and forms of business organization. However, they do not depend on the mediocrity of entrepreneurial talent and resources to stimulate legislative power.

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ФГБОУ ВПО ВГУИТ -? как расшифровывается

THE PROBLEMS OF TRANSFORMATION FORMS AND MOTIVES OF EMPLOYMENT IN THE RUSSIAN FEDERATION

In the article the problem of transformation of forms and motifs of employment in the Russian Federation due to the growth of the shadow economy and the erosion of moral and ethical values. Shows their negative social and economic consequences. The features of the formation of non-standard forms of employment in the advanced countries. To proposals for the transition to civilized relations in the sphere of non-standard employment.

Key words. Employment, forms of employment, precarious employment, employment reasons, transformation.

Introduction. Among Russian new socially-economic realities, appeared as the result of transition to a market economy, one can mark the transformation forms and motives of employment that have acquired the most acute and important nature.

The actuality of studying these processes specified (stipulated) that they are making growing impact on the level and quality populations life, as well as on the economic life of the country. They are becoming a significant factor of repression structural transformations and creation of preconditions for economic growth.

Now the problems of labour market and employment of the population functioning are in the center of attention of foreign and russian researchers. Among these works we should mention works dedicate to analysis stages, trends and characteristics of formation employment market in marker type on the the post-soviet space: R. Emcova, A. Kolota, S.Commandera, F. Korichelli, I. Bushmarina,

A. Verenikina, V. Gimpel'sona, A. Moscovskoj, D. Lippol'da, T. Maleva, R. Cvyleva.

As well as works dedicated to the analysis of informal employment in conditions of the Russian economy in transition, E. Braginoj, B. Kabalinoj, Z. Ryzikovoij, E. Klopova, E. Hibovskoj.

Despite the great interest of researchers to issues of labour market and employment, many fundamental questions are just still marked. In particular, there is no deep system analysis of the transformation forms and motives of employment in the Russian economy.

Statement of the problem. The aim of this article is to identify the problems of the transformation forms and motives employment in the Russian Federation.

Results of the study. In the Russian Federation designated above trends can be assessed as negative, because the transformation employment forms and motives of employment act as a way of adaptation to the adverse and uncertain nature of the external environment.

In the economy of the Russian Federation the development of non-standard forms of employment is linked to the growth of the shadow economy. In the early 90 's, when due to a deep slowing down (recession) and the closure of many manufacturing industries began to decline the demand for labour, also has changed the conditions of employment the population. The massive spontaneous redistribution of workers between enterprises, spheres and sectors of the economy became as a result of of increasing instability in labor relations, the emergence and growth of unemployment, a real threat of losing permanent labour income. For the analyzed period have drastically changed the structure of employment by forms of ownership.

The rapid privatization of property in the first years of reform, rated at the development of entrepreneurship and private initiative, "launched" the transformation of employment forms and motives. At the same time in the society were no the conditions to mitigate the effects of the dramatic layoffs during the recession, the crisis has slowed down the process of bankrupting unprofitable companies, that lead to hidden unemployment, the reduction of working time, waste of lost wages and time-consuming delays its payments. In general, the conditions and possibilities of the labour potential of the economy have become more complicated. The system of values and labor motives changed and collapsed way of life reproducible for the decades.

Transformation period of Russian Federation economy and related processes have contributed to the expansion of the private sector, the enrichment of organizational forms of employment in addition to the traditional system of indefinite hiring. Entrepreneurship has begun to develop in the form of self-employment and the involvement of employees. Informal employment had widespread and its **scale** was constantly increasing. The growth of informal employment was a natural consequence of the delay with the formation of a legal framework for the legalization of small and medium-sized businesses. Red tape and corruption by preparing the necessary documents to obtain official status of entrepreneur brought to "**caring** in the shadow" those who wanting to do small business [5].

As a result, the employment relationship were formed with the clear trend towards increasing informal employment. Its dissemination was contributed by the scarcity of secondary employment opportunities in the formal economy. However, the secondary employment has become an important resource for the adaptation and played the role of a shock absorber of discontent workers due to falling real income runs, spreading the practice of unpaid forced holidays and long delays of wages [5].

In the period of reform marked the trend towards the gradual narrowing scale of regular employment and increasing the share of persons working temporarily. Part-time employment has increased considerably in the network marketing system. The shuttle business had spread, the seasonal work and other non-standard forms of employment.

At the same time, the diversity forms of employment in Russia, on the one hand increases the flexibility of the labour market and on the other leads to a gradual erosion of moral and ethical values and motives. So, development of non-standard forms of employment, not only enhances the experience of citizens in the field of labour relations and makes their economic behaviour more variant, but directs employees to additional bedding, that linked with long-term physical and mental overload, as well as the risk of impairment of the qualifying capacity where additional work does not correspond to the major field of study or well below its level of qualifications [5].

A massive expansion of the informal sector threatens the quality of human capital. Disregard for the legal registration of labour relations gives employers the opportunity to ignore the legislation and often leads to depriving workers of their rights and their protection. As a result, the conditions are created to reduce the price of labour, a violation of labor requirements, its use with intensity and

inadequate established standards working hours, no days off, paid leave and so on. This leads to a deterioration of workers health, a violation the regime of work and leisure, a professional degradation, a reduce of work quality and its results.

A person "loses rest" due to deformation of the core fundamentals of personality formed before social order. Appears a feeling of being drained and dissatisfaction with life. Danger lurks in the education and quality of life of future generations, the development of creative part of Russian human potential[5].

However, it is noteworthy that in economically developed countries spread of non-standard employment is due to the transition to a post-industrial economy, where the value of new knowledge and information is increasing. The development of electronics and information technologies have radically changed the content of labour in a number of productions, turning it into a creative and informative. In some areas of production occurred transition from a labour, **directional** to the object, to a work, **directional** on the system and includes a substantial economic and management component. Automation and robotics in the system of flexible innovative production led to the transformation of jobs, a changing the composition of occupations, a job matching and employment, the appearance of a work in non-standard conditions.

The transition to irregular forms of employment has been accompanied by the improvement **in the quality of life** and working conditions, resulting by a scientific-technological and social progress. The basic values are the time and knowledge, leading to increase a demand for higher education and the need to constantly development in labor activity, expanding and enriching your knowledge. Human attitude towards work has changed. Now labour is a means of self-expression and self-assertion, a personal experience, the intellectual and creative potential, a moral dignity.

Thus, the Russian reality arises a logical question of the need to combat the non-standard employment by prohibitions or restrictions. After all, such jobs are mostly representatives of vulnerable groups. In our view, prohibitions and restrictions are ineffective. Such jobs in the Russian economy are emerging and "multiply", despite its restrictions and even outright bans. It is clear that diversification will continue to grow, the Russian economy has already become the integral part of the world and hide from these generic developments still fail. And the sooner that is understood politicians is the better [1, p. 34-38]. In today's globalized world economic space formation of non-standard forms of employment is an important competitive advantage. From this process largely depends on the ability of the labour market successfully adapt to continuous changes in the

economic, social and institutional environments. But the formation of non-standard forms of employment, as we tried to show a negative due to the rigidity of the labour legislation. And the more insistent trying the state to force the labour relations in the framework of employment, the lower the competitiveness of the labour force by other equal conditions.

In the Russian economy diversified forms of employment remains far insufficient. For its development the institutional environment itself must become more "friendly" towards innovative types of employment contracts. The diversity is a source of strength and condition of the market economy, it also applies to employment relationships, emerging in the labour market.

Conclusions. The transition of the Russian Federation to the civilized relations in the sphere of non-standard employment, we believe, will contribute to the following measures.

First, there must be a legal framework for the regulation of non-standard forms of employment. This would entail making corresponding amendments in the Constitution, the Civil, Labour, Tax, Criminal Codes, as well as in a huge number of other regulations. The improvement of the legislation must be coupled with a support of scientific researches as effective practices and perspectives, problems associated with new employment characteristics. The support of Internet forums and publications is necessary.

Secondly, as the result of legislative transformation, the changes in the institutional environment.

Thirdly, the implementation of a set of measures aimed at the transformation of employment towards raising the profile of moral and ethical values. Namely:

- a popularization of moral-ethical foundations of employment through the implementation of relevant projects in the media and the Internet;
- a reduction of bureaucratic barriers in the workplace;
- a development of career-oriented work among youth.

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UNIVERSITIES IN EDUCATIONAL PARADIGMS OF ECONOMIC SOCIETY

Стаття присвячена соціальним передумовам і наслідкам трансформації ролі університетів у процесі становлення нової освітньої парадигми. Виявлено епістемічні та аксіологічні параметри співвідношення традиційного та сучасного підходу до функціонування університету. Визначено перспективи інноваційного розвитку вищої освіти в умовах глобального інфосоціуму.

Статья посвящена социальным предпосылкам и последствиям трансформации роли университетов в условиях появления новой образовательной парадигмы. Обнаружены эпистемические и аксиологические параметры соотношения традиционного и современного подхода к функционированию университета. Определены перспективы инновационного развития высшего образования в условиях глобального инфосоциума.

The paper is devoted to the social preconditions and consequences of transforming of the role of universities in terms of a new educational paradigm. Epistemic and axiological options value of traditional and modern approach to the functioning of the university are revealed. The prospects of innovative development of higher education in a global information society are identified.

Ключові слова. Вища освіта, університет, наука, інновація, освітня парадигма, економічне суспільство, знання, цінності.

Ключевые слова. Высшее образование, университет, наука, инновация, образовательная парадигма, экономическое общество, знания, ценности.

Keywords. Higher education, university, science, innovation, education paradigm, economic society, knowledge, values.

Introduction. Philosophical and theoretical, Social science and socioeconomic studies in recent decades focused on the problem of the crisis of education, including ways of which - consistent and concerted efforts of new educational concepts. Their main feature is support still not institutionalized or partially institutionalized forms of education, such as informal, continuous, distance education and more. Similar processes are as glowing transformation of European educational paradigm formed and established during the XVIII-XIX centuries and rate of formation of the new situation of higher education, first of all - a new understanding of the place of the university in the value system and the values of the globalized world. Accordingly, updated on new social conditions of existence as a traditional university education center, its impact on social processes of the global info- society and a new type of its scientific and economic activity.

Analysis of scientific papers on the solution of the problem. Research of the role of the University in a globalized and individualized society dedicated to working Z. Bauman, M. Tlostanovaya, D. Ivankina, S. Stepanov; paradigmatic dimensions of the problem of education reveals V. Budanov, comparison of modern educational institutions with the classical Humboldt model University is based on fundamental research G. Shnedelbah; the role of the university as a factor of innovation investigated T. Kalinowski, S. Kosolapova, A. Proshkin, L. Nichuhovska, A. Proshkin, O. Fomkin and B. Kucenko.

Problem definition. The article aimed at detecting the social conditions transforming the role of higher education in modern society. The objectives of the study is epistemic analytics and social transformation of higher education, identifying a new role for education centers, including scientific and educational meanings of the University in terms of its impact on innovation processes of economic society.

Research results. Significant transformation of the world educational space occur in paradigmatic changes in science, global rearrangements in the economy and the restructuring of society. Educational concepts that come to the forefront of social, philosophical and pedagogical studies present reflected in the appearance of cognitive and humanistic technology in education, the implementation of information and distance education models, etc. However, the difference most clearly modern educational environment is the institutional factors that make open education system, bringing it beyond the university environment and integrating it into the subject of everyday life.

New dimensions of social functioning university expressed at comparative analysis of its classical and contemporary forms. Formation of the classic model of

the university is due to the prevailing Enlightenment ideals of conceptualizing knowledge of the cult of science and progress. The social importance of classical university was to legitimize the leading scientific paradigms shaping the guiding principles or fundamental values of society. In fact, universities as educational center belonged key role in the origin, retransmission and support axiological orientations, because they were the centers where "created values necessary for social integration, and has trained most teachers designed to improve and transform them into social skills" [1, p. 162].

This cognitive instruction that is implemented within the university, linked to the "philosophical universalism" (M. Tlostanova), which provided, on the one hand, the accumulation of knowledge within the educational environment, and on the other hand, storage and retransmission of a universal, general scientific picture of the world. Thus, the University transferred the knowledge that identifies them as "universal." Their interpretation of today is not exclusively associated with institutionalized, formal education: the question of continuous education provides the opportunity to be "in the situation between changes in knowledge, while be in two knowledge realities: one that exists, and that which replaces and is new, different. Such knowledge are necessary theoretical knowledge, the generalized nature, since they can not reflect the reality of the subject as expressed in perfectly knowledge form (as a constant), but the movement of knowledge gaps between the states "[2, p. 34].

Loss of universalism can be considered as the basic premise of the educational crisis that took place during the second half of the twentieth century and led to the emergence of new educational paradigms. The latter can be considered in two main dimensions: epistemic and social. The first defines the research activities in the educational environment: dominant for nearly two centuries Humboldt educational model provides "academic freedom and unity of research and teaching [9, p. 2]. Science is the foundation for this educational activity, and therefore paradigmatic uncertainty and pluralism in science influences the position of education.

Observe Today Education as epistemic design comes from a social cognitive level: universalism inherent in the idea of the university is paradoxically narrow because it is included in the disciplinary boundaries that have not met the requirements of the information society. In the last born between dissonance narrow specialization and the inability to fully master this specialization for dynamic accumulation of knowledge and information inherent in the modern time.

Equally problematic is disproportion and between "target traditionalism" university conservatism and ways of structuring scientific knowledge on the one hand, and the demands of modern economic requirements aimed at innovation, then - to overcome tradition on the other. In this sense, the model performs disciplinary inflexibility and inconsistency of educational research paradigms. In this connection M. Tlostanova says: "rhizomatic, interdisciplinary communication and general knowledge of the process of interdisciplinarity impact on the concept of knowledge, at the disciplinary divisions that were inherited from the Kant-Humboldt University. They endlessly obsolete, like most rigid division of humanities, social and natural sciences "[8, p. 182-183].

The social dimension of the transformation of educational paradigms due to the fact that "the decline of cultural universality that is no longer enthusiastic and devotion, and given the fact that society is rooted cultural pluralism, received sufficient institutional support, monopoly or even privileged role universities in creating and selecting the values down to zero today"[1, p. 163-164]. The loss universities privileged position in the utterance axiological orientations and philosophical architectonic concept formation is that they are no longer seen as the main educational environment. Universal Knowledge narrow disciplinary orientation does not meet the requirements of modern society: in fact, today a person such knowledge is not required, it is nowhere to apply them.

Concept informal education and life long education is actually trying to overcome the crisis, which generated loss universities the right to determine the criteria for professional status and competence. Last change their status in the information society where knowledge becomes available, and at the same time "the claim of the academic community on how to be unique and natural haven of all those who are committed to the highest knowledge, becomes more and more hollow in the ears of any person except for the one who proclaims it "[1]. This generates ambivalent situation in which higher education is beginning to be seen as "an institution that is located on the border between knowledge, preserved in libraries and summaries and computer teacher, and knowledge that operate in the production" [4, p. 21]. On the one hand, the latter conceptualized and structured within higher education, on the other hand, the rapid obsolescence of knowledge leads to a critique of the functioning of education in society, based on the technology developed abroad with such speed that ensure professional competence is a specialist impossible - as long as the student learns, it loses its own relevance.

Thus, the temporal dimension of university education is presented as a kind of projection of the past. This shows, in particular, described S. Klepko task of

higher education, which is "on the one hand, should sustain in the living state is produced in the history of mankind, and codified knowledge in the texts, on the other hand, it must" scan "information, which operates in their respective domains of the environment to which it provides its graduates "[4, p. 21]. As you can see, within the educational process often occurs structuring an existing knowledge, while producing such knowledge is outside the university.

On the one hand, such a task can not be considered necessary - it plays an important role in the progress of science. On the other hand, learning under these conditions has a significant drawback: According to Z. Bauman, "short-term training, passed in the workplace under the guidance of employers, focused directly on specific activities as well as flexible resources and rapidly renewable materials for self-study kits offered on the market without mediation universities become more attractive (and recognize the benefits of a more worthy) than a full university education, which is unable to promise even today, let alone how to guarantee a career for life "[1, with. 165]. Thus, the training starts to happen outside universities.

From the above it follows until "legislator" scientific values and concentration of professional competence was university education expressed temporal projection into the future: epistemic meanings, educational values and ideological priorities emerging in scientific and educational environments and further adapted to practical human activity in other areas. Today, the ratio of "flips": knowledge born of economic practices and theoretic in universities. Hence the inability of higher education "keep up" with constant and continuous technological achievements of the revolution: in fact, "making it" - it always go back, but because in a dynamic pace of technological development "make it" impossible. Or may be involved in the creation of technological revolution, or did not take.

In theoretical terms, due to the fact that "all that universities have in the last nine years, made sense orientation or in eternity, or within the doctrine of progress, modernity stripped first, then rolled postmodern wiped Friend" [1, p. 167]. End of university impact on society is thus linked to the ideological crisis - no philosophical foundation on which earlier were based not only axiological dimension theory of education, but also the practical activities of universities. Discursive pluralism that exists in the world today, in the absence of a "monopoly of meaning" (A. Touraine). And the reason for this discursive pluralism is changing the scientific and educational environment on the one hand, and economic, on the other.

Therefore, higher education, getting rid of axiological and epistemic authority, finds himself faced with the need to find new forms of integration with the environment of modern economic society. This integration is due to two directions. First - is the inclusion of the education system of economic relations. As the Fomkin A. and L. Nichuhovska, "the West has long considered education as a sector of the economy. In the U.S., it takes 5 among other sectors, in the late twentieth century. Education sector has brought profits of \$ 265 billion and employed 4 million people. Even these facts show that thanks to its extra-budgetary activities of educational institutions (public and private) effectively woven into the system of economic relations. This aspect, in our opinion, should be the subject of a thorough study of the Ukrainian economy education "[7, p. 17].

The second area of integration of education and the economy is a transfer of knowledge and technology, which aims to research and educational institutions to production practices. Therefore, on the basis of such institutions actively created various centers that contribute to these processes - technology parks, incubators of innovative ideas and more. An example of effective implementation of such practices are U.S. universities, which for more than twenty years, there are "offices of commercialization" - special centers involved in the commercialization of discoveries made in academic units of the University of efficient distribution system proceeds of commercialization.

In this approach, the role of the university can be defined as a center of interaction of education, science and economy. This interaction is described by the "knowledge triangle" - the factor of innovative development, which demonstrates the trinity of education, research and development and innovation. Thus, "today's university status in society and the State University defines a new function - the function of the integrator knowledge. University and became a leading member of the organizing intermediary integration of educational and scientific institutions of production, cultural institutions and power structures. The purpose of this integration is a solution of interdisciplinary education and science payload and innovation activities with their implementation "[3].

Of course, the consequence of underestimating the prospects of such universities role in the educational activity is underdeveloped sector innovation economy: the emergence of innovative technologies and their adaptation and productive interdisciplinary integration in production provides both synchronous conducting theoretical developments. "The transition to an innovative way of economic development requires large-scale investment in human capital because human development is the primary goal and a necessary condition for the progress

of modern society. Here an important role is played by education, which is a strategic resource of the country, an important indicator of human development "[5, p. 102], - said V. Kutsenko. Therefore rethinking of paradigmatic understanding of the social role of the university Such an can not only find him a new place in the educational crisis, but also to transform society in general, activating its innovative potential.

Conclusions. Thus the universities in pax oeconomicana - «Economic world" (O. Neklessa) - gradually discovers a new social niche for its own existence. It is clear that in an era of global transformations and impairment traditional role of higher education losing its leading position in the educational systems, the transformation of university teaching and research at the Innovation Center is the answer to two major civilization challenges that led educational crisis. The first - a "crisis inherited institutions and philosophies" (Z. Bauman), which actually did not viable for classical humboldt university contamination of science and education and ultimately led to the loss of the priority role of universities in the provision of universal knowledge and the creation of socially important values. The second - a challenge of economic globalization that does not take university established way of structuring and theorizing knowledge gained from the environment to construct the educational process as "a projection of the past."

"The answer to these challenges is to develop new educational structures that result should so different from traditional universities today that become essentially a new type of institution - the innovation center, which forms the scientific value are not based on their tradition or their correlation with established view of the world, and based on the possibility of their application in a variety of practices. The social role of the university in this case is not saving Relay and knowledge, which in itself can not ensure an adequate level of preparation for life as a requirement for their practical implementation.

Then, turning to the "investment" and on the way to the formation of intellectual capital, higher education should put more complex task, which can be defined as "a preparation for life." The answer to the question of how this task should be performed in the new role of the university in modern society, there is the prospect of further studies on the social dimension of higher education.

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SOCIO-ECONOMIC PROBLEMS OF SOCIAL INFRASTRUCTURE AND ALTERNATIVE WAYS OF SOLVING

Розглянуто проблеми ресурсного забезпечення розвитку соціальної інфраструктури. Визначена роль таких альтернативних інституціональних форм, як соціальний діалог, державно-приватне партнерство в інвестиційній підтримці соціально важливих галузей.

Рассмотрены проблемы ресурсного обеспечения развития социальной инфраструктуры. Определена роль таких альтернативных институциональных форм, как социальный диалог, государственно-частное партнерство в инвестиционной поддержке социально важных отраслей.

Are examined the problems of the resource guarantee of development of social infrastructure. Defined the role of alternative institutional forms, such as social dialogue, public-private partnership in the investment support of socially important sectors.

Ключові слова. Соціальна інфраструктура, багатоканальне фінансування, соціальний діалог, державно-приватне партнерство.

Ключевые слова. Социальная инфраструктура, многоканальное финансирование, социальный диалог, государственно-частное партнерство.

Keywords. Social infrastructure, multi-channel funding, social dialogue, public-private partnership.

Introduction. Social infrastructure is directly related to the process of economic modernization and its effective functioning in a globalized market. The potential strategic course of modernization and involvement in social infrastructure sectors it is far from exhausted. The former methods by which evolved social infrastructure is inadequate. Refers to the sources of budget financing of socially important industries.

Research results. The current modernization needs of institutional and technological upgrades. If macroeconomic stabilization as the main condition for modernization is not directly associated with organizational measures to improve the management of social infrastructure sector, the technological modernization associated with significant investments in its field.

Technological development means the elimination of the backlog in the level of logistics, providing updated technology, equipment and organizational structures require significant investment.

Assessment of the minimum budget provision of social infrastructure is more than 50% of the existing volume of financing. It takes into account, in addition to protected items (wages, taxes, and others), the cost of household needs and investments, including the renovation of fixed assets, as well as funds that are needed to reform infrastructure. The results of calculations of the new trend of increased costs presented in the following graph. However, data from the Ministry of Finance of Ukraine and World Bank recommendations.

Image data (Fig. 1) show that the cost of developing infrastructure sectors have equal 19-20% instead of 11-12% of GDP.

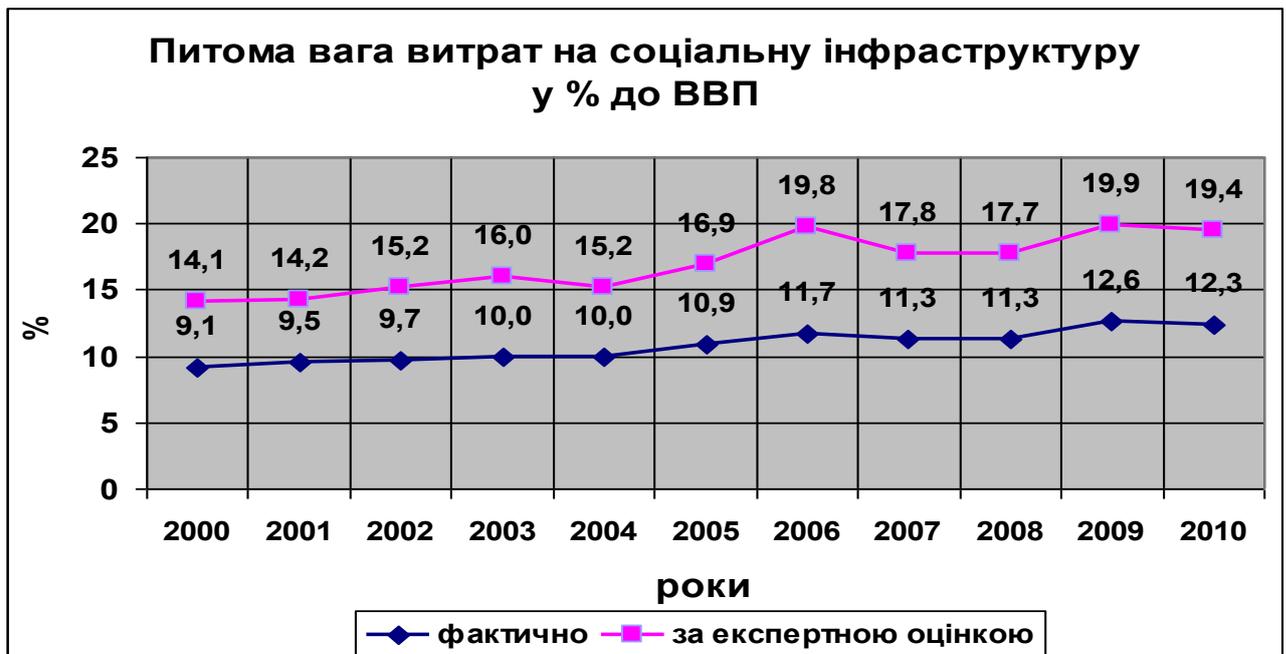


Figure. 1. The share of spending on social infrastructure in GDP.

Retrospective analysis of budget expenditures on the development of social infrastructure does not give grounds to hope that in the future government financial support for social sectors improved. In these circumstances, corporate social responsibility is becoming increasingly popular as a system of investment sources of social infrastructure and providing public access to socially important services. Therefore, the behavior of modern business has to overcome existing among its members one-sided focus on achieving profit. It is about the fact that some of the profits that businesses receive as a result of favorable market conditions, should be used for social purposes. The current international practice is guided by ethical, moral and legal approach to economic activity. These respected institutions like the United Nations, the International Labor Organization, the Organization for Economic Cooperation and Development, focusing more attention on the investment banks and corporations in the development of social infrastructure: healthcare, education, entertainment, environment, safety.

Mechanisms of interaction with the social environment multifaceted than motivation, and on prevalence. To develop and enhance corporate philanthropy governments are resorting to measures of state regulation of conduct socially responsible business. In the world there were two models of regulation which impose mandatory requirements to business. In Europe, companies and banks to apply public pressure forced a form on which oblige the last follow established legal standards of social responsibility.

In the UK, Holland, Germany, Sweden, the state established rules of social reporting, which define the content and frequency. In the European area are two options for managing social behavior: obligatory and recommended. However, each of them uses the legal rules that businesses must comply.

In the U.S., unlike the European approach are more liberal ("open" in the terminology of rows scientist) approaches to the regulation of corporate social performance. Meanwhile, in Europe, the U.S. government sets minimum standards for social business.

In order to motivate socially oriented policies adopted several documents: codes of corporate governance, environmental laws at the federal and local levels. One of the fundamental is the Law (Act) Public investment, which obliges companies and banking institutions to carry out investment activities in their business.

In Ukraine the situation is unfavorable to investment in social infrastructure, except retail, which is focused on the fast circulation of capital, economic science has set a number of complex methodological and applied problems. The need for the development of multi-channel financing mechanism is one of the areas of research, which crosses a number of problems: social dialogue, public-private partnerships, improving the functioning of the institutional infrastructure and social issues related to budgeting.

Social dialogue within which negotiations going on with various socio-economic issues, is the institutional structure where possible to determine the financial situation, which correlates with the current level of business activity for the development of social infrastructure. However, inadequate social dialogue as an organizational form of negotiating and reconciling the interests of investors and the government does not provide pooling their features to attract financial resources to the development of social infrastructure. The reason for this lies in the different levels of social dialogue. At regional level, social dialogue is not fully represented employers and employees in the local areas. This applies, for example, small business.

For example, the Law of Ukraine "On the organization of employers' does not apply to associations of entrepreneurs and employers of different status, established and operating in accordance with other laws of Ukraine. Not clearly defined procedures for the participation of sectoral and regional employers' associations in the parent similar organizations.

Unregulated industrial relations negotiations between the parties and between employers in small business shows limited ability to influence the mechanism of social dialogue on the development of social infrastructure.

Multi-scale financing is largely dependent on the prevalence of social dialogue at territorial level. Interests institutions of social infrastructure, especially those that operate on the basis of budget funding mechanism is most consistent with the interests of local authorities. The real effectiveness of social dialogue is a manifestation of the fact that at the regional level is possible to take into account the specific investment problems and social infrastructure sectors combine industry interests with the socio-economic situation in the regions. However, the under-utilized potential of social dialogue on local budgeting, union on a contract basis of communal ownership, co-financing.

Obviously, existing in Ukraine parity model tripartite social dialogue required vector regional-sectoral focus. Through the mechanism of distribution of industry standards to the local level, regional fixed-sectoral agreements, which are the subjects of all aspects of social dialogue (employers, local authorities, institutions, social infrastructure), will the socio-economic feasibility of multi-channel financing and public-public partnerships.

Problems of implementation of infrastructure projects through the mechanism of public-private partnership are as follows: gap in time between the project and the ability to finance its budget implementation; unrecorded specific investment project, there are no clear mechanisms for tracking its implementation, lack of mechanisms to ensure the continuation of ongoing projects in the coming years.

To improve the investment climate in developing a network of social infrastructure provides improved institutional mechanism adoption and implementation of public-private partnerships (Fig. 2).

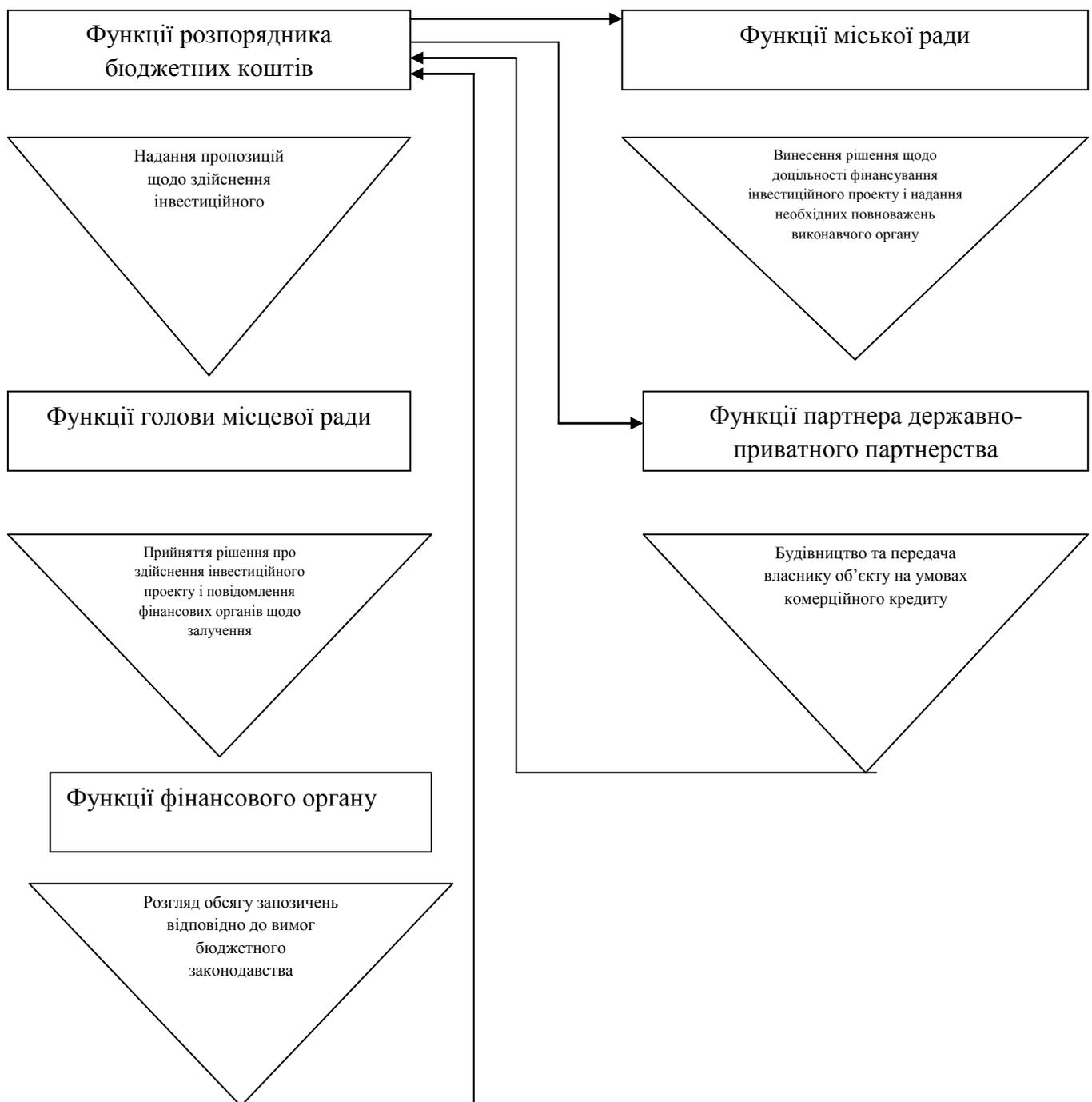


Figure. 2. Organizational mechanism of public-private partnerships.

Conclusions. For the development of public-private partnerships should:

First, determine the status of the law of obligations of governments to arise under the contract on public-private partnership, and therefore a low level of interest and the protection of the private partner;

Secondly, to introduce the practice of making conditional obligations governments, i.e. obligations those become valid upon the occurrence of certain conditions, such as transfer of ownership of the finished object;

Thirdly, to provide guarantees for the return of funds in future budget periods for the transferred object;

Fourth, implement mechanisms channeling funds saved by the project, to make payments to investors;

Fifthly, to ensure extrajudicial collection of self-government at the expense of the development budget;

Sixth, unified standards, in which there are conflicts and the possibility of dual understanding of certain legal provisions.

Due to problems arising in the current legislation to make proposals to the Budget Code in order to create a legal foundation for the efficiency and transparency of the mechanisms of public-private partnership.

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THE FORMATION OF LEADERSHIP COMPETENCIES OF SPECIALISTS OF ECONOMIC PROFILE

Annotation. The article touches upon the problem of leadership competencies in the professional economic profile.

Keywords: leader competence, leadership competencies, leadership qualities, leadership skills.

Introduction. In the up-to-date society the interest to the problem of leadership is significantly increasing. This is due to the fact that the problem of leadership is the key to achieving effective activity of the organization. Leadership is the activity which pierces the whole system of management.

In the modern conditions the graduates of higher educational institutions must have not only professional knowledge, skills and expertise, but also a certain set of leadership competencies that will enable them to successfully implement their potential in practice. Therefore the main task for the higher school is to form a specific set of leadership competencies of future specialists of economic profile.

Analysis of recent research and publications. The issue of leadership was widely practiced and developed by such foreign experts as: R. Tannenbaum, P.

Drucker, F. Fiedler, F. Vroom, F. Jetton, M. Meskon, P. Hers and K. Blanshard and others.

According to the definition of D. Terry, leadership- is the influence on groups of people that motivates them to achieve a common goal. R. Tannenbaum, I. Veshler and F. Masaryk determined the leadership as interpersonal interaction that is manifested in the particular situation by using the communication process and is aimed to achieve the objectives [4].

In addition to foreign scientists, the problem of leadership was interested for Russian and Ukrainian scientists/ researchers, namely: E.A. Abalkin, V.F. Anufriev, V.D. Goncharov, O. M. Dubravs'ka, E. S. Kuzmin, O.K. Makovsky, N. F. Maslova, B.D. Parugin, O.G. Romanovsky, F.I. Hmil', L.I. Umanskij and others.

In particular, O. M. Dubravs'ka defined leadership as the interaction between the leader and members of groups that are dependent on each other in the process of achieving common goals in group situation. Such interaction is determined by such variables, as the characteristics of the leader, the characteristics of the followers and description of the group situation. B.D. Parigin examines leadership as one of the processes of the organization management of a small social group, which promotes the achievement of common groups goals in minimum terms with maximum effect, deterministic in the society by social relations. The scientist treats leadership as the interaction between the initiator (the organizer) of group activity and members of the group [4].

Stating/putting the problem. The purpose of this article is the analyze the problem of leadership competencies of specialists of economic profile and the investigation/ research of students understanding the notion of " a leader" and its qualities.

Summary of the main material. What it means to be a leader? A large number of scientists and researchers are engaged in the researching of this issue for many years. In the literature indicates that the word "a leader" comes from the English a leader – leading, a manager.

Leadership is a complex socio-psychological process of group development, when a single individual performs the role of leader, i.e. combines, directs actions of the whole group, which expects, accepts and supports his actions.

Based on this, we can say that a leader is:

1) such member of the group that is able to accomplish /realize the significant influence on the behavior of group members [2].

2) the member of the group, in which it recognizes the right to pass decisions in important for it situations [3].

3) the individual, who is able to perform a central role in the organization of joint activities and the regulation of relations in the group [3].

Leadership qualities are important component of the professional competencies of the modern professional. The formation of leadership qualities is multiform process that depends on the psychological properties of the individual, on the social experience, on the type and nature of the person solving tasks (household, professional, educational) [1].

Important is the problem of understanding by students the concept of " a leader" and their ideas about personal qualities that are inherent to leader, that is why for the study of this problem was carried out sociological research, in particular, was developed the questionnaire, the survey results of which were processed using the content analysis and statistical analysis. The students of the fourth year of the faculty of personnel management and labor economics were asked to answer the questions in this questionnaire.

As a result of processing the replies it was found that both the students quite clearly and deeply understand the essence of the concept of " a leader", in particular, we can give few definitions:

1) "A leader is the one who goes ahead and leads the followers.";

2) "A leader is the person who is able to influence others, to coordinate and guide them";

3) "A leader is a person, who can guide people to accomplish specific goals and objectives";

4) "A leader is a person who is able to take responsibility and thanks to his own qualities and charisma lead people. "

The basis of the process of formation of the leadership competencies of the personality of the modern student form: 1) the objective makrofaktors of social order (social relationships and social-economic environment); 2) mezofaktors operations of the nearest environment (attitudes and value orientations in the students group, the nature of the educational process in higher educational

institutions, the existence of the conditions for obtaining the experience of leadership, morally-psychological unity of teachers and students, social status etc.); 3) mikrofaktors (individually-psychological guidance, experience, personal motivation, knowledge, value orientations); objectively-situational factors (a goal and task of the group in the particular situation) [1].

The next point of my questionnaire was aimed to identify the most important leadership qualities and skills for the point of view of the students. Quantitative analysis of the received figures is presented in table 1.

Table 1.

№	Quality	Figures %	Quality	Figures %
1	Confidence	85,7	The ability to think non-standard	85,7
2	Sociability	81,0	Oratorical skills	81,0
3	Determination	71,4	Organizational skills	81,0
4	Intellectuality	57,1	The ability to predict	66,7
5	Honesty	57,1	The ability to listen	66,7
6	Persistence	52,4	Ability to convince	47,6
7	Purposefulness	52,4	The ability to conduct negotiations	42,9
8	Persuasiveness	42,9	The ability to pass decisions	42,9
9	Responsibility	33,3	The ability to lead people	38,1
10	Objectivity	28,6	The ability to recognize errors	38,1
11	Stress resistance	28,6	The ability to organize	38,1
12	Charisma	28,6	Ability to analyze	33,3
13	Vigorousness	23,8	The ability to express your own point of view	33,3
14	Initiative	23,8	The ability to adapt	23,8
15	Awareness	23,8	The ability to manage	23,8
16	Activity	19,0	The ability to empathize	19,0
17	Reliability	19,0	The ability to substantiate your opinion	19,0
18	Riskiness	19,0	The ability to think	14,3
19	Good will	14,3	Ability to motivate	14,3
20	Orderliness	14,3	Ability to take responsibility	14,3

21	Sagacity	14,3	Ability to work in a team	14,3
22	Hot-temper	9,5	The ability to prioritize	14,3
23	Ambition	9,5	The ability to complete the started	9,5
24	Fortitude/ endurance	9,5	The ability to evaluate	9,5
25	Civility	9,5	The ability to control your emotions	9,5
26	Cheerfulness	9,5	The ability to explore	4,8
27	Competence	9,5		
28	Loyalty	9,5		
29	Respect to others	9,5		
30	Justice	9,5		
31	Assiduity	9,5		
32	Inspiration	4,8		
33	Attractiveness	4,8		
34	Erudition	4,8		
35	Assiduity	4,8		

It turned out that the students are often associated with the leader such qualities as: confidence (the quality was called by 85,7%), communication (81%), determination (71,4%), intellectuality (57,1%) honesty (57,1%), perseverance (52,4%), purposefulness (52,4%) persuasiveness (42,9%), responsibility (33,3%), objectivity (28,6%), stress resistance (28,6%), charisma (28,6%), energy (23,8%), initiative (23,8%).

As for skills, which should own leaders, among the most popular students answers were the following: the ability to think non-standard (85,7%), oratorical skills (81%), organizational skills (81%), the ability to predict (66,7%), the ability to listen (66,7%), the ability to persuade (47,5%), ability to negotiate (42,9%), the ability to pass decisions (42,9%) the ability to lead people (38,1%), ability to recognize own mistakes (38,1%), the ability to organize people (38,1%), the ability to analyze (33,3%), the ability to express your own point of view (33,3%), the ability to adapt (23,8%).

The next item of the questionnaire was based on the separation of the most important qualities of a leader by ranking students to determine the rank of the

significance of communication (fig. 1) and confidence (fig. 2) as one of the most important qualities of a leader.

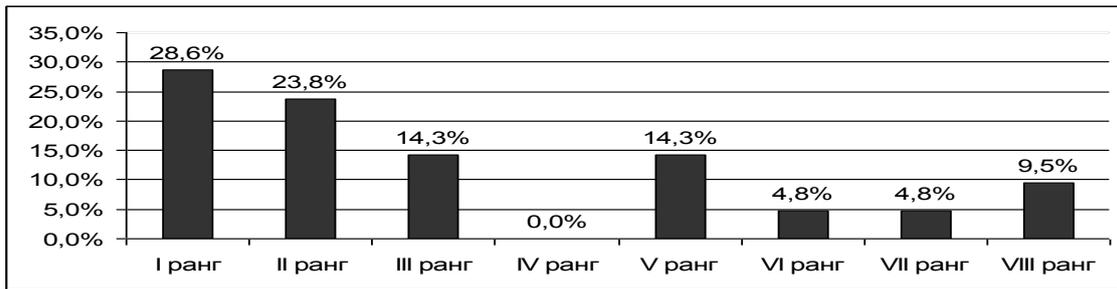


Fig. 1. The rank significance communication as the quality of a leader

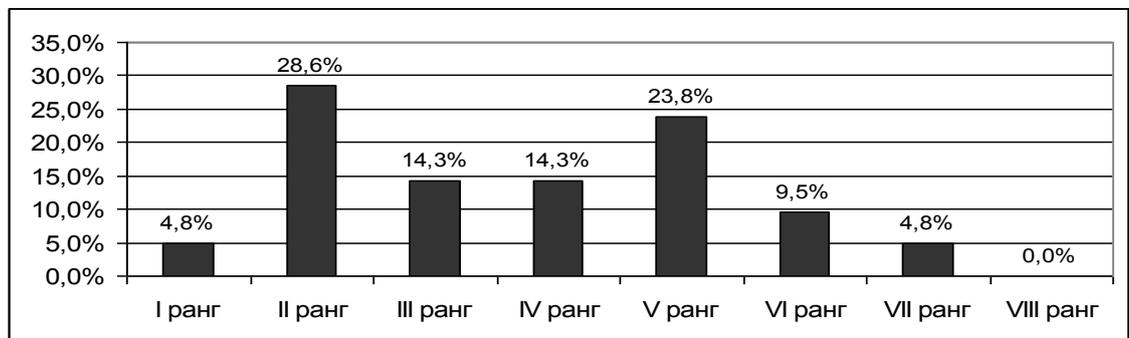


Fig. 2. The rank significance of confidence as the quality of a leader

As for skills, I researched two the most important skills according to the opinion of respondents they are the ability to think non-standard (fig. 3) and the organizational learning (fig. 4).

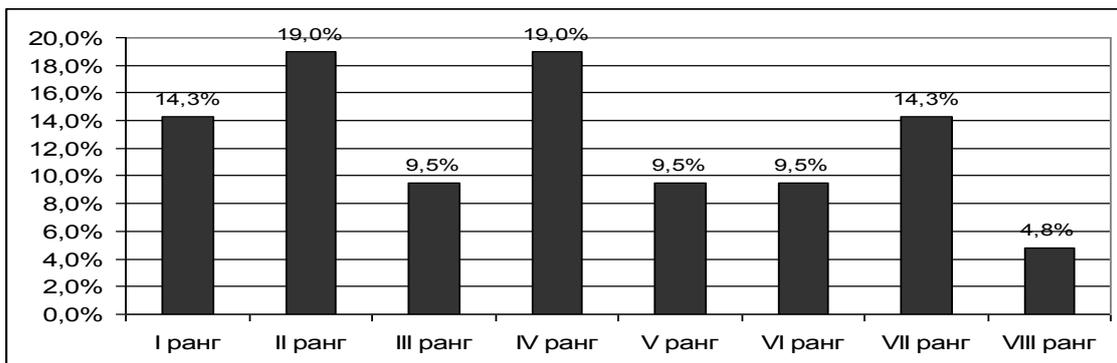


Fig. 3. The rank significance of leadership ability to think non-standard

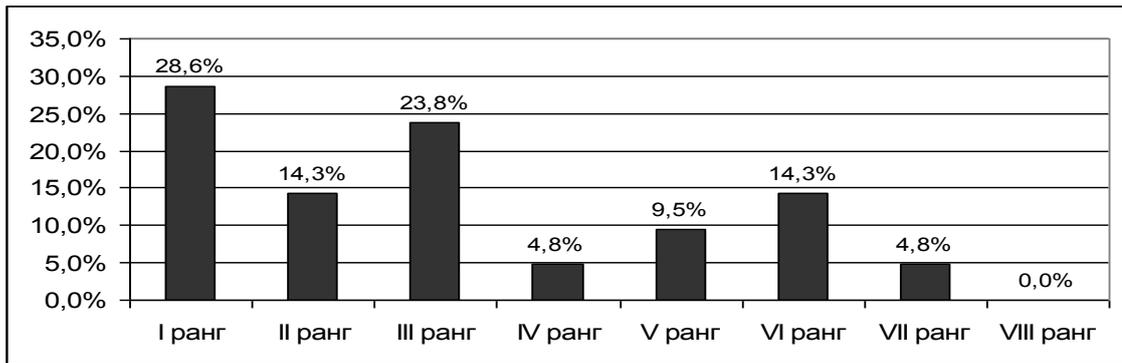


Fig. 4. The rank significance of organizational skills of a leader

Also the students were asked to rate from 1 to 10 points the most important developed qualities of a leader, including the following: confidence, determination, sociability, tenacity, perseverance, goodwill, persuasiveness, intellectuality. Based on the received data there was constructed the diagram of value leadership qualities (fig.5)



Fig. 5. The diagram of the significance of the most important qualities of a leader

Similarly the students need have evaluated from 1 to 10 points as far as possible should a leader develop the most important skill, including the following: oratory skills, organizational skills, the ability to think non-standard, ability to lead a dialogue (negotiations), the ability to lead people, the ability to predict, the ability to recognize errors, the ability to organize a group. Based on the obtained data it was formed the diagram of significance the leadership skills (Figure 6).



Fig. 6. The diagram of the significance of the most important skills of a leader

Into the correlation these figures with the results of other empirical psychological researches, we can see that the revealed particularities perception by the students the personality of a leader and his main qualities and skills sufficiently coincide with leader traits, which were discovered by supporters of the theory of the features (L. Bernard, V. Binham, O. Ted, S.Kilbourn), among which in particular are : the energy and persistence in achieving goals; risky behaviors and originality in tackling problems; commitment to responsibility and completion of the case; initiative; self-confidence; the ability to influence the behavior of others, to structure social relationships; the desire to take on all the consequences of the actions and decisions; the ability to resist the breakup of the group.

Conclusions. So, based on the figures, obtained in the course of processing the applications, we can talk about enough deep understanding by students the of role of leadership qualities in a leaders activity.

Summing up, one can say with confidence, that the problem of education of personality leadership qualities takes a great relevance today, as leadership is the important component of the professional competencies of the modern specialist of economic profile.

Formation of leadership competencies, as the factors of development preparedness of the specialist to the professional activity, should compass purposefully in the process of professional training of specialists and that requires the special organizational and pedagogical impacts.

It should be remembered that the process of formation of leadership qualities of students during educational activity in high school a very complicated and time consuming process and requires efforts from both teacher and the students.

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PROFESSIONAL TRAINING FOR INNOVATIVE INDUSTRIAL COMPANIES IN UKRAINE

Summary. In the article certainly principal reasons and lacks of the modern system of professional preparation of population of Ukraine, the basic signs of violation of structural balanced are considered in the system of employment. For the decision of present problems facilities and measures are offered on the improvement of mechanism of co-operation of labour-market and educational services.

Key words. Professionally educational preparation, innovative labour force, forming of government order on training of personals, requirement of employer to the worker, intellectual property, national scope of qualifications.

Introduction. With the transformation of social - labor relations in Ukraine raises the question of improving the current system of vocational training. The main objective of this system is to ensure a highly qualified staff of state enterprises that will improve the productivity and competitiveness of domestic business entities. All deficiencies vocational training in the country today of technical re-equipment of production and innovative work, what unprepared modern education system in Ukraine.

Problem. The aim of the study is to determine the incentives and levers to improve skills development in industry of Ukraine.

Educational problems addressed by such scholars as O.Hrishnova, N.Lukianchenko, E.Libanova etc. Problem of providing qualified personnel and innovative work in our time dealing O. Gonchar, O.Herasymenko, V.Petyuh,

V.Savchenko et al. These research papers became the basis for the research and development of new and effective mechanism for vocational training in Ukraine.

Results. Trends in the destruction of the labor potential of their scope and depth of acquired such a scale that seriously endanger national security.

At the same time, socio-economic change, greater investments in industrial production and social services, labor market situation set the stage expansion of training and retraining for industries of economy of Ukraine, including the industrial sector.

It is estimated that already in 2015 the need for industry to skilled labor in most regions of Ukraine satisfied with just under 40 percent. [2, 265]

But it should be carefully considered that the effectiveness of human resources training affects a number of factors, especially the nature of globalization. It is negative (except excluding traditional universities, individual segments of vocational schools, colleges and technical schools, some schools sectoral focus) the impact on the supply and demand of domestic and regional labor markets, provides a system of higher and professional education.

Opinion polls conducted by the author in 2011, about 100 employers and industry "young" professionals received their first job, confirming the conclusions. Almost 65.0% of their professional qualifications, skills do not meet the requirements of professional industry and motivation of young people to the profession that will provide access to a prestigious, high-paying, physically a little costly labor by almost 75.0% fell short of expectations.

Thus, the system of educational services today is the factor of social danger of deterioration of human development. It is an area that does not want anything serious change, stand to lose no opportunity in exclusive environment to decide corporate purposes, including, for example, access to budget development by the population or region of the state (tuition fees, gratuities Gratis work students, payments to unemployment, the cost of training new young unemployed - the recipient unclaimed diploma), preparing students for public funds and their employment (in fact sale) abroad, and more.

The lack of a clear mechanism for planning, forecasting and allocation of labor in the labor market that often satisfied employers save on low cost unclaimed, including skilled workers or focused on a gratuitous trained state personnel.

Market economy puts high demands on the skills and competencies of each employee. International experience shows that the most stable is the economy of those countries in which there is a steady increase in the proportion of highly educated and highly skilled workers. So it is not surprising that in countries with socially oriented economy is increasing the duration of training adults. Only in the last quarter century in Italy, it increased from 5.5 to 13.5 years, in Japan - from 9.2 to 16.1 in France - from 9.8 to 17.2 years. That is, the formation of an economy based on knowledge, requires advanced development of the educational sector, particularly professional. Scientists claim that the increase in GDP of 1% requires a rate of workers with vocational education by 3.2%.

If in the middle of the twentieth century. knowledge in general outdated for 25-30 years, that initial training is usually enough for the whole working life, today this process is reduced to 5-10 years, and the duration of working life up to 40-45 years. This obviously needs to be expanded age frames acquisition of education and qualifications, the introduction of large-scale post-graduate training. This contributes to the aging population, which is accompanied by a period of growth in economic activity and an increase in the economically active contingent of older workers. [2, 263]

Studies show that two out of every three employers believe that the level of training does not meet the needs of production. And this applies not only to higher education institutions (HEIs), but also vocational schools.

Among the graduates of vocational schools have specialists who labor market are in high demand, but there are those that are either not requested or demanded in extremely small quantities. However, as illustrated by the labor market, increasing demand for engineers in service television equipment, communications installers, landscapers, collectors of shells Metal vessels mechanics of liquid equipment and

others. In most regions, demand is mechanics, builders, blacksmiths-puncher, foundry metals and alloys, drivers of motor graders, bulldozers, locomotives, dredges.

Further growth of economic performance is impossible without the active development of vocational education and its modernization. Today, Ukraine, unfortunately, is not competitive on the world stage or in the economy or in training, including workers' mass occupations. Competitiveness is determined primarily by the ability to provide quality vocational education as about the process and the outcome. This means not only, and perhaps not so much compliance as the needs of society - namely, providing competitive graduate job market. Abstract education, not tied to the labor market that can meet the needs of the individual in education as such, but is unable to provide personal financial well-being and development of society. It defines the criteria for the job market and evaluates the quality of education.

Sample Survey also gives employers reason to believe that the needs of, for example, the industry of skilled workers in most regions of Ukraine satisfied only by one third. However, depending on the scope of the demand for labor is very different.

Prospects for economic and social development suggests that highly skilled workers will benefit from increasing demand. It is expected to increase annually one million jobs. Under these conditions, it is important to ensure mutual balance of the education market and the labor market.

The experience of developed countries shows that the financing institutions should take an active part company, for which, in fact, is training. The cost of training should make up 3-4% of payroll.

At present, investment in human capital in Ukraine is not enough. It does not provide the full formation qualitative skilled workers needed by the labor market. In particular this applies to costs of enterprises, their share in total investment to grow significantly.

The decline in industrial production, which occurred in the recent past, has meant that the network of educational institutions that trained personnel for the industry suffered significant changes for the industry.

Surveys conducted among employers author showed that in general satisfied with the quality of training 52% partially satisfied - 27%, even 21% were not satisfied. If we analyze the causes of dissatisfaction with employers, it can be concluded that there is criticism that the education system provides training without labor market requirements, namely requirements of employers. The vast majority of students master the trade of services, while the increased demand for industrial trades. This indicates a lack of interaction between the market of educational services and labor markets.

It is known that the efficiency of only 30-35% dependent on productive investments, others - on the level of skills of workers and professionals.

As noted in their research papers on labor economics and industrial relations known scientist, Doctor of Economics, Professor AM Colot: "Ukraine in its human resources and some research areas are one of the strongest countries in the world. In terms of the share of people with higher education in the total population of the country it belongs to the top ten developed countries, the number of certified programmers 7th place, with intelligence nation, according to rankings by UNESCO - 23 place. Moreover, Ukraine is one of the 3% most educated nations in the world, occupying the fourth place among 133 countries of the world ". [1, 2]

According to the author, it is possible to isolate a massive problem - the imbalance of education and industry. Firstly, this is due to the changes of ownership and a sharp fall in industrial production moved interrelation Relations between educational institutions and employers. Employers, unlike previous years, do not invest in the development of educational material base of educational institutions do not provide jobs for students passing the practical training and for college graduates. Second, educational institutions train qualified in its sole discretion, as to date there are no projections needs to prepare skilled workers and professionals as a long-term and the short term. Thirdly, all educational institutions

are state-owned and financed from the state budget, while almost all graduates working in the interests of enterprises of cities and regions.

Conclusions. Employer who thinks in a modern way, who cares about the future, understands that without the joint efforts of institutions and enterprises, for which frames are ready, prepare a quality he needed skilled workers who could use in their work the latest technology, it is almost impossible . But hope that by addressing only the issue will be improved situation should not be.

We work out a systematic approach to reproduce labor capacity and its high-quality training that will generally revive the skilled worker.

First and foremost, you need to use logistics employers for so-called dual system of training, when the theoretical course is conducted in an educational institution, and practical - the production base and using the power company decides to issue implementing existing innovative technologies in the educational process. Such examples in Ukraine and they are successfully implemented.

This Dneprodzerzhinskoe higher vocational school and enterprise customer "Dneprovagonmash" by profession "electric welder on automatic and semi-automatic machines", the same institution and enterprise "Zirconium" by profession "crane driver car", where the training is conducted on a dual system: the company completes the group and contracts directs the theoretical training in school and industrial training and practice students go directly to work.

By working closely vocational school № 11 of Mykolayiv local businesses "Dawn" and "Mashproekt" student learning on new technologies implemented in the production practice in the departments of modern equipment, provided with computer programs. Electric welders trained laser cutting, plasma arc welding of metals and their alloys. Workers at these companies not be employed without the profession in vocational education.

A similar cooperation Mariupol metallurgical high school with OJSC "Ilyich Iron and Steel Works of Mariupol 'Mariupol professional engineering Lyceum of JSC" AzovMash "Gorlovskogo professional mining Lyceum of state enterprise" Artemvugillya "that almost 100 percent of students provide jobs for paid

production practice and training of masters of industrial training. These are examples of skilled workers. And what do universities?

The main areas of work in terms of updating curriculum in higher education, human resources, improvement of logistics, in my opinion, should be:

1. Develop legislation that would encourage the participation of employers in training regarding the abolition of taxes on profits, which include the cost of production cost of training;

2. Conditions for practical training directly to production departments, using modern equipment and machinery equipment;

3. Organization of training of teachers in a real production processes;

4. Development mechanism independent attestation of graduates;

5. Matching patterns of competitive rate with the requirements of high-tech industry with innovative methods of work;

6. Planning funding schools based on socio-economic performance of graduates;

7. Development of a system of forecasting the demand for personnel independent research organizations;

8. Development of a comprehensive information system on prognosis and available qualitative and quantitative benchmarks of the labor market (users have become employers, individuals, educational institutions, government officials, intermediaries).

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