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# THEORETICAL ASPECTS OF LABOR POTENTIAL OF ENTERPRISES

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## ТЕОРЕТИЧНІ АСПЕКТИ ТРУДОВОГО ПОТЕНЦІАЛУ ПІДПРИЄМСТВ

***The article considers the evolution of views on the interpretation of the category "labor potential" as a combined human potential, which is realized through the labor activity of the employee to achieve the set goals under the influence of objective and subjective factors under certain production conditions. The level of labor potential is highlighted: individual employee, enterprises and the state. It has been disclosed that the basic structure-forming component of labor potential is the labor potential of an individual employee, which is a fundamental share in the formation of potentials of higher structural levels. The components of the labor potential of an individual employee are characterized: personal, qualification and psychophysiological component of the potential and it is established that the level of the entire potential depends on the level of their mutual agreement. It has been established that the totality of human abilities (spiritual and physical) is the basis of the labor potential of an individual and expanding it thanks to the collective activity of a number of people creates the basis for the labor potential of the enterprise, which is the limit of the possible joint participation of employees in production, taking into account their personal abilities, accumulated experience, level of professional knowledge and accordingly formed organizational and technical conditions of management. At the same time, the labor potential is different in each enterprise, since it is formed depending on internal and external factors, namely: relations between workers, features of corporate culture, territorial location, traditions, industry affiliation, production size, sex-age structure, etc. In the structure of labor potential it is possible to distinguish the ratio of various social, functional, demographic, professional and other properties of groups of employees and relations between them. At the state level, labor potential is characterized by quantitative and qualitative criteria. Therefore, the formation of a balanced structure of the labor potential of the enterprise affects the efficiency of the enterprise and increase its competitiveness.***

**В статті розглянуто еволюцію поглядів щодо трактування категорії "трудовий потенціал" як сукупного людського потенціалу, який реалізується через трудову діяльність працівника для досягнення поставлених цілей під впливом об'єктивних та суб'єктивних факторів за певних виробничих умов. Висвітлено рівні трудового потенціалу: окремого працівника, підприємств і держави. Розкрито, що базовою структуроутворюючою компонентною трудового потенціалу є трудовий потенціал окремого працівника, який є фундаментальною часткою у формуванні потенціалів більш високих структурних рівнів. Охарактеризовані складові трудового потенціалу окремого працівника: особистісна, кваліфікаційна та психофізіологічна складова потенціалу та встановлено, що від рівня їх взаємного узгодження залежить рівень всього потенціалу. Встановлено, що сукупність здібностей людини (духовних і фізичних) є базою трудового потенціалу окремої особистості та розширюючи його завдяки колективній діяльності ряду осіб створюється підґрунтя для трудового потенціалу підприємства, що являє собою граничну величину можливої спільної участі працівників у виробництві з урахуванням їх особистісних здібностей, накопиченого досвіду, рівня професійних знань та відповідно сформованих організаційно-технічних умов господарювання. При цьому трудовий потенціал є різним в кожному підприємстві, оскільки формується в залежності від внутрішніх і зовнішніх чинників, а саме: взаємовідносини між робітниками, особливостей корпоративної культури, територіального розташування, традицій, галузевої належності, розміру виробництва, статево-вікової структури тощо. В структурі трудового потенціалу можна виділити співвідношення різноманітних соціальних, функціональних, демографічних, професійних і інших властивостей груп працівників і відносин між ними. На рівні держави трудовий потенціал характеризується за кількісними та якісними критеріями. Отже, формування збалансованої структури трудового потенціалу підприємства впливає на ефективність діяльності підприємства та підвищення його конкурентоспроможності.**

*Key words: labor resources, labor potential, enterprise, labor activity, structure.*

*Ключові слова: трудові ресурси, трудовий потенціал, підприємство, трудова активність, структура.*

## INTRODUCTION

Modern economic conditions require awareness of the fact that a person — this is one of the main elements of social production, which is the most valuable resource and the value of which, as a production resource, mainly depends on the level of organization of the production and technological process and relationships within the collective in each enterprise. In addition, the economic efficiency of any enterprise directly depends on how effectively the creative potential of employees is realized, all their capabilities are mobilized, and the labor process is rationally organized. That is why the improvement of effective means of increasing labor efficiency, more complete use of human abilities and skills in accordance with the challenges of the present, especially in the context of digitalization, are relevant [1].

Studies of the economic category of labor potential, its structures are considered in the works of many scientists, such as: A. Grishnova, G. Zadorozhny, V. Kutsenko, F. List, S. Tyutyunnikov, T. Vodolazhska, L. Shatalova, V. Piliavskiy, V. Buhas, O. Naumenko, Z. Zhyvko, N. Bula, N. Fostiak etc. At the same time, there is still no single definition of the economic category of "labor potential." Thus, the purpose of the article is to generalize the existing approaches to the definition of the concept of "labor potential" and the disclosure of its structure.

## RESULTS OF THE STUDY

The concept of "labor" includes the entire part of the population that has sufficient mental and physical abilities necessary for effective and high-quality work in the enterprise in which these labor resources are involved.

Consider the labor resources of the enterprise as "a set of all employees of this enterprise who have sufficient skills and skills in working effectively for the benefit of the company" [4]. These employees include exclusively living people, equipment does not belong to the workforce.

Unlike the "labor" and "labor" categories, the "labor potential" category is an integrated socio-economic category, more complex than the first two categories, since it includes a set of abilities that determine the performance of people, including their physical, psychological potential, the amount of general skills and special knowledge.

The concept of "labor potential" appeared in scientific literature at the end of the twentieth century. Analysis of this category should be based on two postulates.

First, individual labor as a result of use creates a valid labor contribution of a person, it manifests itself in the final products, as well as in the achieved indicator of labor efficiency [12].

Secondly, until a person begins to use his abilities in the process of work, it is possible to speak about his labor force only conventionally as a mental or physical performance in general, that is, as a possible promising labor contribution.

So, analyzing approaches to the definition of the concept of "labor potential," it can be noted that each author provides his own unique interpretation of this category. Thus, according to T. Vodolazhskaya, labor potential is "a set of existing and potential capabilities and abilities of employees used in labor activities, which can be manifested under the latest changing conditions of the socio-economic environment of enterprises and aimed at increasing, developing and effectively using them in order to achieve strategic goals of enterprise development" [2]. Scientists V. Bugas and O. Naumenko understand the existing and promising opportunities of the labor collective of the enterprise to quantitatively and qualitatively meet the needs of the enterprise and realize its goals in the most effective way with the availability of appropriate resource support [3]. Economists Z. Zhivko, N. Bula, N. Fostyak argue that labor potential represents a combined social capacity for labor; potential labor capacity of society [11]. A number of researchers define the labor potential "as the combined ability of the physical and spiritual properties of an individual worker to achieve certain results of his production activity under given conditions, on the one hand, and the ability to improve in the process of work, to solve new problems arising from changes in production, on the other" [4]. V. Pilyavsky defines labor potential "as qualitative characteristics of labor, labor and human capital in relation to the ability and ability of an individual employee and the totality (personnel) at the enterprise to activate personal and reasonable factors of production" [8].

A slightly different interpretation of the concept of labor potential is given by O. Gonchar and T. Rudenko. They note that labor potential is a share of material production, characterized by the increase of material goods in the process of development of individuality of a person and covers only that part of it, in which there is an increase in material goods above the level that was achieved earlier in the process of development of individuality of a person

[5]. P. Begma defines the labor potential "as the input, internal and output flows of quantitative and qualitative characteristics, which, in the process of applying to them operations for the formation, transformation, movement and implementation, carry out physical, official and professional-qualification movement in the space-time interval [6]. Noteworthy is the definition provided by P. Kaminsky, who notes that "labor potential is the integrated existing and in the future acquired capabilities of the labor collective and its management systems that allow to meet the needs of the enterprise and ensure the achievement of its development goals in the most effective way" [7]. Therefore, the labor potential is the aggregate human potential that is realized through the labor activity of the employee to achieve the goals under the influence of objective and subjective factors under certain production conditions.

The main levels at which the category of labor potential is considered are: the potential of an individual employee, enterprises and the state. The basic structure-forming component is the labor potential of an individual employee, which is a fundamental share in the formation of potentials of higher structural levels. Considering the components of the combined labor potential of an individual employee, the following can be distinguished: personal, qualification and psychophysiological component of the potential, the level of mutual coordination of which depends on the level of the entire potential.

The first component — personality potential synthesizes components such as creativity (creativity); communication potential (capacity for cooperation, interaction and collective organization); worldview, value potentials (value-motivational properties) and physiological properties (age, sex). The next component — qualification potential is characterized by the volume, depth and variety of general and special knowledge, experience and skills that form the capabilities of employees to perform work of a certain content and complexity.

The qualification component of the labor potential can be qualified according to the following criteria (characteristics), which reflect the individual characteristics of each employee (the structure of the qualification component of the employee's potential):

1. labor activity;

The attitude to work is a very complex social phenomenon, consisting of the interaction of motives and orientations of labor behavior, real labor behavior and assessment by the employee of the labor situation, as well as from the labor activity of the company's employees. Labor activity is disclosed as the main type of social activity, which is expressed in the involvement of an employee in economic production and in the constant increase in labor productivity, as well as the degree of realization by one employee of her physical and mental capabilities in the performance of tasks set for him. In fact, this is a mirror that reflects the attitude of the employee of the enterprise to his duties and his work. At the moment, there are four groups of indicators of labor activity: production and economic — identify the degree of deviation of the task performance by the employee from the average indicators; creative activity

is the activity of the personnel, which is aimed at solving non-standard tasks, improving the employee's skills as a result of the process of self-education, forming an active life position; an indicator of personality development in the process of work — these are the opportunities that the enterprise provides for the personal and professional growth of its employee; public activity — this type of activity involves the activity of the company's personnel, which is aimed at the development of friendly relations within the team.

2. level of educational training (level of basic education; narrow specialization; wide profile);

3. labor mobility (macromobile; micromobile);

4. aspiration to increase personal potential (skills; skills; knowledge; work experience (general and specialty));

5. labor efficiency (quantity and quality of labor; efficiency of labor; rational use of working time).

The last component — psychophysiological potential is represented by the abilities and predisposition of a person, performance, endurance, health, type of nervous system, etc.

This set of abilities of a person (spiritual and physical) is the basis of the labor potential of an individual, expanding it thanks to the collective activity of several people, we have the basis for the potential of the labor collective of the enterprise, which is the maximum amount of possible joint participation of employees in production, taking into account their personal abilities, accumulated experience, level of professional knowledge and accordingly formed organizational and technical conditions of management. Combining individual workers into a single and balanced organized labor process contributes to the effect of collective labor, which exceeds the sum of the forces of workers acting independently, that is, the labor potential of the enterprise in the aggregate is always greater than the sum of individual individual potentials of workers. Thus, the basis of the potential of a labor enterprise, which is formed as a result of the joint activities of various employees, is a productive force.

Labor potential is a set of opportunities for employees of the enterprise to actively or passively participate in the production process within a certain organizational structure, taking into account material, technical, technological, information and other resources, is a complex structural socio-economic formation containing a number of components [9]. Due to the need to adhere to the principle of innovation, the following components of labor potential are distinguished in the activities of most enterprises of Ukraine, namely: personnel, structural, professional, physiological, cultural and moral, qualification, intellectual, socio-psychological, organizational [10].

The study of existing scientific approaches allows us to conclude that the labor potential is different in each enterprise, since it is formed depending on internal and external factors, namely: the relationship between workers, features of corporate culture, as well as territorial location, traditions, industry affiliation, production size, sex-age structure, etc. In the structure of this potential, one can distinguish the ratio of various social, functional, demographic, professional and other

properties of groups of employees and the relationship between them.

One of the most important components is the organizational component, which includes a high organization of labor and its culture, which is manifested in rhythmicity, coherence, consistency of efforts spent by a person and a high level of satisfaction with the work of employees. The specified element determines the effectiveness of the work team as a whole and an individual employee. The intellectual component of labor potential is one of the main ones, since with the help of it there is an innovative development of the enterprise. The demographic component is an integral element in the development and renewal of labor potential. The economic component determines the efficiency of the labor potential of the enterprise, which should be based on the economic determination of the abilities of employees, staff and bring a certain profit. The professional component of labor potential changes with the development of the professional level of personnel and depends on its quantitative and qualitative composition [3].

The last component — the labor potential of society in quantitative terms is characterized by the opportunities of society to attract the population to public labor, in qualitative terms — real opportunities to implement with participation in socially useful work all personal qualities and abilities: skills, skills and knowledge that people receive for their lives.

## CONCLUSION

Therefore, the analysis of various scientific sources makes it possible to conclude that the labor potential of the enterprise is defined as clear and potential opportunities of the labor collective in quantitative and qualitative aspects to meet the needs of the enterprise and achieve its goals most effectively if there are appropriate resources. In this context, it is important to consider the labor potential of the employee as a component of the general potential of the enterprise, which should create a synergistic effect. It is also necessary to take into account the peculiarities of the industry in which the enterprise operates, when determining the components of its labor potential and forming its balanced structure, which directly affects the efficiency of the economic activity of the enterprise and improving its competitiveness.

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