

functions effectively in the USA, and its production is planned to be expanded in the countries of Europe and Asia.

GXS company is a leader in the logistics solutions market, offering services for the delivery of supporting documents according to individual principles, and this contributed to the increase in the speed of the flow of financial flows.

Intensification of competition, the need to reduce costs in the supply chain and improve the level of customer service require enterprises to implement and use the latest technologies.

### **References:**

1. The article "Development of logistics in the conditions of E-economy". URL: <https://www.imvo.lviv.ua/blog/rozvytok-lohistyky-v-umovakh-e-ekonomiky>

2. Article "Impact of IT technologies on logistics optimization processes in Ukraine". URL: <http://geopolitics-of-ukraine.uzhnu.edu.ua/article/view/263448/259710>

**Lazko Kyrylo**

*scientific advisor Ph.D in Economic Sciences Yuliia Fedorova*

*Ukrainian Engineering Pedagogical Academy*

## **FEATURES OF INVESTING IN HUMAN CAPITAL**

The competitiveness of an enterprise depends on its staff. A well-trained, motivated and efficient workforce is a valuable asset. Human capital should be considered at the national, regional, sectoral, enterprise and individual levels. At the enterprise level, human capital represents the aggregate qualifications and productive abilities of all its employees. At the individual level, human capital is the knowledge, skills, accumulated experience and other productive characteristics that a person acquires through education, training, and practical experience, which can be used to generate income.

Human capital is the basis of team relationships, productivity, and innovation. Human capital is linked to the professional environment and organisational policies. Human capital is an important asset of a company. The use of people's knowledge contributes to their productivity. Interestingly, human capital remains one of the assets that cannot be quickly replaced or copied. This provides a competitive advantage to companies that value their staff. Investing in and creating good working conditions for staff is the starting point for sustainable growth. Professional employees always enjoy favourable conditions in the labour market. They always find opportunities to work in any organisation. Such employees seek to strengthen the emotional connection with the organisation, and they are always interested in economic growth"[1]. Such employees are a company's value that is difficult to copy.

Due to its intangible nature, human capital is often referred to as a hidden asset. Human capital is directed to the future. Its value is formed based on expectations and opportunities for future use. Human capital is not an additive indicator.

Based on a statistically correct calculation of the economic efficiency of education, G. Becker [2] argued that investments in human capital contribute to an increase in individual income and lead to an increase in labour productivity. Investing in human capital is no less important than updating equipment and technologies.

Investing in the professionalism and competence of staff leads to an increase in capital and a rise in the value of the company.

In the academic literature, most definitions of human capital focus on the economic return on investment. As the economy becomes more and more knowledge-intensive and globalised, the economic role of human capital as a guarantee of human competitiveness becomes more important. Moreover, investments in human capital also provide non-economic benefits, such as improved health, higher personal well-being and stronger social cohesion. These broad benefits are considered by many authors to be as important as higher wages and economic growth.

Human capital is not formed by adding up its individual parts, but is formed by the synergistic effect of the interaction of these parts. Investments in human capital involve a higher degree of risk and uncertainty than conventional investments. However, investments in human capital have a significant and long-lasting synergistic effect in the social sphere and in the economy.

### References

1. Kolomiets V. Інституціональна структура людського капіталу //Problems and prospects of economic and management. 2019. URL: <http://ppeu.stu.cn.ua/article/view/176574> (дата звернення 20.01.2023).
2. Becker, G. Economic Theory (2nd ed.). Routledge. 2007. URL: <https://doi.org/10.4324/9781351327688>

**Leshchenko Andrii**, *graduate student*

*Academic supervisor: PhD in Economics, associate professor*

*Tetiana Obydiennova*

*Ukrainian Engineering Pedagogics Academy, Kharkiv*

## **PROFESSIONAL DEVELOPMENT OF PERSONNEL AS A CONDITION FOR THE EFFICIENT FUNCTIONING OF THE ENTERPRISE**

In modern conditions, the most important structural component of the implementation mechanism of the social and economic development strategy of any