

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

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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

society is definitely the effective development of enterprise personnel, which fully meets the needs and scale of transformations in society. The available staff of Ukrainian enterprises and organizations is a strategic factor that determines the success of the ongoing economic and social reforms. Qualitative and quantitative characteristics of the workforce determine the possibilities of structural restructuring of the economy, diversification and expansion of production, improvement of product quality and growth of labor productivity.

The need for professional development of the personnel of enterprises nowadays is a generally recognized fact. Solving the tasks of effective functioning, ensuring the competitiveness of the enterprise is connected with the development of its personnel. Constant quantitative and qualitative changes in economic activity that are intensifying, attention to problems and trends in management, the requirement of up-to-date knowledge of management in managing all spheres of the functioning of enterprises, the increase in the value of personnel as a production resource and the need to ensure the return on costs for its formation and development, complexity through a simple hiring to meet the specific needs of workers with certain qualifications, increasing the social responsibility of the organization for increasing the potential of its employees - all these factors determine the relevance of the professional development of the personnel of enterprises and organizations most scientists emphasize that professional development of personnel is a complex system consisting of training, retraining and advanced training and career development of employees.

Such a deep study of the very essence of concepts will enable leadership. understanding the content of the system of professional development of personnel, more effectively use the system of power influence to ensure a comprehensive approach to the process of implementation of professional development of personnel, emphasizing the fact that each individual element of the system of professional development of personnel is important and has a high impact on the results of the entire enterprise and as a whole

Two groups of micro- and macro-environmental factors have a significant influence on the effectiveness of professional development of personnel at enterprises. Thus, the factors of the microenvironment should include:

- personnel policy, organizational culture and nature of social and labor relations at the enterprise;
- mission, goals and objectives of the enterprise
- management style and methods;
- the size of the enterprise;
- organizational and legal form of the enterprise;
- quantitative and qualitative need for personnel;
- indicators of labor activity (complexity, content, nature of work);
- technical, production and organizational characteristics of the enterprise;

- financial position;
- the level of competence of the company's management;
- personnel motivation system.

The factors of the macro environment, in turn, include:

- the level of social, economic, political, legal, scientific, technical-technological and informational development of the state or a separate region;
- the level of competition on the market;
- state of the labor market;
- the development of the education system in the country;
- development of labor market infrastructure;
- the active influence of trade unions on the activities of enterprises and industries.

Therefore, the system of professional development of personnel of enterprises depends on many influencing factors, therefore, the management of enterprises must implement a comprehensive approach to the implementation and management of the entire system of professional development of personnel

One of the main conditions for the effective professional development of personnel is the complete compliance of the implemented system of professional development of personnel with the general strategy of the company's development. The development and implementation of a certain personnel policy by the management of the enterprise puts forward the corresponding requirements for the policy of professional development of personnel. Depending on the personnel policy of the enterprise, the system of professional development of personnel can be effective and efficient, or the development of personnel of the organization can be reduced to admission and dismissal. The company's management needs to analyze all available positive and negative consequences of the implementation and implementation of each of the above concepts of professional development of personnel and choose for implementation the one that is most effective and correlated with the general strategy of the company's development.

Personnel training is the most important tool by which the management gets the opportunity to increase the potential of human resources and influence the formation of organizational culture. Without timely training of personnel, maintaining competitiveness becomes very difficult or impossible. Personnel training is the most important means of achieving the organization's strategic goals. In addition, by lobbying for the professional development of the company's personnel, on the basis of strengthening the professional potential, the management of enterprises can ensure the expansion of creative opportunities and the increase of the labor productivity of the personnel, as a result of which the personnel will become an active subject.