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## **SOCIAL INNOVATIONS AS A TOOL OF INFLUENCE ON THE QUALITY OF HUMAN CAPITAL**

The world practice shows that the economic growth of any enterprise, industry and state in general depends on quality of a human capital (HC) and accordance of its characteristics (knowledge, abilities, competences, experience, working capacity, activity, etc.) with market demand.

Ukraine chose to join the European Union, thus the problem of human capital competitiveness (HCC) increase gets extra topicality, considering high requirements of the European labor market to the level of educational professional training, mobility, labor and innovative activity of employees. Ukrainian society is affected by system crisis, challenges and threats which lead to the degradation of the human capital quality, decrease of its competitiveness, all this hinders realisation of population capabilities to work and getting the worthy income. Human capital competitiveness (HCC) and ways of its increase attract attention of present scientists more and more.

Among foreign scientific works devoted to a problem of a human capital the most known are books written by G. Becker, E. Denison, P. Druker, R. Kapelyushnikov, Yu. Korchagin, R. Mintser, T. Schulz, etc. In Ukraine the

problem of improvement of human capital quality is discussed in publications of V. Antonyuk, A. Grishnova, A. Kolot, L. Lisogor, A. Levchenko, D. Melnichuk, I. Petrova, L. Semiv, M. Semikina, L. Shaulskaya, etc. However the single approach to the determination of the human capital competitiveness essence and its assessment isn't found yet.

As a result of the theoretical analysis it is suggested to understand "human capital competitiveness" (HCC) as a certain quality of HC, demanded at the market and which gives advantages in getting income. It is determined that quality of such HC is created and saved up by training, education, healthcare, educational professional development. The advantages in quality of such HC in combination with the reasonable price of labor services provide an extension of labor choice opportunities at labor market, more productive work, getting of higher income from employment and other social and economic benefits. The results of evaluation of HCC of Ukraine which was carried out by the author's technique at various economic levels and supplemented with sociological polls at the enterprises allow to determine:

- negative tendencies in development and use of HC and unequal opportunities of the population in forming HC competitive qualities concerning health, education, professional development and getting the worthy income;
- crisis of partners social responsibility for development of HC and support its competitive qualities;
- urgent need for the managed innovative changes in development and use of human capital in Ukraine; need of directional social innovations for support of HC of less competitive employees, - youth, women, elderly.

The international experience shows that progress in economic, social and innovative development is reached by the countries where the priority attention is paid to the development of the human capital and increase of its competitiveness. Now it becomes possible thanks to implementation of social

innovations in various spheres of human activity, including education, professional development, employment.

The importance of social innovations in society requires the system of social innovations management. However, the solution of this problem is braked by the lack of theoretical and practical experience of social innovations management in Ukraine. Scientific literature still poorly discloses information on social innovations and their role in increase of the human capital competitiveness. On the basis of generalization of a scientific thought we suggest to treat "social innovations" as a complex of initiatives, innovations, new services which have to be implemented regularly by the state, social partners, collectives, certain subjects of managing in various spheres of formation, use and development of the human capital for improvement of its quality and increase its competitiveness. So, we suggest to consider social innovations as the important instrument of improvement of the human capital quality on the basis of development of productive abilities of people in economy and the best satisfaction of social needs.

In the course of the research we suggest the systematization of social innovations which develops scientific approaches of V. Antonyuk, A. Novikova, D. Vayzer, A. Grishnova, G. Mishchuk and other scientists [1-4] (table 1).

*Table 1*

**Types of social innovations in development and use of the human capital**

Classification feature	Types of social innovations
Depending on the sphere of formation, use and development of the human capital	In the sphere of employment; in education; in professional development; in social management; in health care; in culture; in education; in sport; in the sphere of life and housing; in the sphere of rest; in social protection, etc.
On rates of implementation	Slow, slowed down, quick, accruing, uniform, intermittent
On application scale	1) scale, large, medium, small; 2) transnational, national, regional, local
On economic level	Innovations in mega-, macro, meso, micro, level of employee
On efficiency	Effective, less effective, inefficient

On the nature of changes	Radical, system, "modifications", "improvement"
On a form	Social reforms, projects, programs, services
On the results	Positive social innovations, negative social innovations
On phases of reproduction of the human capital	Innovations in separate phases of reproduction of the human capital: (formation, distribution, use)
On intensity degree	Intense, uniform, weak, mass innovations
By types of final effect for the human capital	Innovation, accompanied by social, economic, environmental, moral, or integrated effect for the development and use of human capital

*Source:* it is developed by the author on the basis of development of approaches [1-4]

Our approach to the systematization of social innovations differs from already known by the division of innovations' types depending on a number of additional features – on spheres of activity, on the nature of changes (radical, system, "modifications", improvement"), on results (positive, negative), on types of final effect (social, economic, moral, ecological effects, the integrated effect, etc.). On the basis of this work we suggest the system of methods of implementation of social innovations which details them according to contents, purposes, spheres and forms of implementation, the expected results and effects of innovations in development and use of the human capital at the different levels. This allows to increase the validity of administrative decisions in questions of implementation of social innovations, without allowing losses in development of the human capital.

The role of social innovations isn't identical at various economic levels. For the certain person the social innovation can be shown, for example, through improvement of working conditions, stimulation of individual labor and innovative activity, intellectualization of a workplace, content of work. It leads to change of a mentality, opportunities of needs satisfaction, development of certain abilities, formation of certain traits of character, valuable reference points, respect for certain ethical standards of behavior.

For the group of people (the collective or team) the social innovation can be realized through the change of a way of interaction, communications, organization of activity, work management and so forth.

For the population and its groups the social innovation is a change of the relations of property, a way of production, the sphere of activity, infrastructure, informatization, culture of public behavior, access to quality education, high-quality medical and social services and so forth.

Eventually, social innovations influence satisfaction of priority social needs, motivation of professional development, increase of advantages in the human capital quality.

In our opinion, management of social innovations will become effective only under a condition when social examination of consequences of social innovations is provided. The development of packages of address social innovations has to become an important issue too. On the basis of the research we conclude that in the conditions of crisis and lack of sources of financing, social innovations have to be versatile, economical and intended for the least competitive workers (youth, women, senior citizens) or persons who are looking for work.

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