

remain constant. For example, issues of discrimination against women. When we say that it is necessary to resolve the protection of human rights in business, we must separately discuss the situation of vulnerable groups. That's why the Working Group on the issue of human rights and transnational corporations and other business enterprises were accepted the Gender guidance for the Guiding Principles on Business and Human Rights. We believe that following these principles will help protect women's rights in business. And the Republic of Belarus needs to be implemented the Guiding Principles on Business and Human Rights by adding them to a new National Plan of Action for Gender Equality.

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INDICATORS FOR ASSESSING THE EFFECTIVENESS OF THE SYSTEM OF REGION HUMAN POTENTIAL FORMATION

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The formation of high-quality human potential of states is constantly taking place against the background of social problems in the context of the global economic crisis. Financial resources are limited in almost all countries. At the same time they could solve these problems. This encourages the search for new ways to use and distribute these resources effectively. Investments in the development and improvement of human potential could play an important role in solving social problems and contribute to sustainable economic growth and development of the state. The formulation of a system of indicators to assess the effectiveness of human potential could be the basis for the development of a rational model of using the financial resources that are directed to its formation. All this caused the relevance of the research topic.

The purpose of the study: to characterize the essence of the category “human potential” and to determine the indicators of its assessment at the regional level.

Material and methods. The scientific research is based on the works of domestic and foreign scientists, as well as analytical data of the national and international statistical agencies. The study used the following scientific methods: cognition, analysis and synthesis, comparative analysis.

Findings and their discussion. The complexity of studying the category of "human potential" and the study of its economic essence lies in the need to consider it in the context of several areas of science, taking into account its social and economic components.

Having analyzed various scientific works of domestic and foreign authors, we came to the conclusion that the main specific features of its essence will be [1, p. 264]:

- consistency, expressed in the complexity of the system of its qualitative characteristics, relationships and interdependencies;
- dependence on external factors that completely create the environment of human potential formation;
- the complexity of its structure taking into account the physical, spiritual, social and cultural characteristics of the individual;
- the dynamics of the process of human development;
- nontransportability of the process of formation and using of human capital due to the presence of its carrier hidden qualities that could manifest themselves when creating certain conditions.

Human potential should be considered as a strategic component of human resources, as it provides an opportunity for the development and adaptation to market changes.

Critically comprehending the content of different approaches, we could identify the main components of the category «human potential»:

- human capital, which is a certain form of manifestation of human potential in economic systems due to its involvement in the production of economic goods [2, p.314];
- socio-economic conditions in which its formation will take place, i.e. conditions directly affecting the quality of life, enabling the creation, development and use of human capital.

The main directions of investments in human potential at different levels of the economic system are investments in:

- health sector;
- the sphere of education;
- the sphere of cultural and leisure activities;
- the social policy;
- the physical culture and sports.

The three main indicators of the quality of the human potential formation process could be:

1. An aggregate indicator of the life expectancy of the population of region, taking into account health, longevity, fertility and other related indicators;

2. An aggregate indicator of the educational sphere: access to education, coverage of primary, general, secondary and higher education of different segments of the population of the region;

3. Gross national income, reflecting not only the level of life of the population, but also the overall economic development of the region.

The assessment of input and output flows can show the effectiveness of the system of human potential formation separately for each region.

At the moment, the volume of investments in socially important areas is constantly adjusted [3]. This is also reflected in the dynamics of the main indicators of quality of life.

Conclusion. However, it is necessary to remember the migration capacity of the human potential. Therefore, it is necessary to create not only conditions for the formation of human potential in the region, but also conditions for its preservation.

Three groups of indicators need to be taken into account in the process of assessing human potential at the regional level:

- Indicators of qualitative characteristics of accumulated human capital.
- Indicators of quality of life of human resources.
- Indicators of the quality of socio-economic conditions.

Thus, competent management and optimization of the process of investing in human development will directly affect the quality of the reproduction process of human capital, which implies effective financial management of both individual stages of the production process and the entire production cycle.

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