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THE ROLE OF THE HUMAN FACTOR IN THE FORMATION OF INNOVATIVE SUSCEPTIBILITY OF THE COUNTRY AND REGIONS

Abstract. *The article considers the human factor as the key to the formation of innovative susceptibility, provides an assessment of human capital in various international Indexes, identifies the main problems of quality and development of human capital in Ukraine.*

Key words: *human factor, innovative susceptibility, human capital, individual*

INTRODUCTION

Innovative susceptibility is the most important characteristic reflecting the readiness of a country or an individual region to implement innovations, and its formation is determined by a number of factors and conditions for the development of a modern economy. Among the aggregate groups of such factors, which include innovation activity, technical and technological security, financial, credit and investment support, regulatory, structural and infrastructural support, the human factor stands out in a separate group [1]. In [2], it is proved that innovators or innovative individuals, those who create, develop and promote innovations based on their own motivation or on the basis of demand are the basis of the innovation ecosystem.

RESULTS

The human factor is key because the source of all changes is a person acting in accordance with his spiritual principles and economic interests and the new technologies and innovations generated by him affect many areas of people's daily lives. The readiness of the population to perceive innovations is a key point in their

diffusion and, on the contrary, a weak focus on the future, insufficient openness of society for new technologies may cause a low efficiency of innovation activities.

The degree of receptivity of innovations is largely determined by the educational level of their creators and consumers, the level of their income. Innovative susceptibility is accompanied by the fact that the individual goes through several mandatory stages of perception of involvement in the innovation process. linykh S.A. [3] suggests to include the following stages:

- a) interest,
- b) improving the necessary knowledge,
- c) clarification of the categorical form of the proposed change by obtaining the required information,
- d) understanding of the legitimacy and identification of dissonance between the phases of perception and integration with the innovation being introduced.

Thus, innovative susceptibility is directly related to the quality and level of human capital development, which, in turn, depends on a number of factors that are influenced by both the human capital carrier (person) and the state through programs of socio-economic development.

The trend of 2018 was mass migration, 100 thousand people leave the country every month. According to the Ministry of Social Policy of Ukraine, 3.2 million citizens of Ukraine work abroad on a permanent basis, temporarily from 7 to 9 million people. Numbers 7-9 million sounded earlier. There are 24 million able-bodied citizens in the country. Only about 16 million people are officially employed.

According to the United Nations, Ukraine is among the countries leading in terms of depopulation rates and by 2050 the population of Ukraine can be reduced by 18%.

In 2018, analysts at Credit Suisse published a rating of the personal wealth of the world population depending on the country of residence. In it, Ukraine was on the 123rd place from 140 countries. On the personal welfare of the Ukrainians ahead of the inhabitants of Nepal, Bangladesh and Lesotho.

Although the “quality of human capital” of Ukraine in 2018 took the 50th place in the world. This is stated in the study of the World Bank's Human Capital Index. In total, the ranking includes 157 countries. In terms of the “quality of human capital,” Ukraine outstripped Georgia, Moldova, Romania and Turkey, but gave way to Russia, Poland and Kazakhstan. Perhaps this is due to the initiated reforms of health and education systems.

The tendencies of human capital development in Ukraine testify to the problematic nature of the future successful development of the national economy, in the center of which is an individual or an innovative person — real capital capable of creating new productive forces and relationships to ensure the qualitative innovative development of the country and regions. Such a situation with human capital in the country encourages re-evaluation and adjustment of old approaches to human capital management, timely response to the newly emerging problems that arise during the socio-economic transformations.

Thus, in order to increase the innovation susceptibility of the country and regions, it is necessary to solve the problems of improving human capital development indicators that may be related to:

- political and economic instability in the country (the majority of the population is not confident in the future, which negatively affects investment in human capital);

- low standard of living of the population;

- low wages (falling and instability of the national currency, rising prices forcing the population to look for ways to earn extra money, leaving their regions or country);

- high unemployment (this problem is particularly relevant for people in rural areas, where the working population cannot find a job);

- low level of education (this is due to the fragmentation of the curricula of higher educational institutions and their outdated material and technical base with the real needs of the labor market).

Also, it is necessary to completely change the attitude to the process of formation and use of human capital. The proclamation of a transition course to the innovative path of development has not yet led to a thorough modernization of the personnel training system, their professional orientation and professional growth. The quality of training young specialists has not changed, the effectiveness of the mechanisms for their professional “use” has not improved. The result is a low level of remuneration, the absence of an atmosphere of creativity in most organizations leads to the emigration of specialists or labor and creative passivity.

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