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FIKTIVIZATION OF THE HUMAN CAPITAL
AND NEW RISKS IN THE SPHERE OF
EMPLOYMENT

Urgency of the research. Processes of a fiktivization of the human capital assumes alarming proportions in Ukraine.

Target setting. A difficult social and economic situation in Ukraine, the crisis phenomena in all spheres of public life, instability in the social and labor sphere, cause deepening of risks in the sphere of employment.

Actual scientific researches and issues analysis. A question of a fiktivization of the human capital are partly studied in works of scientists - Kolyadina A. P., Petrenko V. P., Polyakova A. A., Revtyuka E. A. etc. Risks in the sphere of employment studied by Kolot A. M., Makarova A. V., Nadraga V. I. etc.

Uninvestigated parts of general matters defining. Almost unexplored is an interrelation of risks in the sphere of employment and processes of a fiktivization of the human capital.

The research objective. The research of this interrelation is necessary for effective management of reproduction processes of the human capital at the different levels, formations of socially oriented state policy, the statement in the society of the ideas of a human-centered orientation, values of the labour and the employee, understanding of their crucial role in ensuring economic growth and social progress.

The statement of basic materials. A set of social risks that the modern employee faces (risks of inadequate compensation, not ensuring decent work conditions, its excessive intensification of an informal relationship of employment, impossibility of self-realization, not preciousness of some professions, labor demotivation) promote strengthening the fiktivization processes in the field of the human capital.

Conclusions. The sharpening of social risks, demand on low-quality higher education, the available asymmetries in the social and labor sphere, makes low-quality human potential, in the conditions of corruption at employment turns into the fictitious human capital which turns into risk factor - both for the specific person, and for social and economic development in general.

Keywords: fictitious human capital; social and labor sphere; new risks; employment.
Statement of the problem. Distribution of unproductive forms of the human capital that is substantially connected with processes of its fiktivization assumes alarming proportions in Ukraine as evidenced both by the dynamics of the indicators characterizing the social and labor sphere, and the dynamics of the indicators defining a condition of the sphere of science and education, health care. Processes of a fiktivization of the human capital - the growth rate of human capital for which formation considerable resources are spent, but use of which will bring benefit only to its owners though won't promote economic growth, won't bring benefit to society - are caused first of all by a difficult social and economic situation in Ukraine, the crisis phenomena in all spheres of public life, instability in the social and labor sphere have continued to amplify. In addition, loss of moral values in society, irresponsibility at all levels, the increasing orientation to personal benefit and enrichments, are of fundamental importance. Unresolved problems and unsuccessful attempts of reforming of the educational sphere and health sector also promote an aggravation of contradictions in questions of formation, development, use and preservation of the human capital. In such social and economic conditions not only the risks in the sphere of employment connected with unemployment, the important aspects of which related to the problem of the first workplace, a problem of employment for people of older age groups, but also risks which the working population faces are aggravated. First of all these risks are caused by instability of modern economic system, existence of asymmetries in the social and labor sphere - risks of inadequate compensation, not ensuring decent work conditions, its excessive intensification of an informal relationship of employment, impossibility of self-realization, not prestigiousness of some professions, labor demotivation.

Latest scientific progress and publications review. A question of a fiktivization of the human capital are partly studied in works of foreign and domestic scientists - Kolyadina A. P. [7], Petrenko V. P [10], Polyakova A. A. [11], Revtyuka E. A. [12] etc. Risks in the sphere of employment studied by Kolot A. M. [6], Makarova A. V. [8], Nadruga V. I. [9] etc. However almost unexplored remains interrelation of risks in the sphere of employment by which is affected as working, and unemployed people, and fiktivization processes of the human capital. The research of this interrelation is necessary for effective management of reproduction processes of the human capital at the different levels, formations of socially oriented state policy, the statement in the society of the ideas of a human-centered orientation, values of the labour and the employee, understanding of their crucial role in ensuring economic growth and social progress.

Therefore, the purpose of this research is the research of interrelation between processes of a fiktivization of the human capital and risks in the sphere of employment, arising in modern conditions.

Results of the research. A question of a fiktivization of the human capital just begin to be investigated in foreign and domestic scientific literature, however formation processes of this unproductive form of capital can't be considered as a new phenomenon. Its emergence is caused by changes in modern economic system, asymmetry and various destructive processes that are inherent in the contemporary stage of a social and labor relationship development. A set of social risks that the modern employee faces promote strengthening the fiktivization processes in the field of the human capital. However, are these processes irreversible? And in what are their essence at the contemporary stage of social development?

It should be noted primarily what at the macroeconomic level possible negative manifestations in functioning of social institutes, delay public reproduction processes, formation of social instability and tension to understand as social risks. At the personal level - an event in human life has been recognized by society the occurrence of which leads to loss of its ability to work or restraints of demand for work, respectively also to decrease in the standard of living, full or partial loss of wages. At the same time there is a loss by the person some social component (understanding of own social value, adaptation to the social environment) [9].

Loss of work is one of the most dangerous social risks, and especially it concerns the population of pre-retirement age. This risk amplifies also demographic aging processes of the population. So, according to the forecast of the Ptoukha Institute for Demography and Social Studies of the National
Academy of Sciences of Ukraine [8], in 2050 compared with the figures reported in the 1959 Census a share of elderly population group will grow in structure of the population of Ukraine from 10% to 32%, and the share of middle age group will decrease - from 55% to 50% and the share of the younger population group will decrease - from 34% to 18%.

The crisis phenomena, low level of the income of the working population and decent work deficits causing growth of informal employment - sector of "grey", informal, unguaranteed and unstable employment which often can provide only survival and isn't aimed at the development of the human capital, a long-term labor relationship. Therefore, growth of employment in informal sector is also led to deepening of the fiktivization tendencies, strengthening of asymmetries and deformations in the reproduction processes of the human capital. Data on employment in informal sector in a section of age groups demonstrate that in 2011-2015 the highest level is characteristic of persons at the age of 40-49 and 50-59 years (Tab. 1).

| The population that employed in informal sector in Ukraine, 2011-2015 |
|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Name of an indicator      | 2011         | 2012         | 2013         | 2014         | 2015         |
| Informal employment, thousand people | 4704,9     | 4651,6     | 4805,9     | 4540,9     | 4303,3     |
| by age groups, %           |             |             |             |             |             |
| 15-24 years                | 14,7        | 13,4        | 11,9        | 11,0        | 10,5        |
| 25-29 years                | 11,5        | 12,2        | 12,1        | 14,3        | 14,2        |
| 30-34 years                | 10,2        | 10,3        | 10,7        | 13,0        | 13,7        |
| 35-39 years                | 10,1        | 10,7        | 10,9        | 12,9        | 13,4        |
| 40-49 years                | 20,0        | 20,0        | 19,9        | 23,4        | 23,3        |
| 50-59 years                | 19,1        | 19,7        | 20,6        | 18,9        | 19,3        |
| 60-70 years                | 14,4        | 13,7        | 13,9        | 6,5         | 5,5         |


The number of employed in informal sector have increased during the periods of an aggravation of the crisis phenomena, at the same time its structure by age groups remains almost identical. The population of pre-retirement age it is rather susceptible to social risks.

Fiktivization of the human capital of the population of older age groups can happen also because of impossibility of decent employment for people, especially it concerns women. The age and gender discrimination, unfortunately, in Ukraine rather common phenomenon which requires attention of society, public authorities, public organizations. Overcoming of this shameful phenomenon which is substantially connected with stereotypes of employers on “an image of the ideal employee” – vigorous, young, healthy, not burdened with family cares - is possible only on condition of development of moral cultural values of society in which people of different social, age and other groups are held in respect, have decent workplaces where the intellectual and social capital are not less valuable, than material wealth. The social entrepreneurship development partially helps to solve a problem of employment of the population of older age groups and other vulnerable groups of the population in the labor market, creates jobs for socially disadvantaged population groups.

Negative consequence and at the same time the reason of widespread unproductive forms of the human capital is also youth unemployment which level in Ukraine is rather high. So, unemployment rate in 2015 (by the ILO methodology) among youth aged 15-24 years accounted for 22,4%, and among youth aged 25-29 years - 11,2% that considerably exceeded average value of this indicator for all population (9,1%). On the one hand, it is connected with such reasons: a large number of the state and private universities that train specialists in unused specialties of the labor market (in particular,
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economists and lawyers), commercialization of educational services, and as a result - low competitiveness of graduates in labor market. Unbalance of higher education system and lack of adequate state regulation lead to the fact that this system turned into a peculiar business that makes a product in fact of poor quality, that allegedly matches the formal requirements. On the other hand, if there were no these higher education institutions - flowing unemployment would be even higher - at the expense of students who now study at them. That is there is no other way to reduce unemployment, except economy development and creation of new productive workplace, and also adaptation of workers training system to new realities and requirements of labor market.

So far in Ukraine the diploma of the higher education gains more formal values, employment process rather often nontransparent both for workers, and for other subjects of labor market, and sometimes there are also frankly corruption schemes. Without them, the person can mainly employed only in low-wage jobs where work gives neither financial results, necessary for normal life or development of new skills and abilities. However, it is practically doesn’t concern spheres of IT, consulting and others of which the great demand on unique knowledge which needs to be developed and used constantly in work is characteristic.

Financing training, the state and households rather often buy a low-quality product. The modern educational system needs important changes which (as well as in other spheres of the public social administration) the professionals of high qualification motivated on positive changes in society, but not on personal benefits from powers of authority have to implement. Discrepancy of educational services to modern requirements is led to deepening by the processes fiktivization in the field of formation and development of the human capital. New risks in the sphere of employment cause growth of requirements to contents and forms of education, to closer a combination of theoretical preparation and practice, "world of labour" changes and demands the mobile employees with modern knowledge and skills focused on life-long training.

How to stop processes of a fiktivization of the human capital? Answers are clear: to stop consuming low-quality goods and services; nobility, understand and be able to assert the rights; to take the responsibility for the human capital, for the future including professional. The modern students already begin to realize itself real consumers of educational services, critically comprehending their quality and creating appropriate authorities of student's self-government for protection of the interests. However, in this context it is important not to overstep the thin bound between advocating for the rights and pressure upon teachers, that doesn’t promote objective assessment of knowledge. One of problems of modern students which leads to a fiktivization of their knowledge, the aspiration to gain first of all not knowledge but only to provide formal signs of their existence – marks.

Fiktivization processes of the human capital are also connected with a problem of overeducation when the economy doesn't use properly the available education stock. However, it should be noted that can never be to much education – knowledge is not only production resource, it as well as a source of human development, innovations, startups. Though certainly it is already time to change cardinally education forms, introducing more and more practical approaches instead of learning of theoretical knowledge.

It is interesting to analyse that despite reduction of total number of scientists, in Ukraine growth of a share of candidates and doctors of science in their number is noted. On the one hand it can be considered as a positive tendency, however realities more allow to draw a conclusion about gradual depreciation of scientific degrees and academic statuses as well as diplomas in higher education. By 2014 the number of the defended master's and doctoral dissertations increased annually. In 2006-2015 the number of the defended master's theses grew on average on +3,2% annually, doctor's - on +4,8% (Tab. 2).

Now in the sphere of science and education and the social and labor sphere there are multi-vector, contradictory processes, which can lead to irreversible consequences, such as loss of the national

Grishnova O. A., Brintseva O. G., Shurpa S. Ya. Fiktivization of the human capital and new risks in the sphere of employment
human capital, its fiktivization, in particular because of poverty of the working population and strengthening of migratory processes in the near future.

Table 2

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It should be noted that studying of social risks became especially popular in connection with a research of so-called "new risks". Their emergence it was caused first of all by factors of deindustrialization of economy, growth of a share of services in the general employment, instability in labor markets, strengthening of instability of family structures [14]. New social risks are defined as "risks which people meet throughout life as a result of the economic and social changes connected with transition to post-industrial society [15]. In the sphere of employment, new risks are substantially connected with reduction of jobs in the conditions of further technological development. It should be noted that new risks in the sphere of work closely correlate with factors of fiktivization of the human capital. For example, "washing out" of traditional mass working jobs and curtailment of vocational and technical training became one of the reasons of sharp increase in demand for the higher education from those people who aren't especially capable and inclined to study. Increase in demand provided the offer "easy" the higher education from the commercialized higher education institutions. Corruption minimizes the efficiency of the state control of quality of education. As a result, fictitious human potential is widely produced and corruption in labor market, the low level of responsibility and not demand of innovative development create opportunities for transformation of such potential on the fictitious human capital. All this together reduces the value of the higher education in general, becomes factors of low efficiency of activity, unemployment and labor emigration.

Replacements of labour in it classical understanding by post-industrial work occurred not suddenly, and labour in the 20-21st centuries (even having stopped being exclusively physical), remains quite often very heavy, wearisome, and it can be comparable on fatigue level hardly physical. In this context are rather justified a question of preservation of the human capital [13, p. 26-27].

With transition to post-industrial society the content of labour, its status, a role and perception by society changes. Labour is considered as a source of the income less, they can be received also from property. Work becomes the sphere of self-realization, opens possibilities of participation in public life. In civilized countries is already considered not as means of survival, and as a possibility of many-sided disclosure of the personality, her talents and continuous human development. Labour in post-industrial society is a creative process that promotes not only financial, but also first of all the intellectual enrichment of the personality.

Along with gradual reduction of types of work, which actually don't demand intellectual efforts, the need for hard, monotonous work is gradually decreases. These processes at the same time lead also to negative consequences - such as unemployment of low skilled workers, unemployment of certain
working professions which work becomes more favorable to be automated. Such social risks as growth of probability of unemployment are connected with deepening of social inequality.

Global capitalism demands less workers. The number and a share of the people who are “kept out” from labor market and deprived of chances of the financial and social support, labor parties and labor unions “everywhere grows lose the role at negotiations with the power and business, and also in the opinion of the public... As a result not only inequality grows, but also quality of social inequalities drama changes, more and more population “is rejected” as economically inactive” [1, P. 684].

At the same time, in comparison with universal tendencies, in the social and labor sphere in Ukraine there are rather contradictory processes, - along with work intellectualization, change of its contents in separate fields of activity, - there are many spheres of its application where workers carry out work in heavy and harmful working conditions, perform routine labor functions which don’t promote intellectual development, negatively influence a psychoemotional condition of the person. Emergence of social risks is also quite strongly connected with the low level of labor protection and industrial safety in Ukraine - a high share of the lawyers who are carrying out work in harmful conditions, a large number of industrial accidents, and a high share of occupational diseases. Social irresponsibility of employers and authorities preserves, and even worsens this situation.

Thus, new social risks substantially influence processes of reproduction of the human capital, creating new environment, that more difficult for an adaptation of the average worker. The bearers of the most competitive human capital have access to the creative work. For preservation of the human capital and the workplace requires the life-long learning, constant supporting and enhancing the body of knowledge, forming the powerful social capital, language proficiency, that are more important than ever.

Against the background of an impoverishment of the working population it is rather difficult to speak about “a new format of work”, processes of the statement of post-industrial society, work becomes means of survival, necessary negotiations of providing minimum necessary public benefits again. And, traditionally, especially strongly these processes influence the most vulnerable groups of the population - youth, persons of pre-retirement age, people with special needs and duties.

In such difficult social and economic conditions to provide productive use of the human capital of the population of different social and age groups, it becomes more difficult than workers of various qualification. Under the influence of the crisis phenomena, that causes decrease in level of the income of the working population there is an outflow of the most competitive experts to the developed countries where the level of compensation is much higher.

Conclusions. Cardinal changes in the social and labor sphere, that developed presently, bear new threats and calls. It is shown in a sharpening of social risks - first of all, risk of loss of work and the reduction of level and quality of life connected with it. Traditionally valid among Ukrainian the relation to the higher education and practical impossibility to get the acceptable job or a profession right after leaving school cause excess demand on “easy” the higher education, actively offer commercialized higher education institution. Such symbiosis of factors in large quantities makes low-quality human potential, in the conditions of corruption at employment turns into the fictitious human capital which turns into risk factor - both for the specific person, and for social and economic development in general.

Ensuring productive use of the human capital of all population, which can and wishes to work, is the key to preservation of the national human capital. Under influence of the fiktivization processes considerable resources, both human, and financial are lost. The delay with the solution of problems promotes further deepening of the crisis phenomena, delay of economic and social development. In the 21st century, it becomes heavier to provide productive employment for a general population therefore a question of promoting economic development, to creation of new productive jobs, fair regulation of the income, strengthening of responsibility and overcoming corruption is a prime social problem of the state for preservation of the human capital.
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