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Peculiarities of reproduction of human capital in rural areas

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The article summarizes the factors that have the most significant negative impact on the development of social and economic spheres of rural areas. Research on the response of human capital to destructive manifestations in the economy is highlighted, as well as a number of factors of manifestation of these destructive phenomena in the development of rural areas.

Analyzed the most priority problems of development of rural areas in relation to each stage of social progress. Isolated and characterized the key steps in the development of the agricultural sector and its spatial framework of rural territories, namely with the settlements in which they lived rural, and has concentrated material and technical means of production.

The highest priority issues of rural development in relation to each stage of social progress are analyzed. The key stages of development of the agricultural sector and its spatial basis – rural areas, namely with the settlements in which the villagers lived and the material and technical means of production were concentrated, are highlighted and characterized.

Special attention is paid to the causes of migration of the rural population, which in turn has led to the search and analysis of certain measures to inhibit the negative effects of this process. It was found out that the implementation of agrarian and land reforms, as well as the transition to a socially oriented model of market economy had a negative impact, resulting in an increase in the number of degrading villages and the formation of new organizational and legal forms. A number of negative trends affecting the development of the agricultural sector have been identified, among which the social resources of rural areas are a priority. It was found that the main element of social resources of the village is the rural population, the lion's share of which belongs to labor resources, which act as a link, which determines the interdependence of its economic and social development.

It is substantiated that the constant presence of the socio-economic system, which is a rural area, in a state of counteraction to "external shocks" causes changes in the specific content of the characteristics of the environment and its resources, which requires consideration of its state in developing strategic rural development programs. The basic principles of formation of human capital reproduction potential of rural territories are allocated, functions of rural territories as a habitat and vital activity and directions of purposeful policy of rural development are generalized.

Key words: reproduction of human capital, rural areas, sustainable development, rural development.

Problem statement and analysis of recent research. Current trends in the formation and use of human capital in rural areas are characterized by the fact that it has entered a new phase of de-

velopment associated with the qualitative transformation of the agricultural sector and finding ways to adapt to changing market conditions, deteriorating social and environmental conditions, high

migration, a manifestation of a natural disaster – the coronavirus (COVID-19) pandemic and other factors, which generally worsens the external and internal conditions of reproduction. Thus, the current stage of development of the country's economy, in particular agriculture, is difficult, due to crises and problems that extend to all spheres of social and economic life.

At the same time, the relevance of the research of human capital reproduction peculiarities is due to the fact that today agriculture is a "driver of economic growth" as a "propulsive industry", which is generally confirmed by its performance. At the same time, this statement cannot be applied to rural areas, which we consider as a special social and economic continuum, and not as a sectoral production and economic system. It is obvious that in this context, rural areas are characterized by low protective properties, as they are most sensitive to the negative effects arising from destructive phenomena and processes. In the absence of reserves for self-renewal, rural areas go through all stages of the negative phases of the economic cycle, among which there are pre-crisis, peak and post-crisis. The above reasons confirm the relevance of this research, which will substantiate the deterrents and motivating factors of human capital reproduction process, the consideration of which at different levels of government, region and rural areas will contribute to sustainable rural development.

The aim of the research is to systematize the factors that characterize the reproduction of human capital in rural areas and the vectors of their influence, phenomena and processes that accompany it, as well as to highlight the main functions of rural areas such as a habitat and human life, which will justify strategic priorities and targets of ensuring of sustainable development principles of rural areas.

Material and methods of research. Writings on the theory and practice of reproduction of human capital and rural development, in particular the fundamental provisions of economic theory, theory of historical and economic research, theory of transition economy, theory of social production and reproduction, concepts of sustainable development became the theoretical basis of our study. Principles, methods and categories of dialectical cognition, the provisions of a holistic approach to the analysis of man, social phenomena and processes are the methodological basis of our study. We used in our research such methods as abstraction and concretization, the unity of historical and logical, analysis and synthesis, historical and economic, functional and target.

Research results and discussion. The rural population, as an economic agent of the rural area and a necessary subject for the preservation of its vital activity, is most sensitive to the consequences of economic recessions. The sectoral specificity of the production sector of these territories has a mono-sectoral manifestation (agriculture predominates) and that is why it has a limited list of additional development reserves in the current conditions. Human capital as a productive factor and an element of the social and economic system simultaneously responds to all the consequences of destructive phenomena, taking into account which it allows us to generalize the impact of negative processes on its reproduction.

In our opinion, the most significant negative impact on the development of the social and economic sphere of rural areas is exerted by the following factors: population decline (natural and migratory reproduction); social and labor apathy (lack of trust in state support instruments, new institutes and institutions), degradation of the motivational component (decrease in desire to study, increase of professional level), loss of cultural values and development of antisocial processes (crimes, alcoholism, etc.); non-compliance of the qualification of labor resources with the requirements for the implementation of labor processes on technically complex equipment, that is lack of knowledge and skills to work on innovative technical means of labor. It is obvious that in the conditions of significant decrease in the number of able-bodied rural population the problem of quality of professional training recedes into the background. The curtailment of research activities, underfunding by economic entities operating in rural areas, social infrastructure facilities and neglecting of ways to solve environmental problems, negatively affect the processes of human capital reproduction and, accordingly, multiply the negative effects on the social and economic sphere of rural areas.

Human capital for rural areas is an internal resource; economic instability is manifested in the form of an external stimulus and comprehensively affects all components of rural social and economic development, including human capital. The generalization of the scientific literature made it possible to identify a fragmentary study of issues related to the reaction of human capital to the manifestation of destructive processes in the economy. Thus, domestic scientists emphasize that the human capital of the village has deteriorated qualitatively and quantitatively, they have identified a number of social and economic problems of rural areas, and substantiated the conclusion that it is necessary to create appropriate conditions for

the reproduction of human capital in the village. However, crisis phenomena and processes are somewhat latently taken into account [1].

According to scientists, one of the factors of destructive phenomena in the development of rural areas and deterioration is the reorientation of investment processes from external to internal sources of funding, resulting in a slowdown in the reproduction of human capital. It is to address this situation that a set of measures has been introduced, which provide for the decentralization of rural management and change the priorities of investment activities in the direction of "agriculture – rural area – rural community" [2].

Motivation of effective working capacity of carriers of human potential of rural settlements of Ukraine is considered in the context of its institutionalization, activation of local self-government and development of local labor markets, diversification of social base of its innovation, equalization of social and economic imbalances, and improvement of legal regulation of employment in agriculture. Among the factors that caused the crisis and adversely affected the level of employment of the rural population, we should mention the moral and ethical factors that accompany the process of dismissal and deterioration of personal qualities of workers, in some cases the loss of motivational aspects of work, and low wages should be considered as the main adverse effect [3].

We share the opinion of Ukrainian researchers who came to the conclusion that the deterioration of human capital was due to difficult living conditions, poor condition of public services and social infrastructure, low prestige of rural work, limited income of rural population, unsatisfactory state of rural medicine infrastructure, high unemployment, deterioration of environmental characteristics, lack of necessary organizational and professional skills to start and conduct business. To remedy the current situation, it is necessary to develop provisions for state policy for small business development in rural areas of Ukraine [4].

Human capital of rural areas in conditions of instability should be considered as an anti-crisis factor to stabilize the level of social and economic development of rural areas, which includes knowledge, skills, personal abilities and adaptive capabilities of the rural population, to neutralize or minimize the negative impact of destructive processes on rural communities.

Entities involved in the process of reproduction of human capital, it is advisable to consider households – economic entity – the state (society). It is quite difficult to identify the priority of each of the subjects of reproductive relations, it is necessary to note their systematic interaction within

the rural area, where communities of people are formed, united on the basis of localization of their residence and life. The content of the category "rural areas" is interpreted quite broadly, but is based on the definitions given in various legal documents.

It should be noted that at each stage of social progress, various problems of rural development have become a priority. Thus, in the 50-60's the state focused mainly on solving production problems (low level of mechanization, electrification and chemicalization of the industry), a little later, when the social component (dispersion and shortage of labor, high share of manual labor, low living standards of peasants) became a brake in solving sectoral issues, social problems were identified as a priority. This is why it is necessary to develop appropriate scientific approaches to rural management based on an objective definition and assessment of their role in society. The state has set a course for accelerated overcoming of significant differences between urban and rural areas, but the implementation of administrative measures of prohibitive content has resulted in the strengthening of negative trends in the rural sector of society.

Thus, it is appropriate to highlight the key stages of development of the agricultural sector and its spatial basis – rural areas with settlements, in which villagers lived and material and technical means of production were concentrated. Thus, in the early 60's of the twentieth century in the former USSR, a decision was made and decided to implement a model of long-term development of agricultural areas, which provided for: mandatory planning of long-term development and scientifically sound placement of productive forces; concentration, mechanization and electrification of agriculture; deployment of rural and road construction; rational placement of basic settlements of agricultural enterprises, which were given the status of "promising" villages, etc. During this period, the prevailing idea was: "highly mechanized agriculture should correspond to highly concentrated forms of resettlement", so when developing projects of districts and regions planning, preference was given to concentrated forms of population – large settlements with autonomous life support systems. Zoning and building-up projects were developed only for settlements that were the centers of large enterprises. At the same time, construction in small and medium ("unpromising") villages was not envisaged. This led to the gradual decline of territorially dispersed workplaces, which were created by small manufacturing facilities (machine-tractor and warehouse yards, livestock farms, farming crews), and the forced

closure of social services (clubs, primary schools, kindergartens, paramedics, post offices). The aggregation of rural areas, a number of which has almost halved, has also had a negative impact.

It should be noted that due to the presence of excess labor potential in the villages, which was not fully used, the migration of the rural population did not cause concern in the early and mid-1960s. However, at the end of this period, agriculture experienced a shortage of labor (later: labor resources – labor potential – human capital), in addition, hopes for mechanization of agricultural production to replace manual labor did not materialize. This circumstance led to the processes of migration of the rural population, which became the object of increased attention by public authorities, which began to apply administrative measures to curb its negative manifestations. Thus, the concept of development of "promising" rural settlements, the implementation of which was based on the concentration of production and population, and provided for measures of prohibitive content, completely discredited itself.

It is known that in order to change the concept of "point" concentration of production, population and objects of the social sphere in the 70's, the concept of scattered distribution of productive forces in the network of settlements and the emergence of inter-village ties became widespread. These connections contributed to overcoming the autonomy of settlements, the implementation of integration processes, as well as the formation of interconnected systems of rural and rural-urban settlements. At the same time, according to this concept, the production of agricultural products began to be considered as a complex, developed in space and long-term technological process.

The dispersion of human capital and the location of productive forces in settlements began to be considered a necessary condition for the functioning of agricultural production. It should be emphasized that there are still specific factors of agriculture that will not be overcome or eliminated even in highly mechanized production, in particular: dispersion of land resources, biological organisms – plants and animals, specific climatic conditions, terrain and configuration of agricultural lands, location of settlements and productive forces in geographical space, etc.

Two concepts of perspective development of the village have also been recognized in the scientific environment: the agrarian sector of society (T.I. Zaslavska) and the social and economic system "city-village" (L.V. Nikiforov). At the same time, Ukrainian scientists theoretically substantiated the possibility of implementing practical measures that were not related to the destruction

of the existing network of rural resettlement, but on the contrary – contributed to the inhibition of destructive processes and their overcoming [5].

However, the abolition of restrictions on the operation and building-up of medium and small villages in the 1970s did not change the negative trend, and small and medium-sized rural settlements continued to lose their inhabitants due to migration and depopulation. As a result, part of the land resources was not used in economic circulation, was choked with weeds and afforested with shrubs. Under such conditions, natural resources and human capital in rural areas deteriorated quantitatively and qualitatively and became poorer. At the same time, the directive on the intensification of agricultural production and growth in agricultural output was based on the depleting use of rural resources. This was accompanied by a further degradation of human capital (increase in the share of older, pre-retirement and retirement age) and a constant decrease in the natural fertility of soils. Thus, such an instruction to intensify agriculture based on maximizing the involvement of resources completely discredited itself, determined the need to take a set of practical measures to improve the situation in the agricultural sector.

The next stage was the adoption of the Food Program of the USSR (1982), which provided for increasing the production of agricultural and food products. At the same time, similar programs were developed in provinces, districts, and even local councils and agricultural enterprises, the results of which were monitored by decision-making bodies. In the context of ensuring the implementation of the provisions of the Program, machinery was sent to agricultural enterprises (for half the cost), reclamation works were widely carried out, measures were taken to improve the condition of soils (liming, deoxidation) through budget funding. The implementation of local food programs was to result in a significant increase in the volume of housing, communal, social, cultural, road construction, which ensured the commissioning of many social and industrial facilities.

This helped to slow down the migration of the rural population, and there were "points of gravity" in many rural areas, i.e. settlements to which former rural migrants began to return, on the condition that they were provided with housing (apartments or houses) and permanent work with sufficient remuneration. Thus, the concept of "city-village" was practically and largely successfully implemented in rural areas in the 1980s. At the same time, domestic scientists (L.O. Shepotko, I.V. Prokopa) in the context of scientific substantiation of their own vision of the future proposed

the concept of multi-sectoral and multifunctional development of the village [6–9].

The real "paternalism" of the state regarding the development of rural areas indicated that it began to "pay debts to the village" in order to bring the agricultural sector to the modern level of functioning. According to scientists, the period of strong state influence on the development of the agricultural sector and rural areas fell on the second half of the 80's, which resulted in a real improvement of living conditions in the Ukrainian countryside, creating the necessary conditions for stable and efficient development of agriculture as a guarantor of food security. However, until the end of 1991, Ukraine was economically and legally part of the former Soviet Union, so it was entrusted with the functions of increasing production and providing the population with basic foodstuffs, the implementation of which experienced significant difficulties.

The situation changed dramatically after Ukraine's political independence (August 1991) and the collapse of the former Soviet Union (December 1991), resulting in a transition to fundamentally new economic and social living conditions. In the agricultural sector, the question of agrarian and land reforms arose, ensuring the transition of the national economy from the planning and directive system to a socially oriented model of market economy. As the influence of the state was limited, the economic and social processes in Ukraine were carried out spontaneously and unsystematically.

According to the Ukrainian researcher O.M. Borodina, there was a destruction of the Soviet institutional system of social development of the village, which led to the decline of social infrastructure in rural areas, disruption of the rural way of life inherent in the collective farm system, deep stratification of the rural population by income level. During the transformation period, a large number of overt and covert unemployed appeared, social standards decreased, including preschool and school education, health care, negative phenomena such as alcoholism and drug addiction spread, life expectancy of the rural population decreased significantly and depopulation increased [10].

Negative trends, which initially emerged in regions with difficult social and economic situations, became irreversible and spread to relatively economically self-sufficient districts and village councils. As a result, there was an increase in the number of degrading villages and on this basis the creeping formation of declining rural settlements [11]. Thus, given the negative trends in the natural movement of the rural population, the gen-

eral situation deteriorated. Among the degrading settlements, two subgroups were identified: 1) dying (with a very difficult demographic situation) – 48.7 % and 2) declining – 51.3 %.

We should note that the key problem of the 90's led to the emergence of the concept of maximum preservation of the existing potential of the rural sector in the transition to a market model of management. However, as of the early twentieth century, the share of rural areas in the demographic crisis was already about 40% (almost 200 districts). Carrying out agrarian and land reforms was slow in coming, accompanied by the "extinction" of collective forms of management and the formation of new organizational and legal forms: enterprises, business associations, production cooperatives, farms and individual peasant farms, vertically integrated structures and others. It should be noted that during the transition to the market economy model, the network of social and cultural facilities was completely or partially lost, and low incomes forced rural residents to switch to self-service.

Deep transformations in the economic base and powerful upheavals in the social sphere determined the need to develop fundamentally new scientific and theoretical principles and practical approaches to rural development. A necessary condition was the study of foreign experience and its adaptation to domestic realities in order to determine their own, relevant to the current situation, mechanisms, levers and tools. Conscious application of these mechanisms made it possible to actively influence economic, social, environmental, settlement activities and other processes.

The first signs of addressing the crisis, however, did not mean that the agricultural sector began to overcome negative trends: the inertia of economic, social, demographic, migration, environmental, settlement and other processes in rural areas. With varying rates of attenuation or acceleration, they manifested themselves in the 2000 s. At this stage, the influence of the following negative trends was revealed:

- the way out of the recession of the agricultural sector of the economy in the 2000s did not ensure the expansion of employment of the rural population, but, on the contrary, in primary production and non-agricultural employment (industrial activities) in rural areas there was a steady decline in permanent employment. For various reasons, workers in rural areas were classified by official statistics as those who employed in personal farming, which caused a significant discrepancy between official data on the rural unemployed and statistics determined by the ILO (International Labor Organization) methodology.

Thus, in 2000–2010, the officially registered rate of unemployment in rural areas at the beginning and end of this period was 274.2 thousand people (unemployment rate 4.4 %) and 167.4 thousand people, respectively (unemployment rate 2.9 %). Jobless rate by the ILO methodology was 462.8 thousand people (unemployment rate of 7.5 %) and 493.5 thousand people (unemployment rate of 8.1%), respectively [12].

- the formation of market relations in the agricultural sector of the economy was complicated by changes in landowners and land users and organizational and legal forms of management, the emergence of new forms of high-commodity production. It was accompanied by excessive exploitation of natural resources and exclusion of some of them (human capital) from economic circulation, the emergence of unregulated at the legislative level rent collection of various types (political, land, environmental, water, tax, transport, etc.) by a narrow group of agrarian and industrial elite, which had already formed in the country;

- social living conditions deteriorated rapidly and covered almost all components: the material and technical base of the branches of social and engineering infrastructure, the system of social services for rural consumers and the system of social security for the rural population. These problems had a very significant impact on the inhabitants of settlements located in depressed and peripheral rural areas, who suffered particularly from poverty and unemployment, as well as due to low wages in primary production;

- due to the rapid rise in prices for fuels and lubricants, bus service was actually stopped for the residents of most rural settlements, which led to a deterioration in the availability of social services and increased territorial isolation of villages, etc.

At the same time, during this period, the agricultural sector achieved an increase in production volumes based on the involvement in production of those factors that were not fully involved, in particular, natural resources and the use of manual labor in households. As a result, in 1999–2009, the index of agricultural products increased by 1.7 (to 89.3 %), and the food industry – by 2.4 times (to 108.1 %) compared to 1990 [13].

Deteriorating social conditions of the rural population and negative trends in the agricultural sector had significant inertia, so at the beginning of this century, scientific research was focused on the study of social resources of rural areas. Scholars argued that "social resources" (fr. *ressource* means aids) are involved in the process of social production by ensuring the reproduction of labor. Therefore, the main element of social resources of the village are its residents – the rural population.

As for the latter, the central place belongs to the able-bodied population – labor resources. Thus, labor resources are part of both social and economic resources of society, which, in our opinion, is the link that determines the interdependence of its economic and social development" [14].

The combination of human capital with the natural, material and other resources of the territory involved in production ensures the realization of the interests of local self-government bodies and the local population. However, the attempt to carry out administrative and territorial reform in 2005 by transforming the lower level of local self-government (unification of village, settlement, city councils) failed because it was imposed "from above", so it did not receive the support of the population "from below". Under such conditions, increased attention is paid to the social and economic approach, which is based on the Concept of multifunctionality of agriculture, which was formulated in 2008 by the Organization for Economic Cooperation and Development (OECD). Its emergence is due to the deruralization of the economy, ie, the reduction of the share of agriculture in the national economy and the real reduction of employment in it.

We should note that the Concept of multifunctionality of agriculture encourages a deeper and more comprehensive study of the place and role of man, which he or she performs in interrelated spheres with their objective interdependence and unity, namely: economic, social and environmental functions that rely on rural economy in modern conditions. Strict compliance with the relevant requirements in the performance of the above functions is ensured only with the conscious and direct participation of man in their implementation. In this regard, O.M. Borodina notes that the concept of multifunctionality is based on the recognition of agriculture as a specific area of economic activity, unique in terms of various social results that it can produce simultaneously with the production of agricultural products [15].

It had been established that since the mid-2000s, Ukrainian scientists had been actively developing the solutions of the problems of rural development from various scientific approaches, which was due to economic recovery from recession and the need to justify the directions of the development of agricultural sector and rural settlements. Almost a third of a century later, as a result of radical changes in the economic base and social living conditions, there is an update of the old concept, but with an emphasis on rural development.

It should be noted that depending on the situation in the country, as well as taking into account the topics of scientific research, the

relationships between the roles of agriculture and its functions are studied from different points of view. However, these relationships are ultimately aimed at ensuring the sustainable development of the rural sector, as well as, accordingly, adjusting the directions and priorities of the state agricultural policy. In this context, domestic scientists propose to understand rural development as a process that ensures harmonious social and economic progress of rural areas based on self-organization of rural communities with the maximum possible use of endogenous development factors (local assets) in combination with external opportunities [16].

The proposed interpretation of the concept of "rural development" reflects it as a threefold process: the identification of rural communities based on their self-organization; economic development of local resources; creating livelihoods for all community members based on innovative solutions. The ultimate goal of the rural development process is to create conditions for increasing the incomes of poor people, not their comfortable existence in poverty, attract existing assets of rural communities combined with external opportunities (information, financial resources, social networks) to expand and diversification of own economic activity in rural areas. In this regard, the author proposes to distinguish two terminologically similar concepts: 1) "rural development", which emphasizes the sustainability of development, its social and economic component, ensuring social welfare and human development; 2) "rural development", which summarizes and focuses on production and infrastructural aspects of rural development.

It should be noted that in recent times, Ukraine has embarked on the path towards European integration and the issues of transition of local government to the European model of local self-government have become especially relevant. At the same time, in the context of decentralization of the management and financing system, which has been implemented since 2015, the state is actively handing over financial leverage and tools to a new lower level of local self-government – amalgamated territorial communities (ATC). That is why the creation of rural communities can take place only in the context of administrative and territorial reform (ATR).

In the process of gradual consolidation of the lower level (the number of village, settlement and city councils before the unification was 11,519 units) it was planned to create 1304 ATCs (they will unite 8846 territorial communities and 457.3 thousand sq. km or 82% of the total area of Ukraine). As of February 1, 2019, 888 ATCs (68.1%) were created with a population of 9.1 million people (26.0% of the total population of

Ukraine) and an area of 216.4 thousand sq. km (38.7% of the area of Ukraine). Also we should note that local budgets in 2014 amounted to UAH 70 billion, in 2019 – almost 270 billion [17, 18].

Thus, after the administrative and territorial reform, the principles, methods and processes of self-organization of the residents of rural communities receive a powerful impetus for their further implementation in practice. It should be noted that since the real financial levers of influence will be in the governing bodies of ATC, the local interests must and will be protected by rural communities, which will still need to be created in the context of promoting the development of civil society. Their efforts will be aimed at the self-development of rural communities based on maximum capitalization of local assets, especially all types of resources: human, social, natural, physical, financial, political, cultural [19].

Rural areas are usually considered as the habitat and livelihood of the rural population, ie the part of the natural environment that changes properties as a result of human economic activity. The habitat of rural society combines natural and artificial components. In turn, natural components are represented by elements that are formed and exist independently of man, but which can be involved in the process of his life. Most of the natural component is represented by the natural potential of the rural area (a set of natural ecosystems), which determine the natural living conditions of the rural community and the formation of its human potential. Obviously, each ecosystem is characterized by the interaction of biotic and abiotic factors, which are characterized by unique properties of self-organization and self-regulation.

The generalized functions of rural areas as habitats and livelihoods are presented in Figure 1, which is considered as a complex multifactorial system formed by rural residents to implement such functions as ensuring their survival (food, water, air, health support, etc.); security (physical, economic, environmental, social); reproduction of the population (family values and relations, protection of childhood, upbringing, education, etc.); communication (means of information exchange, means of communication, possibility of communication, etc.); self-identification (art, education, science, religion, morality, mentality, spirituality, traditions, stereotypes, behavior, lifestyle, etc.); means of receiving income (agricultural production, entrepreneurial and labor initiative, equipment and technologies of handicrafts, resources, etc.); interaction with the natural environment (extraction and consumption of mineral, biological and other resources, environmental protection, building multifunctional agricultural landscapes, etc.).

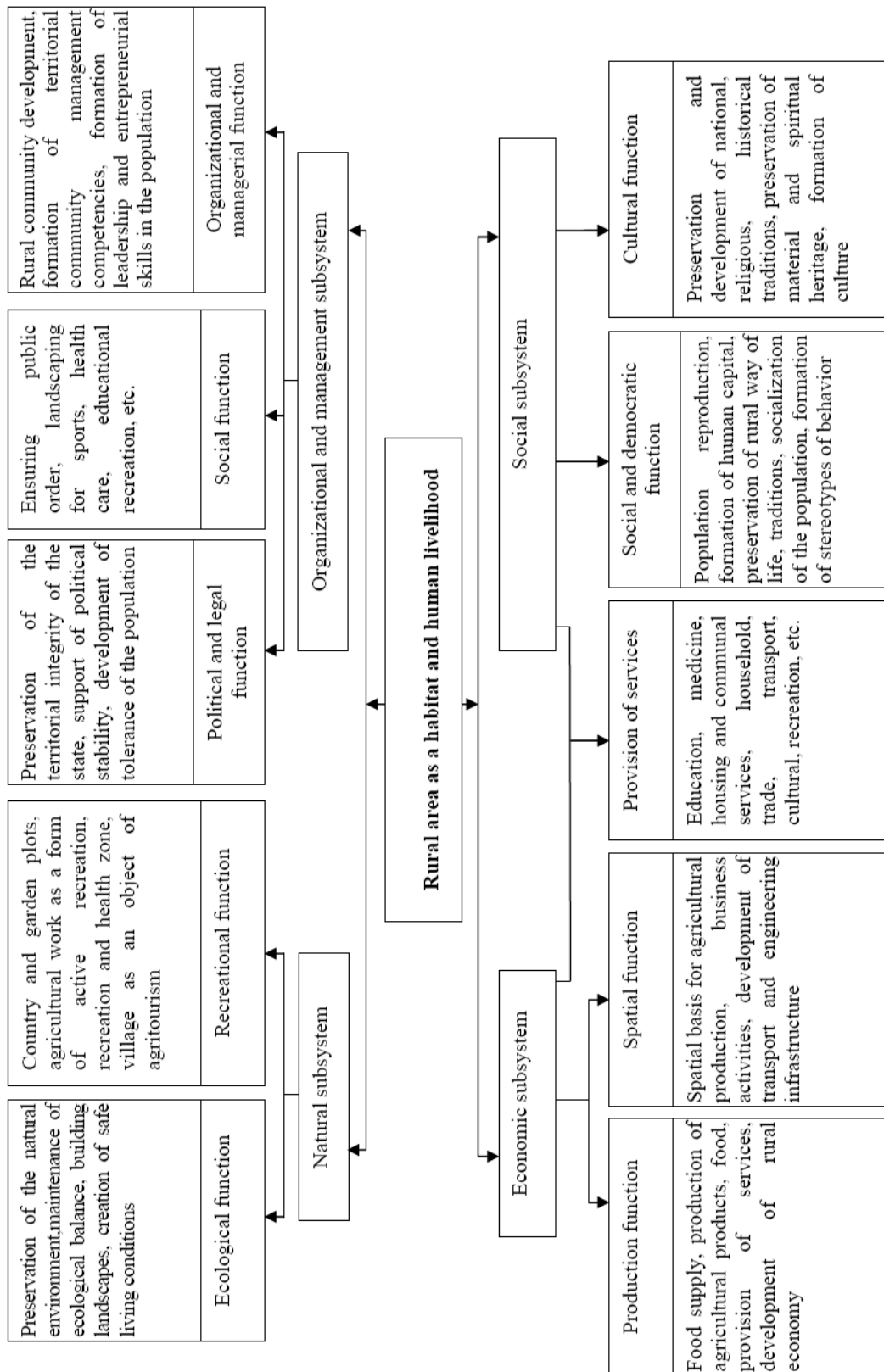


Fig. 1. Functions of rural areas as a habitat and human livelihood.

Source: summarized by the author.

In order to provide favorable conditions for the reproduction of human capital in terms of sustainable development of rural areas, it is advisable to ensure the implementation of the following conditions: the formation of conditions necessary for rural areas to implement their functions and tasks of rural development; development of the economy of rural areas, increasing the efficiency and sustainability of agriculture, income of the rural population; creation of new jobs, improving the quality of life of the population of rural areas; stabilizing the population base of rural areas and increasing life expectancy; formation of a system of rational use of natural resources and environmental protection; development of cultural and moral and spiritual potential of rural areas.

Today, one of the challenges for the reproduction of rural human capital is innovative development, which helps to increase productivity and competitiveness of agricultural production, but at the same time displaces and replaces people in the production process. This is what the World Bank emphasizes, that notes the positive changes in rural development in reducing poverty, but increasing the problem of employment [20]. It is obvious that these processes will intensify in domestic agriculture, which will require the development of programs to diversify economic activity in rural areas.

Proof of this is the following example. Technological progress in Polish agriculture during the period 1995–2011 led to a reduction in the number of people employed in agricultural production by almost 40 % [21]. According to EUROSTAT, 12.6 % of all working Poles were employed in agriculture in 2013. Among the EU Member States, the following situation is typical: only in Romania, where 28.6 % of the working population is employed in agriculture; in other EU Member States, the share of employment in agriculture ranged from 12.4 % (Greece) to 1.2–1.3 % (UK and Belgium), while employment in agriculture in most EU countries did not exceed 5% of the total working population, which is the EU average performance [22].

In our research, we highlight the following basic principles of capacity building of human capital reproduction in rural areas: systemic principle, which means that potential of human capital reproduction is considered as an element of aggregate reproductive potential of rural area; the principle of continuity means the continuity of the reproduction process; the principle of complexity – the complex structure of human capital requires the integrated development of all its elements and, accordingly, the integrated development of rural areas; the principle of multifunctionality – the ru-

ral area should be developed taking into account numerous functions which are realized by it; priority principle – the global goal of rural development is determined by the efficiency of the rural community; the principle of balance – rural areas should be developed in the interests of rural residents; the principle of uniqueness – each rural area should be considered as a unique social and economic system, which is characterized by the specifics of development potential and reproductive opportunities; the principle of rational behavior of the population – the activity of the rural population is determined by the system of economic interests and motivation to improve the quality of life; principle of equality – all economic entities conducting business activities within the rural area must have equal access to resources and infrastructure; the principle of social responsibility – all economic entities that conduct economic activities within the rural area, are responsible for the formation of the social potential of the localized rural community; the principle of economic and social integration – each rural area seeks to integrate optimally into economic and social systems of a higher level; the principle of efficiency – the structure of investment in the reproduction of human capital is determined on the basis of economic and social efficiency of each area of investment; safety principle – the effectiveness of reproduction processes is determined by the level of economic, social, environmental and other types of safety of rural areas.

Systematized features of human capital reproduction in rural areas should be taken into account when developing conceptually sound strategically important promising areas of development of the system of state regulation of agricultural entities and local self-government of rural areas, which would have the format of targeted rural development policy. This can be explained by the fact that rural areas are under the influence of global changes associated with the transition to a post-industrial paradigm of economic dynamics, digitalization of agriculture and the principles of the knowledge-driven economy, however, these trends are somewhat delayed for rural areas. Further research on the reproduction of human capital in rural areas should be the formation of the adaptive potential of rural areas through the development of related alternative areas of economic specialization of rural areas, as well as the use of human capital in rural areas in terms of not only quantitative but also qualitative indicators which would allow to form a relevant information base in order to develop sound proposals for improving the formation and use of human capital.

Conclusions. Rural areas are the foundation of the spatial basis of human capital reproduction

in the agricultural sector, as business entities that carry out economic activities within rural areas form the economic basis of the human capital reproduction system, and rural societies – its social basis. It is generalized that in the conditions of planned economy the main objects of rural development management were collective farms and state farms, on which were entrusted by the state with the functions of economic and social development of rural settlements, formation of appropriate living environment, reproduction of labor resources and their involvement in social reproduction. Transformation processes led to destructive processes in rural areas, which violated the structural and functional integrity of their economic, social and environmental subsystems, as well as their reproductive potential.

It is proved that the specifics of the formation and use of human capital in rural areas in conditions of economic instability is manifested in the following. First, the human capital of rural areas is a special factor in overcoming the negative consequences of the destructive impact of deteriorative phenomena and processes on the social, economic and environmental spheres of rural areas. It is obvious that the economic downturn causes pre-crisis and post-crisis periods, which allow human capital to build internal capacity, change characteristics and properties, and crisis – focuses exclusively on using this capacity to ensure survival and maintain an adequate standard of living. Such phenomena should be taken into account when developing strategic development programs and ensuring qualitative changes in human capital in rural areas.

Secondly, we substantiated that in the period of intensification of crisis phenomena and processes in the economy, and accordingly, in the economic sphere of agribusiness structures, social and ecological rural areas, the stabilizing function of human capital is actualized. In essence, it is a logical continuation of the internal potential, the realization of which allows to overcome unfavorable periods of development of society and economy. Third, human capital in rural areas is not homogeneous in its qualitative characteristics and in its ability to adapt flexibly to crisis conditions and processes. This requires the development of measures for differentiated stimulation and development of human capital in rural areas, which would contribute to the formation of preconditions for minimizing and neutralizing the negative effects of economic turbulence.

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Особливості відтворення людського капіталу сільських територій

Утеченко Д.М.

Узагальнено чинники, які справляють найбільш відчутний негативний вплив на розвиток соціальної та економічної сфер сільських територій. Систематизовано наукові дослідження щодо питань реакції людського капіталу на деструктивні прояви в економіці, а також висвітлено низку чинників прояву цих руйнівних явищ у розвитку сільських територій.

Проаналізовано найбільш пріоритетні проблеми розвитку сільських територій стосовно кожного етапу суспільного поступу. Виділено та охарактеризовано ключові етапи розвитку аграрного сектору та його просторової основи – сільських територій, а саме з населеними пунктами, в яких мешкали сільські жителі та концентрувалися матеріальні й технічні засоби виробництва.

Особливу увагу приділено причинам міграції сільського населення, що у свою чергу обумовило пошук та аналіз певних заходів щодо гальмування негативних проявів цього процесу. Встановлено, що проведення аграрної та земельної реформ, а також перехід до соціально-орієнтованої моделі ринкового господарювання чинили негативний вплив, внаслідок чого спостерігалось збільшення кількості деградуючих сіл та становлення нових організаційно-правових форм. Виділено низку негативних трендів, які впливають на розвиток аграрного сектору, серед яких пріоритетне

місце посідають соціальні ресурси сільських територій. Виявлено, що головним елементом соціальних ресурсів села є сільське населення, лівова частка якого належить трудовим ресурсам, які виступають сполучною ланкою, що зумовлює взаємозалежність його економічного і соціального розвитку.

Обґрунтовано, що постійне перебування соціально-економічної системи, якою є сільська територія, в стані протидії «зовнішнім шокам» зумовлює зміни сутнісно-специфічного змісту характеристик середовища території та її ресурсів, що потребує урахування її стану у розробці стратегічних програм сільського розвитку. Виділено основні принципи формування потенціалу відтворення людського капіталу сільських територій, узагальнено функції сільських територій як середовища проживання і життєдіяльності та напрями цілеспрямованої політики сільського розвитку.

Ключові слова: відтворення людського капіталу, сільські території, сталий розвиток, сільський розвиток.

Особенности воспроизводства человеческого капитала сельских территорий

Утеченко Д.М.

Обобщены факторы, которые оказывают наиболее ощутимое негативное влияние на развитие социальной и экономической сфер сельских территорий. Систематизированы научные исследования по вопросам реакции человеческого капитала на деструктивные проявления в экономике, а также освещен ряд факторов проявления этих разрушительных явлений в развитии сельских территорий.

Проанализированы наиболее приоритетные проблемы развития сельских территорий в отношении каждого этапа общественного прогресса. Выделено и охарактеризовано ключевые этапы развития аграрного сектора и его пространственной основы сельских территорий, а именно с населенными пунктами, в которых жили сельские жители и концентрировались материальные и технические средства производства.

Особое внимание уделено причинам миграции сельского населения, что в свою очередь обусловило поиск и анализ определенных мер по торможению отрицательных проявлений этого процесса. Установлено, что проведение аграрной и земельной реформ, а также переход к социально-ориентированной модели рыночного хозяйствования оказали негативное влияние, в результате чего наблюдалось увеличение количества деградирующих деревень и становления новых организационно-правовых форм. Выделено ряд негативных трендов, которые влияют на развитие аграрного сектора, среди которых приоритетное место занимают социальные ресурсы сельских территорий. Вывявлено, что главным элементом социальных ресурсов села является сельское население, львиная доля которого принадлежит трудовым ресурсам, которые выступают связующим звеном, что обуславливает взаимозависимость экономического и социального развития.

Обосновано, что постоянное пребывание социально-экономической системы, которой является сельская территория, в состоянии противодействия «внешним шокам» предопределяет изменения сущностно-специфического содержания характеристик среды территории и ее ресурсов, что требует учета ее состояния в разработке стратегических программ сельского развития. Выделены основные принципы формирования

потенциала воспроизводства человеческого капитала сельских территорий, обобщены функции сельских территорий как среды обитания и жизнедеятельности и направления целенаправленной политики сельского развития.

Ключевые слова: воспроизводство человеческого капитала, сельские территории, устойчивое развитие, сельское развитие.



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