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MODERN CHALLENGES OF UKRAINIAN HUMAN CAPITAL IN THE FIELD OF AGRICULTURAL BUSINESS, INNOVATION AND INTERNATIONAL ECONOMY

Challenges for the formation of human capital in Ukraine are formed and substantiated based on the results of the analysis of trends in the Ukrainian higher education system. Changes in the close interaction between the state and local governments in the areas of education, science, postgraduate education, innovation. In connection with the new challenges and tasks of the agricultural sector of the economy during the war, the article considers additional requirements that should be taken into account in the long-term period of restoring the potential of human capital in the field of agricultural business.

Key words: agribusiness, competitiveness, human capital, innovation, international trade.

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СУЧАСНІ ВИКЛИКИ УКРАЇНСЬКОГО ЛЮДСЬКОГО КАПІТАЛУ У СФЕРІ АГРАРНОГО БІЗНЕСУ, ІННОВАЦІЙ ТА МІЖНАРОДНОЇ ЕКОНОМІКИ

За результатами аналізу тенденцій розвитку системи вищої освіти України сформовано та обґрунтовано виклики формування людського капіталу в Україні.

Зміни у тісній взаємодії держави та місцевого самоврядування у сферах освіти, науки, післядипломної освіти, інноваційної діяльності. У зв'язку з новими викликами та завданнями аграрного

сектору економіки в умовах війни, у статті розглядаються додаткові вимоги, які слід враховувати у довгостроковому періоді відновлення потенціалу людського капіталу у сфері аграрного бізнесу.

Ключові слова: агробізнес, конкурентоспроможність, людський капітал, інновації, міжнародна торгівля.

The intellectual and technological progress of society is possible only if the country maintains its competitiveness in the world through the effective development of human capital, in which a person has knowledge and skills that are ahead of the current needs of society and the economy. Human capital is a set of intangible assets that can be classified as the economic value of an employee's experience and skills, including education, intelligence, health, and general skills (creativity, responsibility, leadership, communication skills, etc.). Human capital and economic growth are interconnected. In developed countries, the human capital of the state forms 70% of the national wealth, while in Ukraine this figure is only 30%. One Ukrainian worker produces as much output in a year as a German in 17 days. In the European Union, the average expenditure on research and development is 2.12% of GDP, while in Ukraine it is 0.43% of GDP. Ukraine ranks 30th out of 39 European countries and 45th out of 129 countries in the Global Innovation Scoreboard. The European Innovation Scoreboard places Ukraine in the group of "slow innovators", and in order to move to the group of "moderate innovators", the aggregate index needs to be improved from 36 to 50 [1].

Exploring the issues of modern challenges for human capital in the agricultural sector in the works of foreign scientists from around the world [2-7], the following general areas of development can be identified: investment in human capital through a coherent national policy of sustainable development; support and promotion of human capital development in rural areas; access of citizens to educational and medical systems; coherence of human capital development with general business goals; compliance of educational outcomes with market needs; digital transformation in higher education and society, focused on people and common global goods; the need to create new programmers and new technologies.

With the outbreak of full-scale war on 24 February 2022 in Ukraine, the list of human capital challenges has changed and expanded. One of the main challenges of reconstruction is the "shortage of qualified specialists in the field of reconstruction", and among the proposals for their solution, in particular, are: the introduction of financial benefits and grants for education, investment in the development of personnel reserves by expanding educational programmers and supporting young professionals, creating favorable conditions for business and innovation, providing financial support for start-ups and enterprises, ensuring quality training [8].

The agricultural sector of the economy is one of the main sectors of Ukraine's economy, which has shown remarkable resilience in the face of a full-scale war. The main risks of the agricultural sector include [9]: loss of production and resource potential; decrease in crop yields due to the deterioration of the quality of land; deterioration in the provision of agricultural enterprises with machinery; change of specialization or withdrawal from the agricultural business of some agricultural producers due to significant economic losses; loss or damage to some of the infrastructure intended for storage and primary processing of agricultural products; complications or changes in the logistics of selling agricultural products to foreign markets.

The National Institute for Strategic Studies has identified the key tasks for the agricultural sector of the economy that need to be addressed: ensuring conditions for a range of field work; facilitating the restoration of livestock and the rebuilding of livestock complexes; continuing and expanding the grain initiative; and adapting Ukraine's agricultural policy to the provisions of the European Union's Common Agricultural Policy.

The new challenges and tasks of the agricultural sector of the economy create new requirements for the human capital of agribusiness, which only reinforces the importance of the competence-based approach, which is now the basis for organizing the educational process of

higher education institutions that provide training (human capital formation), including in the agricultural sector. Since training is a long process (in Ukraine, it takes 3 years and 10 months for a bachelor's degree and 1 year and 4 months for a master's degree), it is necessary to think about the specialists who will restore and develop the agricultural sector of the economy in the post-war period today, taking into account the basic competencies that will not only be sufficient for the state level, but will also ensure a high level of competitiveness in the international market.

Formed and substantiated challenges for the formation of human capital of Ukraine for by the results of the analysis of the trends of the Ukrainian higher education system: the change in the number of entrants to institutions of higher education (a tendency to decrease), a change in the degree of value to the higher education system education (the need for a diploma of formal higher education does not lose its relevance, however there is a gap between the knowledge of a university graduate and the knowledge needs needed employer), transformation of the business model of higher education (the issue of change is relevant approach to the formation of the price for education and the search for additional sources of funding), provision of high-quality scientific and pedagogical personnel and its restoration by young people personnel in the future (there are losses due to the war, as well as the need correction of the gap in learning outcomes between students from villages and cities; restoration of needs face-to-face education), the magnitude of risks and the need for a new response paradigm (the main risk is a violation of safety conditions in the implementation of the educational process, risk destruction of the infrastructure of higher education institutions).

Therefore, to ensure a high level of competitiveness of human potential Ukraine in the field of agribusiness on the international market needs to implement a national policy that would contribute to the growth of the formative indicators of human potential: education (fundamental indicator of formation of professional knowledge and skills), science (source innovations and new technologies); entrepreneurial skills - the ability to commercialize their own ideas.

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