EMPLOYEES LABOUR AND PERSONAL POTENTIAL DEVELOPMENT IN THE CONTEXT OF ENSURING THE ENTERPRISES COMPETITIVENESS

Abstract. The modern conditions of the national economy functioning in increased risks conditions require enterprises to be competitive, since this characteristic ensures the ability to survive and exceed other enterprises in certain qualities. The concept of competitiveness includes exceeding certain characteristics, qualities, resources of other enterprises, including in the field of personnel, human resources. In this context, the main theoretical approaches to the labour and personal potential of employees are defined. The labour potential is defined as a complex and dynamic socio-economic phenomenon that characterizes the available and possible quantity and quality of labour, has its own structure, constantly transforming properties, being realized in the result in the form of a multi-level system with close interrelations between its components. It is proposed to consider the personal potential of employees, unlike many approaches of scientists, an equal part of the
labour potential. The main characteristics of the employees personal potential, such as the ability to work in a team, leadership, stress resistance, psychological characteristics, temperament, character, outlook, creativity are allocated. The main components of employees personal potential are defined: epistemological potential; axiological potential; creative potential; communicative potential; artistic potential; spiritual potential. A structural scheme for the labour potential development has been proposed, which also takes into account the influence of the personal potential development in the context of ensuring the enterprises competitiveness.

**Keywords:** labour potential, employee personal potential, competitiveness, enterprises competitiveness.

**Statement of the problem.** Competitiveness, as a category that is based on anticipation of competitors, victory in a certain competition, in particular in the market of goods and services for the enterprise, requires the search for means, tools, and factors for this. The list of such factors is diverse and the enterprise each time chooses which ones to use to achieve the goal of increasing competitiveness. An invariable means of ensuring competitiveness is the personnel of the enterprise, the human factor. It depends on the state and opportunities for developing the potential of employees whether the enterprise wins the competition in the market, whether it will have further prospects for survival and effective functioning. Therefore, it is relevant and important to study all the opportunities for developing the potential of employees, in particular labour and personal potential.

**Analysis of recent research and published papers.** The labour potential periodically became the object of research of such scientists as O. Grishnova, O. Doronina, A. Kolot, T. Kostyshyna, E. Libanova, L. Lisogor, V. Nyzhnyk, M. Semykina, O. Smirnov, I. Petrova, O. Tsymbal, L. Shaulska et al. The issue of the personal potential of employees of various types of economic activity is devoted to the scientific works of Yu. Kolisnyk-Humenyuk, S. Maksymenko, A. Moskaleva, S. Sytnik and others.

**The purpose of the article** is to study theoretical approaches to the concepts of labour and the personal potential of employees in the context of ensuring the competitiveness of enterprises and finding directions for their development.

**Presentation of the main material.** The combination of the categories of potential and competitiveness has been studied by scientists for a long time since these categories are unambiguously interdependent. It can be argued that competitiveness directly depends on the potential, in particular on the potential of enterprise personnel.

Close to the author is the opinion of Beletskyi P. Y., who defines the competitiveness of the enterprise as the ability to ensure a high standard of living of the population and the ability to realize the economic potential available in the region (financial, production, labour, innovation, resource and raw materials, etc.) [1],
which makes it possible to interpret the competitiveness of enterprises, taking into account human resources.

Important in determining the competitiveness of Tarnavska V. P. is the emphasis on the labour potential of employees, and their competencies: the ability to form and use a system of knowledge, skills and abilities in common with the consumer to create a product that is attractive to him, ahead of current and potential competitors in time [2].

On the basis of scientific research, which takes into account the importance of the potential of personnel as a factor in ensuring competitiveness, it is possible to interpret the competitiveness of enterprises as the ability to get ahead of competitors based on market share, the profitability of activities, quality of products and services, labour and personal potential of employees.

The study of labour potential, which was conducted by scientists at various levels – from macro to the level of labour potential of an individual employee, makes it possible to determine the importance of this concept in the category of competitiveness.

Linenko A. V. and Shevchenko O. L. note that the labour potential of the enterprise is a set of abilities and capabilities of personnel to ensure the achievement of the goals of long-term (prospective) development of the enterprise [3, p. 112].

Matyukha M. M. under the labour potential of the enterprise understands the maximum value of the possible participation of workers in production, taking into account other psychological characteristics, the level of professional knowledge and accumulated experience [4, p. 61].

Verkhohlyadova N. I. and Rusinko M. I. define the labour potential of the enterprise as a set of labour opportunities, which is formed under certain production relations and conditions of reproduction and, in accordance with modern technologies, can be effectively used in production activities [5].

Cherep A. V. and Zubrytska Ya. O. argue that the labour potential of the enterprise is the available and promising opportunities for the labour collective of the enterprise to quantitatively and qualitatively meet the needs of the enterprise and realize its goals in the most effective way in the presence of appropriate resource provision [6, p. 94].

According to Shaulska L.V. "Labour potential is the labour resources that determine the totality of the population's opportunities for active labour, entrepreneurial, innovative activities in combination with the conditions and quality of their use in the field of labour" [7, p. 103].

In our opinion, labour potential is a complex and dynamic socio-economic phenomenon that characterizes the available and possible quantity and quality of labour, has its own structure, and properties that are constantly transformed, being realized as a result in the form of a multi-level system with close relationships between its components.
In addition to the concept of labour potential, the concept of the personal potential of employees should be considered separately, since for many years scientific opinion cannot reach an unambiguous conclusion about the dependence of these concepts. Thus, some scientists consider personal potential as the basis of labour potential, and others – as its part, equal in existence. The study of the personal potential of employees makes it possible to consider this concept in more detail and determine its impact on the competitiveness of enterprises.

Sytnik S. V. defines personal potential as professional interaction, which manifests itself in the form of joint activities, communication, empathy through professional self-realization – the desire to identify and develop professional opportunities [8].

Kovalenko A. B. believes that the personal potential of the employee is an integral system of characteristics of the individual psychological characteristics of the individual, which underlies the ability of the individual to proceed in his life from stable internal criteria and benchmarks, while maintaining the stability of activity [9].

According to Markova V. M., personal potential is a system of internal renewable resources of a person, which is manifested in activities aimed at achieving socially significant results [10].

In our opinion, the personal potential of the employee should be considered an equal part of the labour potential, since it is the so-called soft skills – the abilities of the individual to lead, work in a team, and transform in changing conditions, which together looks like a certain potential that the employee can use to ensure the competitiveness of the enterprise in particular.

There is a long-term relationship between economic growth and human development. It is believed that human development is the ultimate goal, and economic growth is only a means to achieve this goal.

The following main components of personal potential can be distinguished:
1. Epistemological potential (system of knowledge, skills, abilities, ideas, worldview, cognitive abilities).
2. Axiological potential (system of goals, values and orientation, socio-psychological attitudes).
3. Creative potential (the ability to create, find new things, and act in an original and non-standard way).
4. Communicative potential (abilities of communication, understanding and mutual understanding, ability to master communication, communicative qualities, skills and abilities).
5. Artistic potential (a system of artistic and aesthetic needs, forms and ways to meet them).
6. Spiritual potential (system of meanings and meaning-life orientation, spiritual and moral values, life positions and moral guidelines of the individual in the system of universal moral norms) [11].
The development of the labour potential of the enterprise means the process of formation, distribution and use of the labour potential, which is constantly repeated, aimed at the mutual achievement of the goals of the enterprise and its employees, as a result of which there is a qualitative change and improvement of the elements of the structure of the labour potential.

Development of labour potential is the process of transition to a more perfect state, which ensures its qualitative and quantitative reproduction, full realization and effective use. It provides for demographic, psychophysiological, intellectual, cultural development of the population and the formation of economic activity.

Factors influencing the development of labour potential are presented in Fig. 1.

If, as previously defined, consider personal potential as an equal component of the labour potential of employees, it can be argued that each group of factors has its own influence, and all together they give the so-called synergistic effect – a certain impetus to increase the competitiveness of the enterprise at the expense of the human factor.

**Fig. 1. Structural diagram of factors of labour potential development**
Consequently, the development of labour potential, and personal in particular, involves systematic activities to analyze the potential of employees with the subsequent search for the most effective ways of their development to ensure the competitiveness of the enterprise.

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