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## TRENDS IN THE SPHERE OF HUMAN CAPITAL AND ITS MANAGEMENT IN THE CONDITIONS OF THE «NEW ECONOMY»

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**Abstract.** *Human capital is not only about the number of people. It is about skills, knowledge, experience, and even the mental and psychological well-being of a person - all this is converted into labor productivity. Social, economic and political instability continue to have a significant impact on the labor market. Lack of talent, high turnover, emotional tension and deterioration of employee well-being are becoming more and more noticeable. Russia's full-scale invasion of Ukraine exacerbated existing challenges for the domestic labor market and added new ones, such as rising unemployment, labor outflows, and regional imbalances associated with the movement of people to safer regions.*

**Key words:** *human capital, "new economy", trends, key performance indicators, risk, workforce, workforce ecosystem.*

Cycles of reproduction are associated with costs for the accumulation of knowledge, health preservation and disease prevention, the formation of the spiritual composition of the individual, the acquisition of special professional knowledge necessary for the enterprise, the search and invitation of specialists to work, the investment of parents in the education, health and spirituality of children, using modern means of communication, acquiring business connections, business trips, attending concerts, exhibitions.

A special feature of human capital is its inseparableness from its carrier. This feature has important theoretical and practical implications. Thus, there are two types of prices for "ordinary" capital in the market: firstly, for its assets and, secondly, for the flows of services it provides (equipment or building can be bought or rented). Human capital can only be rented (by hiring an

employee), the person himself cannot be the subject of purchase and sale.

As a result, there is only one price - wages for the "rent" of an individual's human capital. In all other respects, human capital is similar to physical capital, which is a good of long-term use, but with a limited service life.

The process of formation of human capital is carried out during a long period of maintenance, education and training of a person before the start of work. In the course of an employee's work, human capital not only does not wear out, but is also enriched by gaining practical experience and improving qualifications, which mostly occurs in the first half of the working period. Awareness of the importance of continuous learning during working life is a necessary element of the progress of society and the creation of the nation's wealth, that is, the process of forming human capital.

The article analyzes the problem of corruption in Ukrainian society and its impact on economic development, democracy, and social justice. It is noted that corruption poses a serious threat to trust in government and the country's integration into the European space. The necessity of a comprehensive approach to combating this phenomenon is justified, including reforming anti-corruption bodies, increasing transparency, and engaging citizens. Ways of effectively implementing anti-corruption policies to ensure democracy and the rule of law are considered. The influence of corruption on society is discussed, and achievements in combating this phenomenon, particularly based on the Corruption Perception Index for 2023, are highlighted.

The positive experience of anti-corruption policies in European countries such as Estonia, Poland, and Denmark is analyzed. The importance of political will and reforms in combating corruption, such as digitalization of public administration, reforming the judicial system, and fostering a culture of anti-corruption intolerance, is justified. Anti-corruption measures and the activities of anti-corruption bodies in Ukraine, including the

National Anti-Corruption Bureau, the Specialized Anti-Corruption Prosecutor's Office, and the National Agency for Prevention of Corruption, are examined. The need for deepening anti-corruption reforms to increase transparency and trust in Ukrainian society toward state institutions and further improving mechanisms to combat corruption to achieve sustainable results is emphasized.

To improve anti-corruption policy in Ukraine, it is proposed to enhance the independence and effectiveness of anti-corruption bodies by creating mechanisms for financial and institutional independence, conducting competitive selection of qualified personnel free from political influence; increase transparency and openness in the activities of anti-corruption bodies by providing public access to information on investigations, judicial processes, and decision-making; strengthen control, monitoring, and supervision mechanisms, conduct public hearings, and engage independent experts. The necessity of international support in reforming the anti-corruption system and implementing best practices to achieve sustainable results is justified.

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