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**COMPETITIVENESS OF LABOUR FORCE IN UKRAINE:
FORMATION AND REALIZATION UNDER CONDITIONS
OF INNOVATIVE CHANGES**

The main aim of the paper is the investigation of the problems of formation and realization of the competitiveness of labour force in Ukraine, the definition of the ways of labour force competitiveness growth under conditions of innovative changes. The economic content of the competitiveness of the labour force under conditions of globalization changes is investigated. The objectivity of strategic changes in the technological mode of production and the acquisition of social development by innovations' character are grounded. It is proved that the competitiveness of the labour force reflects not only the existing potential, but also the possibility of realizing of so called "cost" and "non-cost" competitive advantages of human resources. The specificity of the formation and realization of the labour force competitiveness under conditions of innovation changes is investigated. The necessity of using non-cost competitive for the provision of labour competitiveness growth is grounded. It is proved that competitive advantages in innovative sectors of the economy can be obtained by highly skilled employees with developed competencies. It was grounded that competitiveness of the labour force of high-skilled professionals is not so vulnerable to conjunctural changes as the acquired knowledge and skills, as well as the desire to systematically update them. Specific features of obtaining and realization of price and non-price competitive advantages of the labour force under different models of society development are defined. The indicators of human capital development which characterize the availability and possibilities of human qualifications' application are analyzed. The possibility and necessity of increasing professional qualification mobility of employees are proved. Institutional levers of influence on labour force competitiveness growth under conditions of innovative development are elaborated. The directions of realization of non-price competitive advantages of the labour force that foresees upgrading of knowledge, abilities, skills of employees, creation of proper conditions of hiring and earnings, diversification of the content and character of job are determined.

Keywords: labour force competitiveness, qualification, competitive advantages, labour market, innovations.

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КОНКУРЕНТОСПРОМОЖНІСТЬ РОБОЧОЇ СИЛИ В УКРАЇНІ: ФОРМУВАННЯ ТА РЕАЛІЗАЦІЯ В УМОВАХ ІННОВАЦІЙНИХ ЗМІН

Метою статті є дослідження проблем формування та реалізації конкурентоспроможності робочої сили в Україні, визначення напрямів її підвищення в умовах інноваційних змін. Досліджено економічний зміст категорії «конкурентоспроможність робочої сили» в умовах глобалізаційних змін. Обґрунтовано об'єктивність стратегічних змін технологічного способу виробництва та набуття суспільним розвитком ознак інноваційності. Доведено, що конкурентоспроможність робочої сили відображає не тільки наявний потенціал, але й можливості реалізації цінних та нецінних конкурентних переваг людських ресурсів. Досліджено специфіку формування та реалізації конкурентоспроможності робочої сили в умовах інноваційних змін. Обґрунтовано необхідність використання нецінних конкурентних переваг для підвищення конкурентоспроможності робочої сили. Доведено, що конкурентні переваги в інноваційно спрямованих секторах економіки можуть бути отримані професійно мобільними працівниками з високим рівнем кваліфікації, що володіють сучасними компетенціями. Проаналізовано індикатори розвиненості людського капіталу, що характеризують наявність та можливості використання кваліфікацій. Обґрунтовані можливості та необхідність підвищення професійно-кваліфікаційної мобільності працівників. Визначено напрями реалізації цінних та нецінних конкурентних переваг робочої сили, що передбачають поглиблення знань, умінь, навичок працівників, створення належних умов найму та оплати праці, урізноманітнення змісту та характеру праці.

Ключові слова: конкурентоспроможність робочої сили, кваліфікація, конкурентні переваги, ринок праці, інновації.

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КОНКУРЕНТОСПОСОБНОСТЬ РАБОЧЕЙ СИЛЫ В УКРАИНЕ: ФОРМИРОВАНИЕ И РЕАЛИЗАЦИЯ В УСЛОВИЯХ ИННОВАЦИОННЫХ ИЗМЕНЕНИЙ

Целью статьи является исследование проблем формирования и реализации конкурентоспособности рабочей силы в Украине, определение направлений ее повышения в условиях инновационных изменений. Исследовано экономическое содержание категории конкурентоспособность рабочей силы в условиях глобализационных изменений. Обоснована объективность стратегических изменений технологического способа производства и усиления инновационного характера общественного развития. Доказано, что конкурентоспособность рабочей силы отражает не только существующий потенциал, но и возможности реализации ценовых и неценовых конкурентных преимуществ человеческих ресурсов. Исследована специфика формирования и реализации конкурентоспособности рабочей силы в условиях инновационных изменений. Обоснована необходимость использования неценовых конкурентных преимуществ рабочей силы для повышения ее конкурентоспособности. Доказано, что конкурентные преимущества в инновационно ориентированных секторах экономики могут быть получены профессионально мобильными работниками с высоким уровнем квалификации, обладающих современными компетенциями. Проанализированы индикаторы развитости человеческого капитала, характеризующие наличие и возможности использования квалификаций. Обоснованы возможность и необходимость повышения профессионально-квалификационной мобильности работников. Определены направления реализации ценовых и неценовых конкурентных преимуществ рабочей силы, предусматривающие усовершенствование знаний, умений, навыков работников, создание надлежащих условий найма и оплаты труда, усиления разнообразия содержания и характера труда.

Ключевые слова: конкурентоспособность рабочей силы, квалификация, конкурентные преимущества, рынок труда, инновации.

Introduction. Under conditions of the world economy' globalization ensuring sustainable development of countries might be provided based on the realization of competitive advantages connected with using of the innovative development factors. Formation of innovative principles of socio-economic development of the countries necessitates the activation of human resources role in ensuring the transition to a knowledge economy. At the same time, the existence of the developed human potential characterized by high quality of demographic, educational, professional and socioeconomic components, as well as the creation of conditions for its effective realization will contribute to obtaining stable competitive advantages of the non-resource type which are necessary for ensuring their sustainable development under conditions of innovative changes.

Improving the qualitative characteristics of the labour force under conditions of innovative changes is possible on the basis of knowledge and skills improvement during the working life which will provide opportunities for generation, development and introduction of innovations. Simultaneously, priority is given to ensuring labour force competitiveness growth through the implementation of non-price competitive advantages associated with increasing professional mobility of employees. It needs to improve the qualitative characteristics of the labour force as the basis for ensuring its competitiveness, as one of the most important factors of socio-economic development of countries in the context of innovation change.

It stipulated the necessity of the investigation of the problems and prospects of labour force competitiveness growth under conditions of innovation changes, the definition of the specificity of formation and ways of human potential realization taking into account the influence of innovative development factors.

Recent research and publications. Foreign scientists (D. Bell, F. Webster, M. Castells, J.J. Lambin) paid significant attention to the research of the problems of the formation and development of the information society. J. Stiglitz, A. Toffler, C. Freeman, J. Schumpeter, V. Inozemtsev, J. Yakovets as well as Y. Bazhal, O. Vlasyuk, V. Geetz, A. Grytsenko, I. Yegorov, A. Chukhno proved the objectivity of informatization process' influence on the changing of technological paradigms and social development. And it stipulated the necessity of the strengthening the role of human knowledge and skills in providing of technological changes based on the generation and implementation of innovations.

Investigation of the factors of providing innovative changes in society by scientists had confirmed the importance of improving the human potential quality through the development of knowledge, the acquisition of skills necessary to ensure innovation development, the implementation of competitive advantages of the labour force. D. Bogynya, O. Gryshnova, A. Kolot, O. Levchenko, E. Libanova, V. Onikienko, I. Petrova, V. Savchenko, M. Semikina, O. Smyrnov, O. Tsymbal, L. Shaulska, I. Shtunder had devoted a significant attention to the issues of innovations and labour force competitiveness.

Scientific research devoted to the problems of competitiveness the national economy as well as labour force, note the objectivity of the processes of strengthening the competition for access to the limited set of resources. At the same time, under conditions of globalization of world economy, there are strategic changes not only of the technological mode of production which are connected with the rapid development of new technologies. Social development also acquires innovative features because the role of knowledge and information in the formation of a new information economy is increasing.

However, under conditions of information economy, according to J. Stiglitz point of view, it is critically important how society, individual firms and individuals accumulate new information, how to learn and modify their own behaviour in order to generate and to use knowledge and information [1]. Exactly, gig-economy increasingly affecting social devel-

opment causing radical changes in the labour market as a result of the rapid development of technologies (in particular, intellectualization, informatization and automation in the economy and society) [2].

The role of the human factor in ensuring sustainable development of society is intensifying, since it is the person who becomes the bearer of knowledge, competencies, intelligence, innovations in the development and functioning of the new economy. A. Kolot noted that knowledge, intelligence become the leading resource of economic development and the main wealth of society; opportunities for economic growth based on the generation, processing and transmission of information as well as the improvement of the quality of human capital had increased [3, p. 27].

Labour competitiveness is becoming one of the most important indicators, reflecting not only existing potential but also the possibility of realizing price and non-price competitive advantages of human resources. M. Semikina characterizes the competitiveness of the labour force as the ability of a particular employee under certain market conditions to meet as employer's requirements as well as labour market regarding the educational level, qualifications and other qualities compared with other employees [4, p. 137].

Increasing the educational and qualification level of the labour force guarantees that countries receive competitive advantages related to the possibilities of providing innovative progress in the economic development. At the same time, according to E. Libanova's point of view, educated people have greater access to information (including the labour market), and, ultimately, it might contribute to increasing their competitiveness [5]. Educational components of the labour force's competitiveness provide the growth of the role of innovative components of economic growth [6].

However, some aspects of labour force competitiveness related to the possibilities of obtaining and implementing price and non-price competitive advantages (especially, educational and qualification characteristics) remain insufficiently investigated. Under current conditions, the problem of determining the specific character of the formation and realization of labour force competitiveness under conditions of innovative changes becomes especially important, and it stipulated the necessity to study these problems.

The purpose of the article is the investigation of the problems of formation and realization of labour force competitiveness in Ukraine, the determination of ways of its growth under conditions of innovative changes.

Novelty of the article is the research of the economic content of price and non-price competitive advantages of labour force, the justification of the specifics of their influence on the labour force competitiveness under conditions of "industrial" and "innovative" model of labour market, and ways of the formation and realization of labour force advantages for competitiveness growth provision.

Presenting main material. Evolutionary advance of social development is characterized by intensification of technological changes which formed the basis for the transition to a new socio-economic system corresponding to new technological mode, according to point of view of A. Grytzenko [7, p. 17]. However, under conditions of the innovative type of development, changes in the social organization of society, human characteristics had occurred, and network interaction had formed which can either stimulate human progress, or create fragmentation risks of personality and society [8]. Simultaneously, the possibility of risk realization depends on the effectiveness of the activities of institutions involved in the development and implementation of innovative state policy.

Analysing "post-industrialism" of D. Bell, "informational network society" of M. Castells, F. Webster in "The Theory of the Information Society" noted that it was people

with a high level education and modern skills who are the key players in the information society, and have opportunities to become successful in a new and globalized economy [9]. Simultaneously, globalization which is characterized by the creation of new communicative opportunities for the development of society, the spread of intellectual technologies, according to the point of view of I. Petrova, predict new requirements to the labour force in terms of its qualifications, education, mobility, since the “human factor” becomes a vitae element of the new model of post-industrial development [10, p. 74].

However, the impact of globalization can also leads to the conservation of so-called “inter-country specialization” in certain segments of goods and services’ production, to the preservation of the significant share of strictly regulated labour (with predominance of the routine nature of labour) in the structure of employment of countries. Accordingly, it might result in maintaining a low level of labour force competitiveness in these countries (due to the limited ability to obtain and implement the competitive advantages associated with improving the quality of human resources) [11].

Scientists, analyzing labour force competitiveness, interpret it as a matching of labour quality to the requirements of the market, the opportunity to win in competition at the labour market, that’s, more complete, in comparison with other candidates, to meet the requirements of employers concerning educational and qualificational level, personal qualities [12, p. 122].

However, it should be noted that the competitiveness of the labour force as an economic category has more dynamic than static character. This means that potential and real job searchers over a period of time retain benefits in individual segments of the labour market (compared with competitors), in terms of consumer and value characteristics.

To determine the specifics of the formation and realization of labour force competitiveness under innovative conditions it is important to investigate price and non-price competitive advantages of the labour force. It is common knowledge that price competitive advantages are the advantages over competitors which can be obtained through the use of price fluctuation practices (price reductions). At the same time, competitive non-price (qualitative) advantages, according to point of view of J. Lambin, are the excellent qualities of goods (services) that provide the opportunity to gain advantages over competitors as a result of improving the quality characteristics (productivity) [13]. But competitive advantages should be distinguished from potential opportunities that can be preserving but not become the competitive advantages that actually (really) existing.

Obtaining and realization of price and non-price competitive advantages of the labour force depends, first of all, on the provision of equal conditions for all participants in competitive relations in the labour market. In particular, for the *post-industrial stage* of the development, employers have oriented to the hiring of job seekers which have competitive advantages at the price offered (cost characteristics). Under *monopsony*, the privileged position of the employer at the labour market is preserved due to the existence of certain framework limitations (professional, qualification, sector, regional). Accordingly, it allows the dictation of price proposal on labour (by employers) and restricts the right to choose employees with a narrow specialization.

For the monopolistic labour market, the certain restrictions of the variants of choices (from the side of employees with a narrow specialization) are also present, since the possibilities of interchange (rotation) of employees are limited by their qualification levels and the requirements of workplaces. It also narrows the possibility of realizing non-price competitive advantages: advantages by price proposed by employers (cost characteristics) had dominated during job placement.

However, under conditions of the weakening of *labour market monopolization*, the role of non-price competitive advantages (qualitative consumer characteristics) as a result of the universalization of employees might increase; it envisages the ability of employees to adapt quickly to new work conditions, to increase their qualification level.

In the face of competition at the labour market, it is objectively impossible to establish control over market prices for labour services, both by employers and employees who claim to be hired at certain positions. Accordingly, the market operates a sufficiently large number of firms that compete with each other. Also, the volumes of labour supply remain significant (from side of employees with practically similar specialities, occupations and qualification levels). It will strengthen the role of non-price competitive advantages related to the universalization of employees' training, the acquisition of appropriate competences and increase of their professional mobility.

Under conditions of innovation changes that are characterized by the rapid pace of modern technologies' implementation and, accordingly, ageing of acquired knowledge and skills, the competitiveness of the labour force (with low and middle skills level) depends on changes in the labour market situation. At the same time, the competitiveness of the labour force of professionals is not so vulnerable to conjunctural changes as the acquired knowledge and skills, as well as the desire to systematically update them, act as an effective safeguard from the depreciation of consumer and cost characteristics of labour force.

An important prerequisite for the formation and realization of the competitive advantages of the labour force is the achievement of a balance between demand and supply at the labour market. On the one hand, the competitive advantages of the labour force can be obtained when the labour market has significant (in scale) volumes of their supply which are characterized by a sufficiently high quality. In particular, it applies not only to the demographic basis of the supply formation (number of population, sex and age structure, migration flows), health conditions of population (morbidity, disability, effectiveness of health care system), but also to the development of education system, educational infrastructure.

On the other hand, the competitive advantages of labour force can be realized in the presence of efficient workplaces characterized by favourable conditions of hiring and wages. Gig-economy also produces a significant number of innovative jobs. Under conditions of gig-economy demanded skills are analytical thinking, active learning, creativity, critical thinking, complex problem-solving, leadership, system analysis [14].

Under conditions of innovation development, jobs can be concentrated in sectors (separate segments) of the economy, capable of generating and implementing innovations. However, it must be taken into account that competitive advantages in these innovative sectors (segments) of the economy can be obtained, first of all, highly skilled and professionally mobile employees with modern competencies.

At the same time, the realization of rather weak (by intensity and size) of the competitive advantages of employees with medium skills that are likely to be involved in the implementation of regulated operations with high monotony content is rather weak. Instead, low-skilled employees will be unclaimed, and their competitive advantages will be virtually absent which will require an appropriate reaction from both the state and individuals.

The stage of the Fourth Industrial Revolution is characterized by the dynamic development of technologies which needs to increase the level of skills of involved employees. In the long run, talents, more than capital, will form a critical mass to ensure countries' competitiveness. However, given the intensification of the process of "half-decay competence" (obsolete competencies at a faster pace than technology), it is possible to increase segregation of the labour market, to identify segments of employment "low qualification - low pay" and

“high qualification - high pay” [15]. The experience of economically developed countries confirms that minimizing the negative effects of increasing segmentation processes is possible on the basis of improving the qualitative characteristics of the labour force needed for increase its competitiveness.

The “Global Human Capital Report” (World Economic Forum) which presents assessments of human capital development of different countries, is clearly structuring the components of the Human Capital Index (Capacity, Deployment, Development, Know-how) [6]. Rating estimates of countries (by the development of human capital) on the basis of indicators characterizing the availability and using of qualifications, indicate an increase in the role of qualifications in the formation and realization of competitive advantages of the labour force (Fig. 1).

According to the indicator “economic complexity of skills and knowledge”, Ukraine is significantly behind the leaders in terms of human capital development (0.4 points, compared to 1.9 points in Switzerland and Germany, 1.6 points in the Czech Republic, 1.4 points in Slovakia and Singapore). “Economic complexity of skills and knowledge” is measured on the basis of the evaluation of the structure of exports of products (Hausmann & Hidalgo methodology).

The commodity structure of Ukraine’s foreign trade in 2016 is characterized by prevalence of the share of precious metals and their products (22.3 %), products of plant origin (22.9 %), whereas the share of innovative goods (machines, equipment and mechanisms, electrical equipment) was only 10.0 % [17]. In the structure of Ukraine’s export of services in 2016, the share of pipeline services remained the largest (28.5 %). At the same time, the

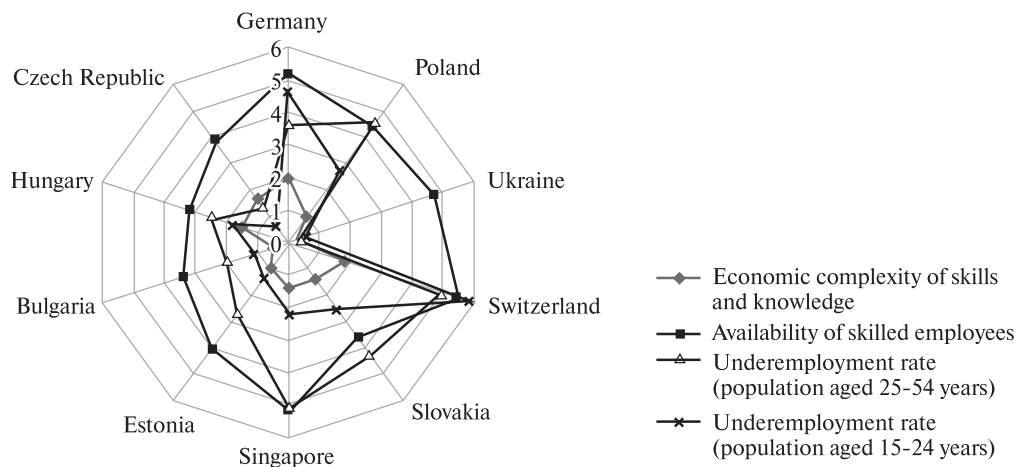


Fig. 1. Human capital development (in context of qualification changes’ impact)

Sources: The Global Human Capital Report 2017. Preparing people for the future of work. WEFORUM // <https://we-forum.ent.box.com/s/dari4dktg4jt2g9xo2o5pksjpatvawdb>

* Economic complexity: measure of the breadth and depth of productive knowledge and skills of a country’s labour force, as embodied in the complexity of its export products (by Hausmann & Hidalgo methodology)

** Under-utilization of the labour force (inadequate employment) is defined as the proportion of employed people who during surveyed period would like to change the current situation concerning work. This situation is characterized by inadequate use or mismatch of professional skills and the desire of employed persons to increase their income (earnings). The level of under-utilization of the labour force is calculated as the ratio of persons with part-time employment to the duration of the working time, the unemployed population and the potential labour force to the number of labour force in the expanded concept (labour and potential labour) [6], [16]

share of services in the sphere of telecommunications, computer and information services, which reached the level of 14.9 %, services for the processing of goods for the purpose of selling abroad – 10.9 %, business services – 8.5 %, increased recently [18]. An increase in the share of innovative services can significantly improve the “economic complexity of skills and knowledge” in Ukraine.

According to indicator “availability of skilled employees”, Ukraine’s position in the country’s rating remains high enough (4.7 points): it exceeds the corresponding indicators in Poland (4.4 points), Bulgaria (3.4 points), Hungary (3.2 points), although they are inferior to the leaders of the Swiss rating (5.4 points), Germany (5.2 points), Singapore (5.1 points). It indicates a sufficiently high level of professionals and specialists in Ukraine, which may contribute to the realization of non-price competitive advantages of the labour force associated with the improvement of its qualitative characteristics.

However, the risks and threats to the preservation and development of Ukraine’s qualification potential, which are necessary to increase the competitiveness of the labour force due to the realization of competitive advantages, are increasing recently. Among the most serious threats and challenges that complicate the task of increasing the competitiveness of Ukraine’s laforce due to the implementation of non-price competitive advantages, it is necessary to note the deterioration of the demographic situation. It is a result of the strengthening of influence factors of not only external (global demographic trends of population aging) but also internal factors. The process of aging of the population of Ukraine took place against the backdrop of falling birth rates (the proportion of the population aged 15–24 in the total number of permanent residents decreased from 12.4 % in 2013 to 10.2 % in 2016). Even the emergence of positive trends in childbearing activity of the population (an increase during the period of 2002–2012 of the total fertility rate – from 1,095 to 1,531, despite a decrease to a mark of 1,466 in 2016); the introduction into the childbearing age of generations born in the years of the previous rise in fertility; the introduction of a number of pro-nationalist measures [19] did not contribute to the expansion of the demographic basis of the reproduction of the Ukrainian population.

Significantly, there is a gap between Ukraine and the European Union countries in terms of life expectancy (in particular, the life expectancy at birth in Ukraine was 66.4 years (male) and 76.3 years (female). In general, life expectancy in Ukraine (male) was lower by 14 years than in Sweden, and by almost 7 years, than in Poland [20].

The competitiveness of the labour force can be influenced by the increase of migration flows, because the lack of decent work opportunities prompts employees to look for work abroad. According to the results of the external labour migration survey of the State Statistics Service, the number of migrants who had or were looking for work abroad amounted to 1303.3 thousand persons in 2015–2017 (according to the results of the survey, persons who, during a certain period, had work abroad), but have already returned to Ukraine, and those who were abroad during the survey in order to perform or search for work) [21]. The structure of labour migrants (by education) was dominated by workers with vocational education (33.9%), complete secondary education (30.1 %). Nearly 26.8 % of labour migrants worked according to their qualifications, 29.5 % – in a field that didn’t correspond to their qualification, 36.1 % – at work that did not require qualification.

Age structure of migrant workers is characterized by the prevalence of the share of age group of 40–49 years – 26.3 %, 50–59 years – 18.2 %. At the same time, the share of labour migrants of younger age groups of 25–34 (28.5 %) remains significant, which may negatively affect the prospects of implementing the competitive advantages of the labour force of Ukraine.

Another serious threat to the competitiveness of Ukraine's labour force is the possibility of losing the educational potential of young people due to the students' migration. As a result of the monitoring of the number of Ukrainian citizens studying in foreign universities conducted by the CEDOS, in the 2014/2015 school year almost 59.65 thousand Ukrainian citizens studied abroad (in Poland, Germany, Russia, Canada, Italy, the Czech Republic, USA) [22]. An increase of intensity of migration flows of youth (travelling abroad to study or work) may lead to positive effects (the spread of progressive practices in the organization of production and labour) only in the context of "reverse" migration, and the realization of the intentions of youth to apply the skills and knowledge acquired in Ukraine. However, irreversible migration of youth significantly limits the possibility of implementing non-price competitive advantages of the labour force by improving the labour qualitative characteristics.

A serious challenge to ensure the realization of non-competitive competitive advantages of the labour force of Ukraine is the preservation of a significant proportion of unskilled labour. In particular, in 2017, the share of low-skilled employees in Ukraine (19.4 %) significantly exceeded the indicators of the Czech Republic (5.3 %), Germany (7.9 %), and Poland (6.4 %) [23]. It indicates a significant imbalance in the occupational and qualification structure of the labour force of Ukraine due not only to the quality of training, but also to the requirements of workplaces.

The "underemployment" (inadequate employment) indicator may to some degree characterize the possibility of implementing price competitive labour advantages. A significant proportion of those who, during the period under review, would like to change the current situation with regard to work (due to inadequate use or mismatch of professional skills and the desire of employed persons to increase their income), may indicate a lack of satisfaction by working conditions of employment and wages. Ukraine is significantly ahead of the country – "competitiveness" leaders in terms of underemployment of the labour force at the age of 25–54 (almost 91.1 % in Ukraine, compared with 62.4 % in Germany, 58.5 % in Switzerland, 74.7 % in Singapore) [6] which confirms the discrepancy between requirements and job offers.

The underestimation of labour costs, the weakness of the correlation between the level of employees' qualification and the level of wages and salaries in Ukraine significantly impedes the dynamics of economic processes, leads to the loss of a stimulating wage function. A low cost labour force does not provide high standards of consumption, reduces the possibility of qualitative reproduction of the labour force, provokes the outflow of the most proactive economically active population to other countries.

Prevalence of the "model of cheap labour force" in Ukraine over the past decades has led to the conservation of low wages (compared with the vast majority of European countries – new EU members). So far, Ukraine is significantly behind Estonia (salary in 2016 was \$2126 (constant 2011 PPP)), Czech Republic (\$ 2235), Poland (\$ 2264), showing the lowest level among the compared countries - \$ 767. And this backlog was formed even earlier: in particular, in 2009, wages amounted to 696 US \$ (constant 2011 PPP), compared with 1114 US \$ in Poland, 1956 US \$ in the Czech Republic), and 4261 US \$ in Germany and 3006 US \$ in France [20]. The significant gap between Ukraine and comparable countries has not decreased during recent years, but increased as a result of the absence of structural reforms in the economy, the strengthening of the economic and financial crisis as a result of the annexation of the Autonomous Republic of Crimea and hostilities in the Donbass. Retaining the "model of cheap labour" can ensure the obtaining of price competitive advantages over a short period of time, but does not guarantee significant improvement of the qualitative characteristics of the labour force.

In order to provide opportunities for increasing the competitiveness of the workforce, it is necessary to stimulate the increase of occupational and qualification mobility of employees, aimed at strengthening their competitive positions in competition process. Among the measures for the formation of non-price competitive advantages capable of ensuring the labour force competitiveness growth should be noted increase in the efficiency of vocational training, retraining, training, as well as career planning of employees. Realization of non-price competitive advantages of the labour force can be ensured on the basis of upgrading of skills and knowledge of employees, creation of proper conditions of hiring and wages, diversification of job content.

The most important institutional levers of influence on labour force competitiveness growth under conditions of innovative development are improving the legal framework for the development of employment sphere. In this context, the most effective measures for the formation and realization of non-competitive competitive advantages of labour force are the promotion of the development of long-life learning (LLL); developing and implementing procedures for confirming the results of non-formal learning in order to promote the labour force competitiveness.

In order to provide opportunities for the realization of price competitive advantages, it is advisable to provide strengthening of labour incentive, to ensure the correlation between wage and qualification level of employees, based on the main factors of wage differentiation: educational level, qualifications, experience, complexity and quality of work. It requires the implementation of measures related to improving the quality of jobs, ensuring the structural adjustment of the economy in the direction of increasing the share of innovative sectors of the economy, restructuring employment.

Conclusions. Thus, under conditions of the industrial model of social development, characterized by the domination of elements of universal labour, labour force competitiveness growth can be ensured on the basis of using of price competition' methods (realization of price competitive advantages of labour force). At the same time, the transition to the innovative model of development is characterized by increase of the significance of the creative nature of labour. And it is noted by using of methods of non-competition competition to ensure labour force competitiveness growth. Realization of non-price competitive advantages of the labour force can be provided on the basis of improving the quality of skills and knowledge of employees, creation of the proper conditions of hiring and wages, strengthening the content of innovative components of job nature.

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