

## THE STRATEGY OF «THE POWER OF HUMAN POTENTIAL» IN CHINA: THE EVOLUTION OF CRITERIA

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**Abstract.** The article analyzes one of the basic ideas of modern Chinese society – the strategy of «the power of human potential», its stages of formation and the criteria evolution. It is noted that the evolution of its criteria connected with the socio-historical conditions, economic and cultural context and is closely related to the social requirements at different stages of historical development. Recently, the research system of cultural values and civilizational base becomes important in the development of human potential in the People’s Republic of China. It is noted that the strategy of the power of human potential combines Confucian values and the system of innovative mechanisms for increase and development human potential in China.

**Keywords:** The People’s Republic of China; human, human potential; criteria; strategy; «the power of human potential»; culture.

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