

THE SOCIAL COMPONENT ANALYSIS OF LABOUR POTENTIAL ON THE EXAMPLE OF SVERDLOVSK AREA

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Abstract. The paper deals with the development and improvement of the labor potential. The research approaches to the definition of "labor potential" was conducted. The authors carried out analysis of the social environment impact factors on the formation, development and improvement of the labor potential. The paper presents an assessment of the qualitative characteristics of the Sverdlovsk region labor potential based on official statistics; factors are identified that contribute to both improving the quality of labor potential, and its degradation. This article examines trends in the quantitative characteristics of Sverdlovsk region labor potential for the period 2010-2014 gg. The basis of the study amounted to authoring to assess the implementation of the labor potential. The study results will be useful for civil servants of the regional and municipal authorities, managers and employees of enterprises and organizations, as well as all stakeholders.

Keywords: labor potential; development of territories; realization of the labor potential; social component of labor potential; social environment.

JEL codes: A13; J00.

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