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CONCEPTUAL-TERMINOLOGICAL FEATURES OF UNDERSTANDING THE CATEGORY «LABOR POTENTIAL»

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Abstract. The article deals with modern ideas about labor potential as a socio-economic notion. Based on the experience of research related to the labor potential, it is shown that in the personnel field should strive to develop a unified terminology that is acceptable for the domestic practice of personnel management. The essence of the category «labor potential» is considered in detail, the necessity of performing an important task of creating a developed conceptual apparatus related to labor potential is justified. It is shown, inside the theory potential of labor there is no theoretically established idea of labor potential as a socio-economic category. A wide range of definitions of labor potential is presented, that confirming the existence of the problem of understanding its essence. The thesis is confirmed that there is an unordered list of opinions regarding the labor potential regarding its role in social and economic activity. The labor potential concepts in relation to the enterprise (company), individual employee and society as a whole have been clarified. The main criterion for including characteristics in the list of labor potential components is highlighted to ensure its content, in order to characterize the various areas of labor activity. The position on which it is necessary to develop a public consensus on understanding the content of the labor potential, confirmed in the article.

Keywords: labor potential; definition; terminology; conceptual and terminological apparatus; labor; socio-economic category.

JEL codes: O 15; M 12.

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