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PROSPECTS FOR THE HUMAN POTENTIAL OF TERRITORIES DEVELOPMENT: DEMOGRAPHIC COMPONENT

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Abstract. The article is devoted to the demographic component disclosure of the territories' human potential formation. Human potential at the territory is not just living people, but also a significant factor that determines the territory's regional identity. The human potential formation and development problem is one of the most urgent humanities' problems. The territory's human potential can be assessed as a set of population' needs and abilities, as well as readiness to realize these abilities. The human potential structure analysis based on the component approach will make it possible to predict and design its further development in conjunction with various subsystems of the regional economy. In addition, in the context of an objective and comprehensive territories' competitiveness analysis, the current human potential level in itself is an effectiveness indicator of the state programs implementation for the regional development. The analysis results of high, low and medium forecasts of life expectancy and total fertility rate from the human potential formation standpoint are presented. The analysis results showed that it is necessary to use more complex integrated indicators that characterize the children's health prospective state, as well as the nature of survival, in the process of taking into account the demographic component influence on the human potential formation.

Keywords: human potential; demography; reproduction; life expectancy; health.

JEL codes: J10; J11.

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