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## METHODICAL APPROACHES TO EVALUATION OF THE CREATIVE POTENTIAL OF UKRAINE

*Within the article, methodological approaches to the definition of the creativity and the creative potential of Ukraine are investigated. The main factors, influencing them, are determined. The methodology on the evaluation of the creative potential of the society by the indicators is generalized, namely: technologies, talent, tolerance and the Ukrainian methodology on the assessment of the creative potential. The Human Development Index of Ukraine is analyzed. Rating position of Ukraine by the main indicators of the social progress are estimated. Measures on increasing the efficient use of the creative resources of Ukraine are proposed.*

**Keywords:** creative potential; creativity; human development index; Global Creativity Index; Global Innovation Index.

**Target setting.** Information, technological, managerial, organizational and social innovations, which appearance is impossible without the creative staff potential, can be considered as the main determinants of the modern economy development. It is possible to interpret the creative potential as an opportunity of an individual to generate new ideas, concepts, methodologies; the desire to develop creatively in its and related professions; the ability to put into

practice its own ideas through developing innovative processes and their implementation in conditions of the business environments uncertainty [1]. A team that is endowed with the creative potential contributes to the formation of a unique organization, capable to overcome obstacles easily by implementing a competitive strategy, to adapt quickly to the latest economic requirements. In current economic conditions, the creativity has to become a key

feature of the leaders and organizations, allows not only adapting to changes quickly, but creating new ideas, products, brands actively, entering new markets [2].

Under such conditions, it is important to elaborate the assessment criteria of the creative potential and mechanisms of their implementation in the indicators system of the assessment of the business entities efficiency, as well in the system of the macroeconomic indicators. Nowadays, the domestic scientists do not include the creativity into the list of the quantitative and qualitative indicators of the labor potential assessment. The issue of the theoretical and methodological approaches to the estimation of this indicator is left to be unsolved.

**Actual scientific research and issues analysis.** In their works, domestic scholars start paying considerable attention to the creative potential of the society, in particular, a significant contribution in the research of this issue was made by L. Antonyuk [5], O. Arzamasova [1], O. Vartanova [4], O. Gumenna, O. Zhylynska, O. Melnychuk [5], S. Sysoyeva [3], G. Kharlamova [11], O. Yatsun [6] and others.

In scientific literature, significant attention is paid to complex research of the labor potential of the society; a disadvantage of the vast majority of the methodologies of its estimation is the lack of the indicators for the level of creativity determination. However, modernity dictates new requirements for the estimation of this indicator, since in the whole world, the staff creativity is reasonably justified as an integral part of the labor potential, which requires its detailed research, determining the role and place in the system of the indicators of the labor potential assessment, as well elaboration of the methodological approaches to the assessment and analysis of this indicator.

**Methodology:** When formulating the main theoretical and practical results of the study, a set of general scientific research methods is applied, in particular, methods of comparative analysis and synthesis (for comparison of the human development index of Ukraine with the countries of the world economic space, complex assessment of the level of the creative potential development), systematization (for systematized reflection of the research results), induction and deduction (by studying the system of the indicators of the labor potential assessment and share of creativity in their structure), table and graphic methods (for visualization of the research results).

**Purpose of the article:** To find out the main reasons that influence the creative potential forming of the society, to estimate the creative potential of Ukraine by the method "Technology, talent, tolerance", to develop the methodology of assessing the creative potential on the basis of systematization of theoretical and methodological approaches and define the place of the creative potential in the indicators system of the assessment criteria of the business entities efficiency as well in the system of the macroeconomic indicators.

**Results.** A society is an environment in which an individual can fully realize its abilities, constantly increase its own potential. We support S. Sysoyeva that the present-day society requires the innovative thinking from people. The human capital becomes a decisive factor of the social development, an ability of a person to innovation takes on special significance. A capability of an individual to be responsible, make decision independently, possession of the art of persuasion, following the ethical standards, knowledge of foreign languages and the latest information technologies are characteristic features of a modern professional personality. Personal qualities in conditions of the transformational society have long become the key to a

successful professional career. However, the highest level of the creative activity is ability to innovation activity [3]. It's a pity to recognize that fact that it is difficult "to find" creative employees in the labor market; they need to be constantly created, developed and only afterwards, there will arise an opportunity to use them efficiently. That can be achieved due to the implementation of the special individual abilities of the staff-knowledge, skills, experience, mode of behavior, employee morale, leadership, mania for work which is performed, and creativity.

Theoretical and practical researches in the management field prove that qualification; experience and spacious intellect do not guarantee the efficient work of the staff, since they determine only general professional features of an employee and do not allow determining how they will be manifested in the specific production conditions, on a particular post, at a definite enterprise.

In this context, a concept for assessing the competencies of the staff arose, under which, key qualities of the staff must correspond to requirements of the employers, specified post, strategy of the enterprise development. Scientists and practitioners believe that key features of the creative employees are intellectual abilities, professional competence, ingenuity, commitment, independence, ability to creative search and generation of ideas [4].

In the Doctrine of the balanced development "Ukraine-2030", the term "creative work (creativity)" is interpreted as an ability for generation of new ideas and their application by creation of original works of art, cultural product, innovative production activity, scientific discoveries, technical inventions and technological innovations [5].

The ability to be creative and express your own ideas is one of the decisive features of the present-day personality. Creativity in an organic combination with knowledge and skills creates the nature of the intellectual capital, which in set with the human capital form the social capital, and the level of its development characterizes the level of the society development. Each society creates also own cultural capital which revolves around the identity and national values, that is why it is considered in set with the intellectual one, which is a prerequisite to form the creative potential.

Economic result of the creative potential development is manifested in its influence on the business development, generating and stimulating the innovations, increasing the labor productivity, which ultimately will contribute to stable economic growth. Creative economy will favor to increase the income of the employees, the entrepreneurs and the state, the creation of the working places, increase in export earnings, which will promote social integration into the world community, cultural diversity and development of the social creative potential.

In order that the human resources of Ukraine will be competitive in the international labor market, they have to correspond to the following criteria:

1. Have a high level of training in fundamental natural sciences.
2. Have a high professional competency for the relevant specialty.
3. Be an experienced PC user and know the latest software.
4. Be fluent in English.
5. Know and understand international documents and standards.
6. Have basic managerial, legal and economic knowledge.

By first three criteria, Ukraine demonstrates a high level of the human resources competitiveness almost in all age

groups, but by the criteria 4-6, it is demonstrated only by the representatives aged 25–35 years.

World experts prove that contributions in the human capital are the most profitable investments both for an individual and for a society in a whole, income from such investments directly depends on term left before the end of the working age.

We agree with the thought of Yatsun O.M. that in the event if the Ukrainian society cannot consciously and purposefully invest in the development of the human potential, then it will lag behind in economic development from other countries. Investments in the human capital are the most profitable comparing to other types of

investments as well because they determine the integral economic and social effect.

Nowadays, the primary task of education is not only knowledge and skills transfer, but also forming a creative personality [6]. To assess more objectively the creative potential and its influence on the economic development is possible by using the global creativity index, the basis of which is the concept "Technology, talent, tolerance". Each component of the concept is a required prerequisite for prosperity. Availability of all three factors allows providing the innovations and the stable economic development.

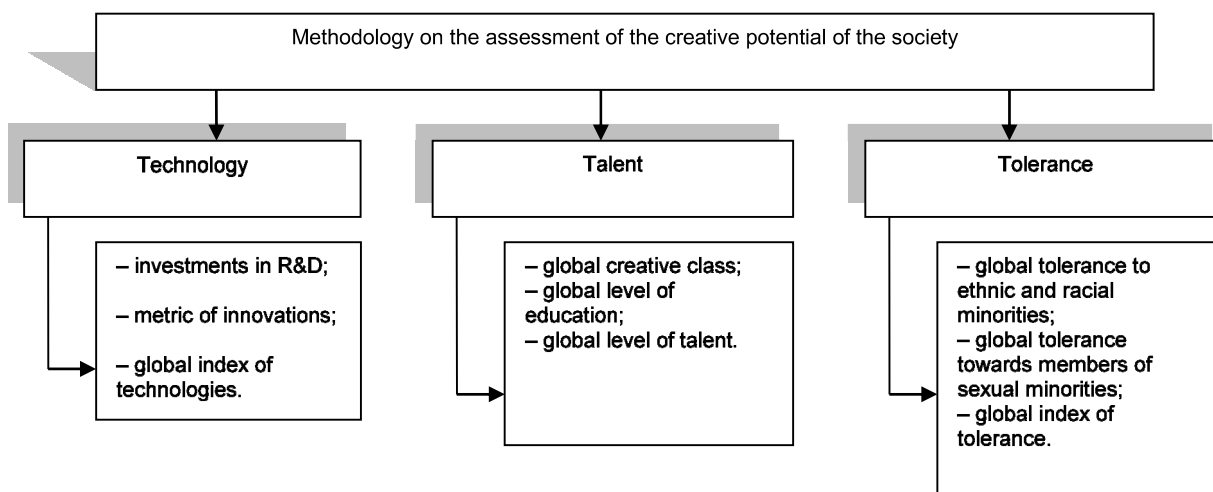


Fig.1. Methodology on the assessment of the creative potential of the society

Source: compiled by the authors based on the estimation approaches of Martin Prosperity Institute.

Mentioned key elements contribute to the formation of a creative society. They emphasize the need to invest in the human resources, disclosure and use of talents, as well as openness of the society, where diversity is welcomed, and creative potential in cultural sense is implemented without obstacles. It is proved by the authors of the theory that opportunities of the economic growth depend namely on the combination of these three key elements, absence or lack of development of any of them constrains economic development and reduces the value of the global index of creativity.

In order to assess the creative potential, the domestic scientists have proposed the methodology, which includes three main indicators:

1. Global Creativity Index. In 2017 comparing to 2015, a decrease in the rating position of Ukraine from the 45<sup>th</sup> to the 50<sup>th</sup> place among 127 countries, where the index was calculated, was observed.

In 2015, Australia became the most creative; it is followed by the USA and New Zealand. Ten, the most creative countries of the world, include Canada, Denmark, Finland, Sweden, Iceland, Singapore and the Netherlands. Ukraine in this list takes the 45<sup>th</sup> place out of 139. Ukraine is followed by Poland, Montenegro and Bulgaria.

2. Global Innovation Index: in 2017 Ukraine had a score of 37,62 points, which put it on the 50<sup>th</sup> place among

127 countries. By the way, in 2016 it took the 56<sup>th</sup> place with index 35,7. The leaders in this rating included Switzerland, Sweden, the Netherlands, the USA, Great Britain, Denmark, Singapore, Finland, Germany, and Ireland.

3. Patent activity: a decrease of the position from the 27<sup>th</sup> place to the 37<sup>th</sup> in the world is observed [7].

In order to calculate the human development index, expected life expectancy at birth, average and expected duration of training, gross national income per capita are considered. It is 0,743 in Ukraine that puts it on the 84<sup>th</sup> place among 188 countries and territories. In 2015, Ukraine was in the 81<sup>st</sup> place. The highest level of the human development in the world was formed by five countries: Norway, Australia, Switzerland, Germany and Denmark. This value reflects the actual state of affairs in the country, on which territory an armed conflict continues and which works hard on modernization of its economic, political and social institutions.

It is also advisable to take into consideration additionally the level of social security, health indicators, cultural development of the population, state of crime, environmental protection, participation of people in decision making.

The values of the mentioned key indicators are given in Table 1.

**Table 1. Comparison value of the human development index of Ukraine and neighboring countries according to the results of 2016**

Country	Value of the human development index	Rating of the country	Expected life expectancy	Expected number of years for training	GNI per capita by PPP
Ukraine	0,743	84	71,1	15,3	7,361
Poland	0,855	36	77,6	16,4	24,117
Russia	0,804	49	70,3	15,0	23,286
Belarus	0,796	52	71,5	15,7	15,629
Georgia	0,769	70	75,0	13,9	8,856
Turkey	0,767	71	75,5	14,6	18,705
Moldova	0,699	107	71,7	11,8	5,026
Armenia	0,743	84	74,9	12,7	8,189

Source: systematized by the authors based on [8].

As we can see, average life expectancy in Ukraine is noticeably lower than in the neighboring countries (71,1 years), that is lower than in Turkey for 4,4 years. In addition, the indicator of the gross national income per capita is lower – 7,361, at the same time it is 24,117 in Poland. In addition to the above indicators, the analysis should be added with the key indicators of the social

progress. By this indicator, in 2017 Ukraine took the 64<sup>th</sup> place in the world among 128 countries, and in 2016 it took the 63<sup>rd</sup> place in the rating with 133 countries of the world. Some data of the rating positions of Ukraine by individual components of the system of the social progress indicators we'll give in table 2.

**Table 2. Rating positions of Ukraine by the indicators of social progress in 2017**

Indicators	Rating position
Life expectancy at birth	80
Health	114
Access to information	57
Access to basic knowledge	36
Accessibility of advanced education	23
Opportunities for human development	52
Years of higher education	6
Welfare	86
Nutrition	40
Personal security	105
Quality of environment	111
Tolerance	101

Source: systematized by the authors based on [9].

In order to assess the human development index at the regional level in Ukraine, the Cabinet of Ministers has produced "The procedure for calculating of the index of the regional human development", which determines the procedure of its calculation. Main indicators of the assessment are:

1. Long and healthy life which includes the following indicators:

- Average life expectancy at birth, years;
- General coefficient of growth (reduction) of the population per 1000 people of the existing population, permille;
- Mortality rate caused by intentional self-harm per 100 thous of people of the existing population, procantimille.

2. Welfare and decent working conditions, in particular:

- Expenditures of local budgets (taking considerations intergovernmental transfers) per one person, UAH;
- Ratio of the average wages to the minimal one, times;
- Employment level of the registered unemployed.

3. Education which involves the calculation of the following indicators as:

- Net coverage of children aged three-five years by pre-school institutions in percent to the total number of children of the same age;
- Number of graduates of the higher educational institutions of the I-IV accreditation level in percent to the total population aged 25-70 ages [10].

It should be noted that in current conditions, education itself plays a decisive role in the human capital development, since it does not allow it moral aging and encourages

intellectual enrichment through the development of new knowledge, development of qualification, skills in accordance with the requirements of the present. Education has to not only transfer accumulated knowledge, but encourage forming of a creative personality.

It's a pity to recognize the fact that at the present moment, development of the creativity in Ukraine is performed mainly in the form of trainings conducted by various companies. Short-term trainings and courses for the development of the managers' creative abilities have become popular. However, they are not capable to solve the problem, because the development of creative skills is possible only on the continuous base within long period of time.

Application of this technology will allow timely finding out the tendencies of the indicators change of the human development in regions in order to use on time the measures concerning their improvement. In addition, the results of the assessment have to be taken into consideration by planning the economic strategy on the development of Ukraine in conditions of decentralization.

Growth of the competitiveness of the national economy through activation of the activity on the innovation grounds with predominance of not only high technologies, but also increasing the knowledge intensity by production of material and spiritual good, maximal involving of the highly qualified labor staff to economic processes and elaboration of the mechanisms of their capitalization in the innovative and creative activity have to become the main task of the balanced development.

In order to improve the efficient use of the creative potential, it is advisable to take the following measures:

1. Develop an ongoing plan focusing on the following aspects:
  - increase in research and development costs up to 1,5 % of GDP;
  - establishment of the national system of innovations with the market mechanism;
  - creation of the sectored innovation system for agriculture;
  - creation of hi-tech zones;
  - stimulation of the development of universities to the world level.

2. State medium-term strategies by the following directions:

- increase in research and development costs up to 2,5 % of GDP;
- integration of the national innovation system into the world one;
- establishment and development of the sectoral national innovation systems in all sectors of economy
- creation of hi-tech clusters.

3. Development of the long-term strategy of the innovation development up to 2030 taking into consideration main provisions of the Doctrine "Ukraine-2030", in particular:

- envisage the increase in research and development costs up to 3-3,5 % of GDPП;
- stimulate development of the clusters of the world level [5].

In view of the things mentioned, we offer to use the following method of estimating the creative potential of Ukraine (Fig. 2).

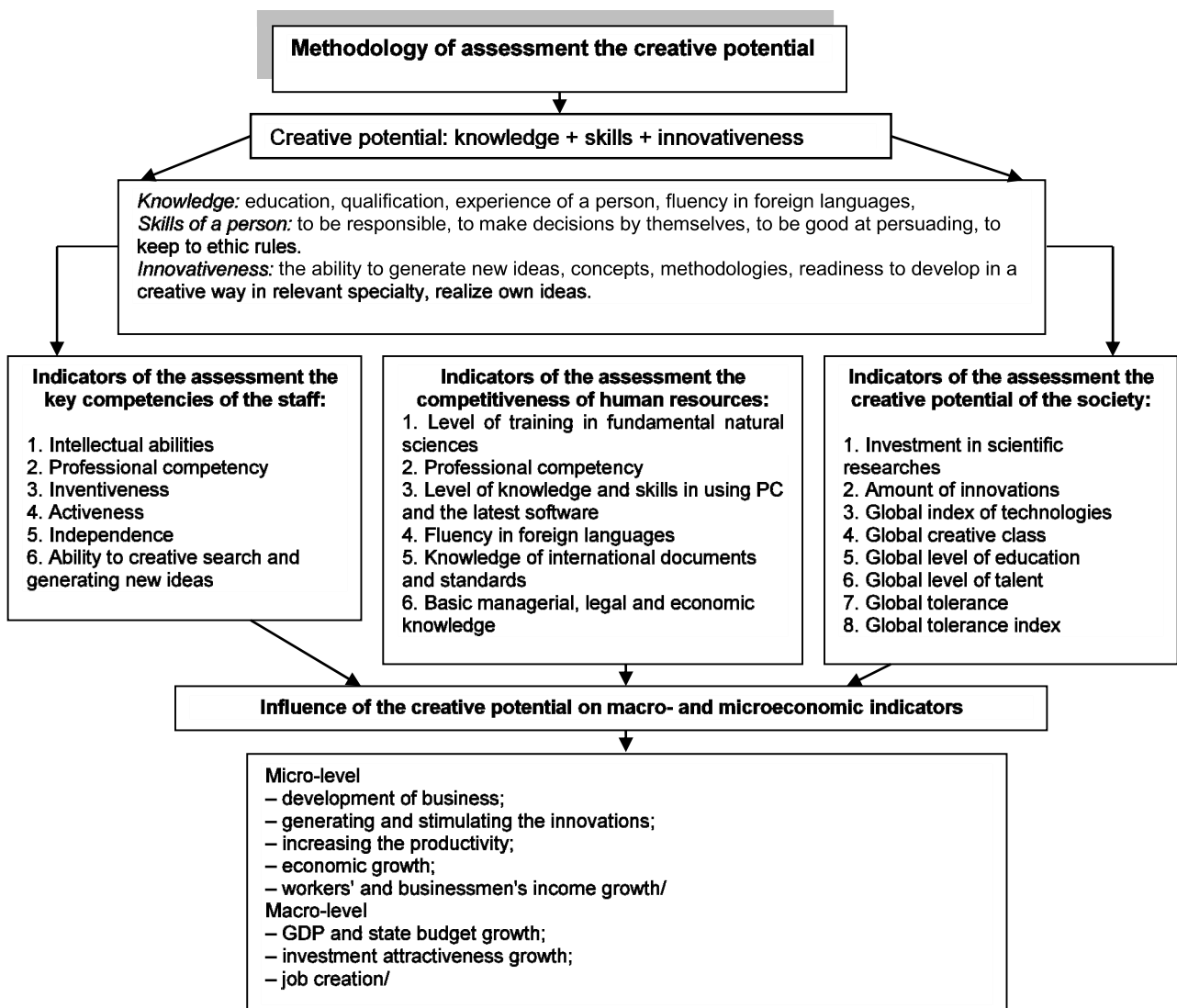


Fig. 2. Methodology of assessment the creative potential

Source: is formed by the author.

**Conclusions and discussion.** Based on the performed researches we can realize the urgency of the creative potential development in Ukraine, taking into consideration its rating positions in the world. We've stated that positive dynamics can be observed by such indicators as education,

nutrition, access to information. However, the braking factors prevail: population decline, outflow of the highly qualified specialists abroad, and insufficient tolerant attitude to the representatives of other cultures and sexual minorities, weak economic development, insufficient

investment attractiveness, inappropriate state of ecologic safety, health status of population, personal safety. Under such conditions, it is difficult to form the creative abilities and increase the creative potential of the society. Thus, at the state and regional levels, conditions for the legislative, organizational and financial contribution of the initiatives of citizens and enterprises by forming and implementation the creative ideas should be formed.

The suggested methodology of the assessing the creative potential enables to define its role and place in the enterprises' functioning indicators more objectively since the ability to generate innovative ideas and to realize them in practice is the key factor of business success in strongly competitive conditions. It has been proved that the position of the country in the world market is also determined by the increasing the creative potential of economically active population, because it promotes the improvement of situation in the labor market, opens new possibilities for export, favors integration into the world community.

An urgent need in critical thinking of the creative potential, determining its place in the Ukrainian society, economic and political support by development of the creative skills has arisen. In addition, it is necessary to elaborate the strategic and ongoing plan on the implementation of the innovation strategy taking into consideration the world experience and applying in maximal extent all opportunities of the domestic economic, educational and cultural sphere, which is a key to development of the creative society.

Despite considerable scientific achievements of the domestic scholars and practitioners concerning development of the creative potential of the society, the issues relating priority directions of the creative potential development need to be discussed, methodology on its determination has to be improved, as well it is necessary to elaborate the strategic priority tasks as for improvement of the rating positions of

Ukraine by global indexes of the creativity and innovations, and the human development index.

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### МЕТОДИЧНІ ПІДХОДИ ДО ОЦІНКИ КРЕАТИВНОГО ПОТЕНЦІАЛУ УКРАЇНИ

*Досліджено теоретичні підходи до визначення креативності та креативного потенціалу України. Визначено основні чинники, що на них впливають. Узагальнено методіку оцінки креативного потенціалу суспільства за індикаторами: технологія, талант, толерантність та українська методика оцінки креативного потенціалу. Проведено аналіз індексу людського розвитку України. Оцінено рейтингові позиції України за основними показниками соціального прогресу. Запропоновано заходи щодо підвищення ефективності використання креативного потенціалу України.*

*Ключові слова: креативний потенціал; креативність; індекс людського розвитку; глобальний індекс креативності; глобальний інноваційний індекс.*

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### МЕТОДИЧЕСКИЕ ПОДХОДЫ К ОЦЕНКЕ КРЕАТИВНОГО ПОТЕНЦИАЛА УКРАИНЫ

*Исследованы теоретические подходы к определению креативности и креативного потенциала Украины. Определены основные факторы, на них влияющие. Обобщена методика оценки креативного потенциала общества по индикаторам: технология, талант, толерантность и украинская методика оценки креативного потенциала. Проведен анализ индекса человеческого развития Украины. Оценены рейтинговые позиции Украины по основным показателям социального прогресса. Предложены меры по повышению эффективности использования креативного потенциала Украины.*

*Ключевые слова: креативный потенциал; креативность индекс человеческого развития; глобальный индекс креативности; глобальный инновационный индекс.*

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## ВПРОВАДЖЕННЯ СТАТИСТИЧНИХ ПОКАЗНИКІВ ДО МЕТОДИКИ АНАЛІЗУ ЕФЕКТИВНОСТІ ГРОШОВИХ ПОТОКІВ ПІДПРИЄМСТВ

*Проведено аналіз класичних методів оцінки ефективності управління грошовими потоками підприємств. Визначено характеристики статистичних показників грошових потоків на етапі аналізу ефективності управління ними. У процесі їхньої реалізації запропоновано підвищити якість оцінки за рахунок впровадження показників статистичного аналізу. Завдяки цьому забезпечується отримання якісної та всебічної оцінки синхронності формування (витрачання) грошових потоків у часі.*

*Ключові слова: статистика, метод, аналіз, ефективність управління, грошові потоки.*

**Вступ.** В сучасних умовах підприємницької діяльності вітчизняні підприємства можуть мати гарні перспективи подальшого розвитку лише у випадку, якщо належним чином контролюють свої грошові потоки, щоб бути в змозі здійснювати платежі за кредитами та податками, сплачувати заробітну плату працівникам, розраховуватися з постачальниками, мати вільні ресурси на інвестування. Наявність достатнього та своєчасно обсягу грошових коштів дозволить керівництву ефективно реагувати на всю невизначеність зовнішнього середовища для забезпечення поточної та перспективної платоспроможності підприємства. Інакше, навіть маючи вигідну бізнес-модель, підприємство може опинитися на межі банкрутства у зв'язку з неефективним механізмом аналізу та подальшого управління грошовими потоками [1; 2, 319].

Достовірні та своєчасні данні щодо руху грошових потоків підприємств необхідні для здійснення їх якісного аналізу з метою формування механізму ефективного управління ними. Такий механізм передбачає синхронізацію та збалансування обсягів надходжень і витрат потоків, підтримку достатнього рівня ліквідності та платоспроможності та раціональне використання грошових потоків підприємств. Класичні методи фінансового аналізу (горизонтальний, вертикальний, порівняльний, коефіцієнтний, інтегральний) є у комплексі досить інформативними, але їм притаманні деякі недоліки. Одним з проблемних місць класичних методів аналізу є неможливість отримання всебічного якісного та достовірного аналізу стану та руху грошових потоків у зв'язку з відмінностями в кінцевих результатах. Таким чином, механізм аналізу ефективності управління грошовими потоками вимагає додаткових інструментів оцінки.

**Огляд літератури.** Найбільш повним, на нашу думку, є визначення грошових потоків, яке надає автор роботи [3, с. 16]: грошові потоки – основний чинник впливу на фінансову стабільність та стійкість підприємства, вну-

трішне джерело фінансування, індикатор кредитоспроможності та платоспроможності підприємств, засіб взаємоузгодженості потенційних потреб із можливостями підприємства. Необхідність та доцільність постійного контролю обсягів та руху грошових потоків, їх оптимізації обґрунтовано у роботі [4]. Автори роботи [5] наголошують на важливості дослідження співвідношень між змінами грошових потоків та змінами фінансових показників підприємств та напрямками взаємовідносин між квартальними змінами позицій грошового потоку та твердими фінансовими показниками. Значний внесок до аналізу грошових потоків українських підприємств зроблено авторами монографії [6], де всебічно досліджуються фінансові коефіцієнти ефективності грошових потоків. Питаннями формалізації взаємозв'язку між розміром грошових потоків, які спрямовуються у фонд відшкодування, нормою економічної амортизації і ставкою доходності на капітал займалися автори [7] шляхом використання методів прямої капіталізації і дисконтування грошових потоків. Дослідження механізмів управління грошовими потоками в умовах ризиків та невизначеності розглядаються здебільшого у контексті аналізу грошових потоків інвестиційних проєктів [8-10].

Перелічені праці вчених-фінансистів досліджують проблеми управління грошовими потоками в теоретичному та узагальнюючому аспектах, деякі містять розробку механізмів або моделей впливу різних факторів на формування та ефективність управління грошовими потоками. Серед них привертають увагу роботи, де використовується багаторівнева модель чуттєвості грошових потоків до кризи ліквідності [11] або вплив нераціональної структури капіталу на формування грошових потоків [12] та інвестицій підприємств з визначенням рівня їх чуттєвості [13]. Навпаки від останнього, автор статті [14] досліджує вплив грошового потоку на швидкість формування оптимальної структури капіталу, де зазначений