

THE IMPACT OF MODERN GLOBALIZATION PROCESSES ON INNOVATIVE DEVELOPMENT OF LABOR POTENTIAL

The influence of modern globalization processes on the innovative development of the labor potential in the paper was defined. The solution of the problems of social and labor sphere development for the regions of Ukraine should be done through new approaches, namely on innovative principles was founded. This means that the focus should concentrate on the efficiency enhancing development of educational-qualification component, because the implementation of the majority of management decisions requires time and generational changes with the formation of the new set of values, obviously can only be achieved through the educational sphere. It is proved that the active cross-border transfers of information, knowledge, technologies and human resources (migration) determine the importance to take into account the globalization factor when searching for opportunities to improve employment conditions.

JEL: F01; J40; O15

Formulation of the problem

The rapid development of new knowledge and technologies carry great influence on all spheres of human activity. Is no exception and labor-resource field and development of labor potential as a permanent environment of the human self-fulfilling, the source of production of goods and services and final link in the consumption of vital benefits. Calls today for labor-resource field are both threats and sources of new development opportunities. Particularly rapid changes it undergoes from globalization manifestations in the process of changing human development with the introduction of new ideas, technological processes, informatization and robotics. Despite the fact that take place technological breakthroughs, rapid innovation development and significant layoffs that were once occupied at certain links of production, at the same time under the given conditions other active mass of employment potential media gets a real opportunity to realize their labor potential in the field of production of new knowledge and ideas. For

¹ Chorny R.S., Dr.Sci. (Econ.), Assoc. Prof., Director of Novovolynsk Research Institute of Economics and Management of Ternopil National Economic University.

² Chorna N.P., Dr.Sci. (Econ.), Professor of Novovolynsk Research Institute of Economics and Management of Ternopil National Economic University

investigation of the impact of globalization processes on the innovative development of labor potential used aggregate of various methods: statistical, formal and logical, mathematical and economic, structural and functional, analysis and forecasting, regulatory, questionnaires, surveys, balance, target-oriented and others. The methods specified in the course of presentation of the material.

Analysis of recent research and publications

The issues of labor potential development belong to the authority of such Ukrainian scientists as V. Antonyuk, Z. Herasymchuk, Y. Luzan, Y. Melnyk, K. Yakuba, S. Pasyeka, N. Lukyanchenko, L. Shaulska, N. Titova, S. Sember. But the issues of the impact of globalization processes on the development of labor potential is marked in our time special relevance. From foreign scientists we can identify M. Dakhli and D. De Clercq (2004), Chen (2009), which noted the relationship of labor capacity and human resources with an innovative level of state development (Chen, Huang, 2009, pp. 104-114; Dakhli, De Clercq, 2004, pp. 10-128).

The aim of this publication presents the determination of the impact of globalization processes on the innovative development of labor potential.

At present moment researchers defined the innovative development of labor potential as the process of separation in its component structure the innovative component (Pasyeka, 2013, p. 11), and a mover for formation of regional innovation systems through the effective use of human skills and ideas (Hryshchenko, Kovalenko, 2011, p. 232).

We often see a situation where in some regions exist large volumes of non initiated labor capacity due to lack of capacity of labor market and congestion positions for certain professional-qualification requirements, while at the same time in another region exist shortage of labor potential, although the environmental characteristics of lasts thanks development of information and communication factor may be more favorable for realization of labor potential.

Scientific approaches to defining the essence of labor potential in general reduced to its consideration as a characteristic of measure (number) and quality of total capacity to the work of the working population according to participation in social activities. Dominant in scientific approaches to understanding of the essence of labor potential in the early stages of its study were such basic as labor resource, demographic, political economy, production and employment. Specified and detailed versions of these approaches were demographic and economic, resource and economic, social and demographic, etc., among which gradually became distinguish tendencies of scientists to study of the employment potential in terms of margin approach. With the further improvement of the area of industrial relations and with the gradual distinction in its environment the subsystem of industrial relations took place an organic transition from the consideration of the labor potential in quantitative aspect, while the use of such terms as labor force and human resources, to its study in qualitative terms.

In our view, as labor potential should be understood accumulated and implemented set of psychophysiological, moral and ethical, social and economic, organizational and managerial, educational and qualification, cognitive and psychological characteristics, qualities and capabilities of the individual or aggregate employee that creates, implements or accumulates for implementation in future pool of labor in a particular dimension of space, time and conditions of socio-economic, innovation and technological and environmental development. Please note that a key approach in the treatment of labor capacity is its quantitative and qualitative assessment.

There are different methodological approaches to the calculation of value of labor potential through estimation of human capital size. American scientist J. Kendrick proposed cost method of calculating the value of human capital – based on statistics data to count accumulation of investments in people (Kendrick, 1976). J. Kendrick included in investment in human capital costs of the family, society and the state for the parenting of children until they reach working age and receive a specific profession, on rehabilitation, training, health, migration and others. In accumulation he also included investment in housing, household durable goods, supplies of goods in families, costs for research and development. He received as a result of assessment that human capital in accumulated national wealth in the United States in 1970s amounted to more than half excluding public investment. Method of J. Kendrick allowed to estimate the accumulation of human capital for its full replacement cost, but not allowed to calculate the accumulation of human capital for its full replacement cost excluding its amortization or depreciation. This method does not contain sub-methods for allocation of the expenses used for the reproduction of human capital from the total cost on the real accumulation. In the work of another American scientist J. Mincer (Mincer, 1994) the estimation of the contribution of education and length of employment in human capital is made. J. Mincer received dependences of the efficiency of the labor potential from the total number of years of general education, vocational training and age of the worker based on the US statistics in the 1980s. C. B. Mulligan and X. Sala-i-Martin (Mulligan, Sala-i-Martin, 1995) proposed a methodology for evaluating the stock of total labor potential through a system of indexes. Contribution of science (R&D) in human capital researched US National Science Foundation in cooperation with experts from the OECD. The Foundation has developed a system of indicators of scientific and technical progress, including R&D expenses. In the manual sets out the methodology of assessment of current R & D expenses and its accumulation as intangible capital and as a factor of economic growth (Brown, 1994, p. 37-71).

Globalization as the current state of internationalization, which is characterized by enhancing of economic, political, social convergence of countries and their economic systems based on deepening of industrial ties, growth of amplitude for international trade, international migration of capital and human resources, strengthening the relationship and mutual influences in the banking, financial, insurance sectors obviously going to the single market not only goods and services but also labor market.

Globalization in labor-resource field as an integral part of the globalization of the world economy is reflected not only in the internationalization and the intensification of the movement of human resources, but also in the appearance of significant differences between the positive impacts of globality for movement of labor resource and the adverse

effects that are caused by globalization of change in approaches to conditions for use of labor potential at local level.

In particular, the meaning of globalization impact (globalization and civilizational group of factors that studied in the preceding paragraphs of work) on the national labor market determined by a fundamental asymmetry between countries in terms of integration, degree of innovation and competitive potential, etc., which leading ultimately to a segmentation of the population with income level, gain of instability due to increasing of migration activity, disproportionately high capacity underutilization of employable population due to non-compliance requirements to the quality of their human potential (in particular this applies to educational-qualification component which quality characteristics continue decreasing) and unification and standardization in a globalized labor market. In addition, the trends of movement to the multi-ethnic composition of the population in most of developed countries can not be displayed on the demographic basis of labor potential reproduction and system of social-labor relations in the course of employment potential realization, stability of value-oriented foundations for preserving of national gene pool.

Taking into account, on the one hand, the undeniable importance of labor potential as a major sector of self-realization and guarantee of human reproduction, and, on the other hand, given the ambiguity of manifestations of contemporary globalization impacts on labor-resource sector, research of labor potential in the context of such challenges is extremely important.

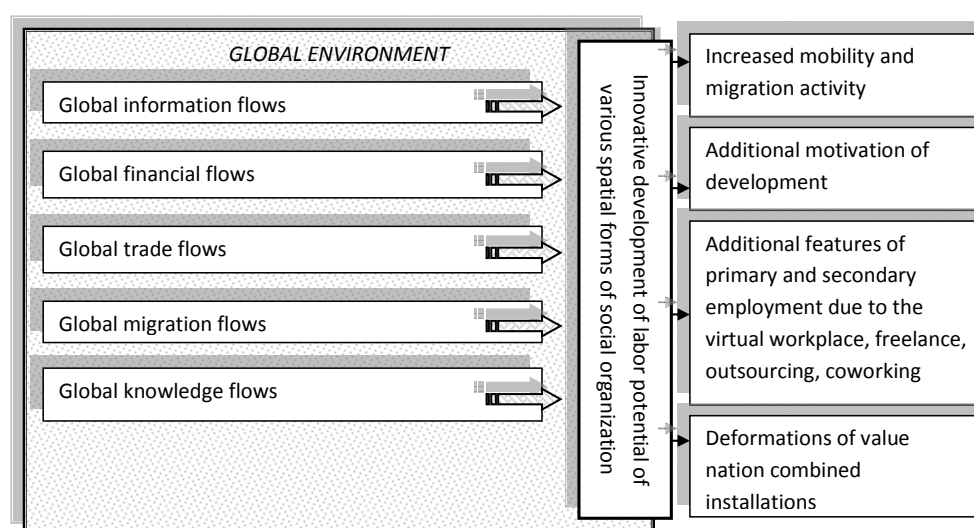
Resource understanding of the labor potential nature practically limited to identification the latter with human resources, namely the definition of labor potential as a resource of work, which is at the disposal of society, determined by number of working-age population and its qualitative characteristics such as gender, age, education and professional equipment. In contrast to the resource understanding of the labor potential nature the factor position lifts by the employment potential notion as a form of personal (human) factor that extends the range of its definition through capabilities of society to use human abilities and the result of their continuous quality improvement as an active subject of production. Thus, according to the factor understanding of the labor potential nature the last is interpreted as form, which quantitatively and qualitatively describes the ability of a society to ensure the dynamic development of the human factor according to the specific needs of its development. Thus, during the study of the specifics of the labor potential development in the context of globalization should dominate factor approach that would also made it possible to detect by other countries experience the most effective catalysts in its improving for qualimetric dimension.

Significant scientific progress to ascertain the nature and prospects of development of labor potential in today's globalized world has become a applying of comprehensive approach to understanding of its contents. Comprehensive view on the phenomenon of labor potential allow to determine it as an integrated, multi-level, system category that characterizes quantitative and qualitative measure and ability to work that part of the part of working population, which by its physiological and cognitive characteristics works or wants to work and improve their potential possibilities to work. Consideration of labor capacity as a system needs to establish its place in the modern globalized system with defined emergent properties (Tsymbal, 2010, p. 48).

Based on the key clauses of the theory of globalization, we should be trace the main specific features of the labor potential development in the present situation. It is important to clarify that globalization should not be seen only as a process of accelerating and improving a variety of international flows of goods and information in the overall context of social development (Geld, Mc Grou, 2004, p. 1). Globalization is the process of increasing the scope and depth of interaction and interdependence between social units in the global system of world (Rennstich, 2006, p. 203). Thus, expression of the theory of globalization in labor capacity development involves formation a single space of human potential development beyond the limits of state frontiers. The key vectors of globalization impact on the innovative development of labor potential shown in Figure 1.

Figure 1

Vectors of impact of globalization on the innovative development of labor potential



Source: Compiled by author.

1. Remote work: type of employment, using the Internet to work remotely on outsourcing or freelance.
2. "Hot" workplaces (Hot desk environment): for employees not granted individual workplaces, but every day is available a specific workplace with Internet, email and necessary files in the local network. It is assumed that employees spend more time at the office of customers, not at the office of the employer.
3. Virtual team: such cooperation of workers, which provides constant close contact, but they are physically located in different parts of the world.

4. The hotel system (Hoteling): system of work organizing in which an employee who wants to work in the office, pre-order a place for a certain (usually short) period of time. Used when workers combine work home with work in the office;
5. The motel system (Moteling): system of work organizing in which the employee upon arrival at the office registered and takes on a certain period of time one of the vacancies.
6. Virtual office: web resource that allows employees of company that are geographically in different locations, organizationally interact through media exchange systems, storage, processing and transmission of information;
7. Teleworking: work that is performed by means of communication equipment and is not geographically linked to the company. Such activities linked with core enterprise by modern communications.
8. Coworking: joint work and sharing of ideas by freelancers in dedicated or leased location.

In general, modern processes of globalization formed for carriers of the labor potential additional motivators for their further development. On the other hand, a consequence of globalization processes may be losing of nation unified characteristics, including those that occur in the labor activity – the tendency to labor in certain sectors (for example agriculture), diligence, rigor, honesty, etc. This is because that by the main approach for the essential treatment of globalization it should be seen as a process of becoming globality. Globality in turn is the situation of the existence of a single, universal for the whole system of international relations, for all local communities formal and informal institutions of interaction. Thus, the leveling of ethnic (national) traditions about the life way, labor activity, individual characteristics and quality features of labor potential carriers for separate nations may caused lose of nation identification and formation of the typical employee with "ideal" criteria.

Analysis of the environmental conditions and the actual state of the labor potential in the regions of Ukraine shows that the current situation requires a radical change. And these changes should not be implemented spontaneously under conditions of extreme emergency with resource reinforcement (especially financial) by residual principle. For a country and its regions should be formed new philosophy of labor potential development in the context of globalization on innovative principles. Turning of attention to the effects of globalization processes is required because of the weight of their determination of the employment potential development for majority of regions of Ukraine. Therefore, ensuring the development of labor potential should be carried out on the basis of innovation with a clear focus in gaining competitive advantages in the international space of formation of industrial relations. Table 1 considers indicators for development of labor potential of Ukraine in recent years.

As you can see, among the major trends in the employment market in Ukraine is steady drop in the number of employees, increasing in the number of unemployment, increasing in departures due to international migration, increasing in the number of workers who do not pay a salary and aging of workers and increasing in the number of those who are on salary at the same time on pension. On the negative employment trends certainly influenced such

globalization phenomena as the financial crisis of 2008, the EU migration policy in recent years, worsening of geopolitical situation in the east of Ukraine and the conflict with Russia in 2014.

Table 1
Dynamics of volumes of population employment of Ukraine in 2008-2014

	2008	2009	2010	2011	2012	2013	2014
Number of employed persons aged 15-70 years, thsd.	20972.3	20191.5	20266	19231.1	19261.4	19314.2	18073.3
The average registered number of staff, thsd.	11390	10653	10262	10083	10123	9720	8959
Accounting number of staff aged 15-35 years, thsd.	3 546.90	3 330.40	3 490.10	3 452.80	3 592.00	3429.8	2749.8
Number of hired employees, thsd.	3224	2400	2722	3021	2798	2729.2	2044.9
Number of employed persons from the registered unemployed, thsd.	1084	702.7	744.5	762.7	764.4	541.9	494.6
Number of registered unemployed, thsd.	1425.1	1958.8	1785.6	1661.9	1589.8	1510.4	1847.6
Number of retired employees, thsd.	3736	3056	3019	3260	3206	3111.7	2713.6
Accounting number of staff employees receiving pension, thsd.	1951.2	1903.7	1960.5	1907.3	1865.1	1778.7	2660
Number of employees economically active enterprises (institutions, organizations) who are not paid a salary, thsd.	371.7	325	185.1	102.3	113	57.1	382.1
Number of retired persons due to international migrations	22402	19470	14677	14588	14517	22187	21798

* Compiled by State Statistics Service of Ukraine, 2016.

If we consider the following trends in large and small cities of Ukraine, that specifics of development here of employment potential has the following features:

- large (greater than in rural settlements) concentration here economically active population and significantly better opportunities of life, including work;
- increased role of cities for overall socio-economic development of regions in terms of its "nuclear nature", centers of gravity of all flows (human, financial, information, etc.) from adjacent spatial entities;
- strategic nature of their functioning, innovation nature, modernity, generating of progressive approaches through the effects of the accumulation of social capital.

In return for rural settlements justification of the need for identifying and solving the problems of the labor potential development arises because of a long decline of the Ukrainian village that repeatedly was based by domestic scientists. In fact, here there are long processes of deterioration welfare of peasants due to depreciation of human labor, non-compliance with labor laws, reducing of employment and possibilities for obtaining the necessary goods and services, which can be a likely cause of the degradation of human capital and rural economic space in general.

Considering the features of factor influence on the development of labor potential of Ukraine in urban settlements should be considered:

- Demographic specifics of population that complemented by migratory movements, particularly intra regional nature.
- Increased business activity that caused a greater concentration of working-age population, which in an effort to develop their labor potencies realizes itself in self-employment, innovation activities, etc.
- Increased competition among carriers of the labor potential for better conditions of work that forms the a priori reasons to constant development through formal and informal training.
- Mostly worse environment condition, due to higher transport activity, activity of business entities that exert harmful effects on the environment.
- Best opportunities to meet personal human needs, including those that depend on the state of social infrastructure entities.
- A specific system of values with a dominating of physical installations, largely due to a higher rhythm of life, a sufficient level of information mobility and more.

Focus on some important aspects of providing the innovative development of labor potential. Conceptually innovative development involves improving the current state of the object, the flow of the relevant processes with establishing of resistance (adaptation feature) to exogenous changes that transforming the scenario changes. So innovative development of employment potential provides such progressive transformation of its internal-component structure in which the driving force of all modernization changes are educational and qualification characteristics, qualities and capabilities of work carriers and targeted priorities of component development aimed on gradually solving of problems in the sphere of social-labor relations.

Rise to the highest level the role namely education and qualification component of labor capacity due to the fact that real and effective support of innovative development is possible taking into account the space-time coordinates. That should ensure the implementation of management solutions by projects (practice of industrial parks, free economic zones, agglomerations and other taxonomic structures) and weighted prediction of results in different time intervals. Based on the current situation today, when the deformations of values system, rooting of corrupt relationships practices, low labor productivity and propensity to systematic violation of the law (which is often controversial in interpretation), the real innovation changes of the system character can be achieved only through a change of generations. Thus it is possible namely through educational sphere, taking beginning from pre-schools, with the formation of individuals with a developed system of values, including the value of labor as a socially useful activity, and one that allows self-implement and provide a decent standard of living, high moral standards and ethical attitudes.

Overall, the innovative development of labor potential target should provide (aims): 1) productive use of labor potential of its carriers; 2) implementation of the positions of concept of lifelong learning; 3) creating favorable conditions for innovative activities of its carriers.

Component-wise innovative development through priority of educational-qualification characteristics, qualities and opportunities for work carriers displayed specifically for each locality. According to national realities in the context of ensuring of labor potential development in the first place there is the need for the availability of workplaces. New regional programs for promoting population employment for the period till 2017 mostly focused on quantitative parameters for creating of new workplaces, not seeing during this period of difficult socioeconomic category, which may have a different meaning and value (the workplace in the trading and in manufacturing company requires a completely various funds for its creation and commissioning). Because of the needs of localities, and primarily urban, at this stage of ensuring favorable conditions of labor capacity development exist urgent need to create real workplaces. And while attracting of investment have fundamental importance for creating of competitive workplaces that would be in terms of pay and working conditions would have a competitive advantage compared to other regions, thus contributing to the preservation of skilled workforce within the region (Semykina, 2009, p. 10).

The importance of implementation the basic functional appointment of each type of settlement in the context of ensuring of development of labor potential with their further innovation is extremely important. In the case of its failure disrupted interspatial balance of socio-economic development and, consequently, observed spatial deformations in the concentration of the workforce. As a result, for those areas where has a place labor redundancy, carried pressure on social infrastructure and labor markets, which often leads in domestic realities to low legal protection of the population to abusing by employers. First of all, appears the phenomenon of so-called cheap workforce, which further leads to demotivation of population in productive labor activities, especially on innovative principles.

Instead, in those territories that become donors of labor force due to worse conditions of life activities and work, and feather deteriorating of socio-economic situation and there are limited opportunities not only of development but also for use of employment potential in general.

For encourage of real innovation development of the labor potential in today's realities prevalence of formalism in management decisions, corruption and residual resource ensuring of their implementation as key approach this process should be *phasing*. This means that for each type of settlement in the first place should be allocated those measures for stimulating the (creating conditions for) the innovative development of labor potential, on which there are available the appropriate environmental conditions and institutional arrangements (willingness of society to adopt new behavioral attitudes in the labor activity is a significant key to the success of management actions).

For each type of settlements the goals of innovative development ensuring in the early stages will vary. In the final result, it is important not just to provide more or less homogeneous conditions of employment potential in different types of settlements. It is important that the use and development of labor potential components allowed to meet the needs of local communities and perform basic functional appropriate of according spatial formation.

Ensuring the development of labour potential should be carried out on the innovation basis with a clear focus in gaining of competitive advantages in the international space of formation of industrial relations (Fig. 2).

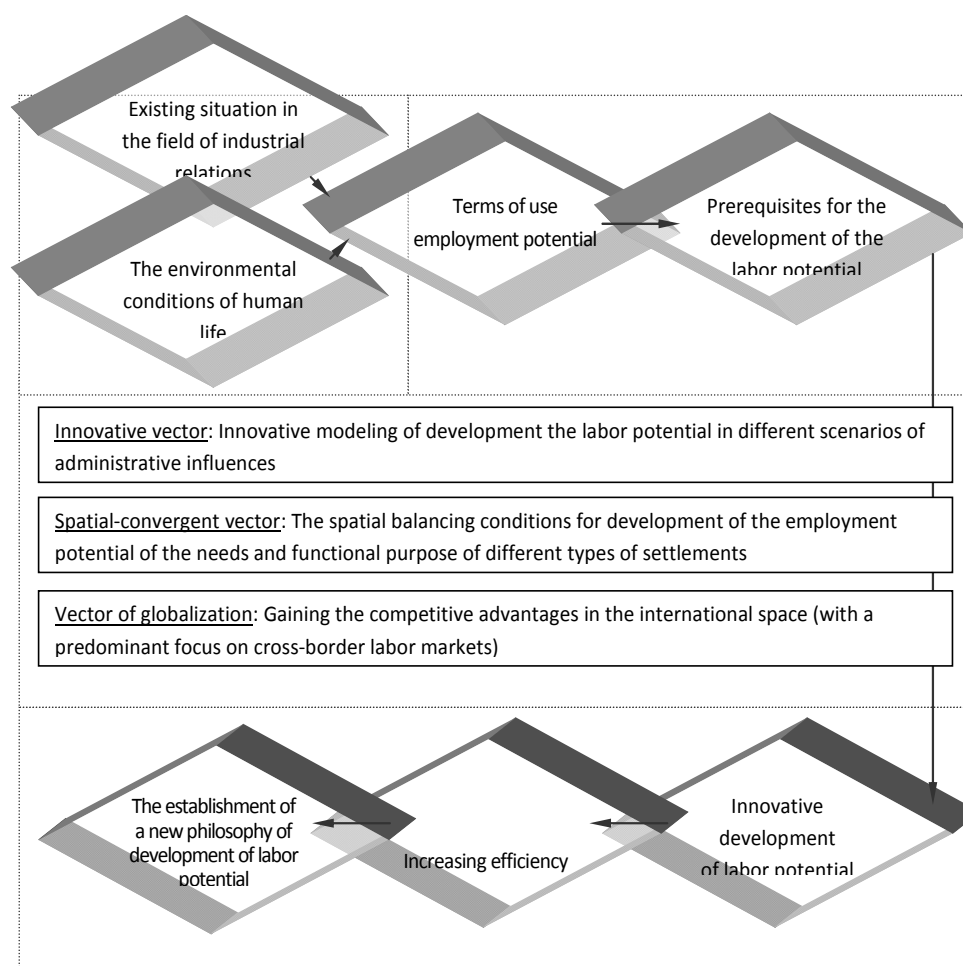
Determinations by globalization of innovation development of labor potential of different spatial forms of organizing of Ukrainian society are bound to take into account, because their neglect can negate all strategic efforts within country and its regions. Providing of innovative development of labor potential, taking into account the challenges of globalization should take position:

- 1) obtaining a competitive advantages against foreign (including cross-border) labor markets;
- 2) transforming the destructive effects of globalization in stimulating for the development of labor potential in the regions.

As to the second position, it means that today problematic phenomena and processes in the field of social-labor relations are so many that their solution even in the distant future seems very complex and resource intensive. Therefore, it is important to ensure receipt of benefits from these destructives that having today a place for each region of the country. In the context of the determination of globalization processes it, again, the loss of labor capacity due to migration, leveling of nation identification value orientations, traditions, consumerism of foreign products, transfer of knowledge, technologies and ideas with financial reinforcement of other countries (primarily through grant projects that feather implemented abroad, improving the level of welfare of their population).

Figure 2

Generalized scheme introducing a new philosophy of innovation development of labor potential in the context of globalization



Source: Compiled by the author.

Instead, need to take measures to re-emigration of people in the regions through clearly selective approach that with some experience and knowledge with aim to invest migration capital in the domestic economy. Propensities to consumerism of foreign products must change through cooperative schemes of agricultural production with the active participation of households in their production and marketing processes.

Also in solving of labor potential problems of innovative development should take into account the acute problem of production automation, which will come in the near future with the introduction of artificial intelligence in production processes and all areas of life (Shevchuk, 2016). Innovative approaches to ensuring of employment in this case should be directed on creating of large number of creative and ideological busy places inaccessible to automation and algorithms.

General conclusions. Thus, solving the problems of development of social and labor sector for the regions of Ukraine should be done through new approaches, namely on the innovative principles. This means that the attention should focus on effectiveness of development of educational-qualification component, because implementation of the majority of management decisions take time and generational change with the formation of new values attitudes that obviously can be made only through the educational sector. Active cross-border transfers of information, knowledge, technologies, finally human resources (migration) determine the importance in finding the opportunities for improving the conditions of labor activity to consider globalization factor. This will comprehend the need for improving the competitive conditions of local labor markets against foreign and seek new approaches for overcoming the many problem destructives in the area of social-labor relations, which are concentrated around the inefficient use and in future development of labor potential of the population.

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