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## THE IMPORTANCE OF SOCIAL PARTNERSHIP IN STIMULATING INVESTMENTS INTO HUMAN CAPITAL IN THE SYSTEM OF UKOOSPILKA

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*Summary. The article considers the importance of social partnership in the promotion of investments in human capital in the system of consumer cooperatives.*

*The author identifies role of social partners to improve investments in human capital.*

**Key words:** *human capital, investment in human capital, formation of investment, social partnership.*

The role of a state as a social partner in terms of human capital development lies in the formation of a long-term policy, according to which a positive environment for considerable investments for employers, employees and other interested parties should be created. The successful implementation of this policy needs to be promoted by the state on the basis of effectiveness and social equity.

In terms of human capital development, the state should initiate a foundation of independent branch and regional organizations within the bounds of Ukoopspilka. These organizations are to coordinate interactions and represent interests of all social partners.

As for governmental executive power and legislature functions aimed at the activation of personnel developing processes at different Ukrainian enterprises, there should be: origination of national strategy for human capital development, corresponding legislation development, adjustment of a state credit system for employers with the aim of organization and implementation of human capital development, and starting financial resource funds within the bounds of organizational structures of Ukoopspilka.

One of the most important tasks of an enterprise

as a social partner is the effective personnel development management.

The core problem of human capital formation and its applicable area is consumers' cooperation towards employee motivation. It has to be risen. Also, there is a necessity to set up a payment rate according to conditions of work, level of task difficulty, professional skills of an employee, results of tasks this employee implements, and results of enterprise's economic activity. Among the measures which should be taken there are: application and change of bonus rates and conditions according to increases in production effectiveness, the setting of new or recycling of old time standards, financial stimulation of employees for combination of professions, jobs, services widening etc.

With the purpose of achieving their goals, employees (as social partnership subjects) require access to any professional development from trade unions which will ensure the highest level of man power.

Trade unions are to pay special attention to the upbringing of positive attitude to personnel development, the raising of educational culture, health capital formation, as well as the importance and encouragement of youth as employees and employers.

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