

The National Academy of Sciences of Ukraine takes an active part in the process of introduction of the decisions of the UN Conference on environmental and development issues in Rio de Janeiro.

However, it should be noted that some improvements, which may become a basis for transformation of the economic development, improvement of the environmental condition and, correspondingly, a basis for sustainable development of the society, have occurred, such as: decrease of inflation rates, replenishment of product assortment, revitalization of the processes of formation of the monetary, financial, currency, banking, pricing, customs systems, formation of the commodity market, capital market, working forces, stock exchange market; and also the accelerated development of the competitive entrepreneurial structures, establishment of the expanded infrastructure of the foreign economic relations.

HUMAN CAPITAL: SOME MODERN WAYS OF DEVELOPMENT

P.A. Denysenko, E-21.

A man always was the object of economic research. But usually it was some formal models far from the real human behavior. However during last 20 years an object and a method of economics changed significantly. Now more and more researches are related to human behavior and making decision process in real economic situations. Behavioral and experimental economics become more and more popular.

In addition the human capital (people with their knowledge, professional skills, ability and willingness to create new ideas and put them in real life) is considered to be one of the most important factors of production. A man can change the market situation in general bringing innovations in production process and its management, creating new goods, developing new materials, energy resources etc.

According to World Bank data something about 2/3 of the world's wealth is concentrated in human capital, intellectual abilities of workers to bear frequent changes in new economy, new knowledge.

In this situation extremely important to help a worker in realizing all production potential he or she has in the most optimal way. That's why scientists of different branches of knowledge working on this problem.

The American gerontologists assert that in 10 years they will invent medications able to make the human life 10 or 20 years longer and such prolongation of life will allow people to work longer and more productive.

Another important task is to create new educational system to teach people how to get new information, use and analyze it instead of kipping on old knowledge useless in new circumstances of information economy. Some of the main aspects of such education are:

- positive motivation;
- ability to use immaterial goods;
- studying to see prerequisites of sustainability and changeableness;
- informational ecology instead of material one etc.

One of the instruments to find the way out in difficult social and economic situations (for example during realizing important health or environmental programs) is conceptual management (mediate (indirect) influence on the human behavior by means of the forming some required stereotype of thought). Developing of its mechanism (relations with mass media, studying the intellectual technologies, rules of crisis-proof activity etc.) gives the clue to social development process control. But this method can generate dangerous destructive results if it is used for somebody's personal benefit.