

– при реалізації інноваційного потенціалу необхідно економічно обґрунтувати ефективність провадження інновації та спроектувати очікувані зміни в доходах, а також враховувати міжнародні стандарти авіаційної безпеки та безпеки польотів.

– реалізація стратегій інноваційного розвитку має бути економічно обґрунтованою, враховувати умови технологічного розвитку, умови авіаційної безпеки та міжнародних сертифікатів.

Реалізація інноваційного потенціалу авіаційних підприємств дозволить не лише адаптуватись до радикальних трансформацій на ринках авіаційних і супутніх послуг, а й акумулювати стійкі конкурентні переваги, зберегти компетентність персоналу, відповідність стандартам авіаційних перевезень і, відповідно, прибутковість господарювання.

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HUMAN CAPITAL DEVELOPMENT IN THE SOCIETY 5.0 FORMATION

Current studies highlight the importance of fostering a digital culture, promoting collaboration, and supporting continuous learning to optimize human capital development in the era of digital transformation. It is important to explore the qualities and competencies that leaders need in order to effectively navigate the complexities of

digitalisation and empower their teams. The literature on human capital development emphasizes the significance of investing in education, training, and skill development to enhance individuals' capabilities. Theodore Schultz [1] emphasizes the importance of investing in education and research as a means to develop human capital. He argues that education and training contribute to economic growth and individual well-being. Osterman [2] examines the impact of workplace transformation on human capital development. It explores factors that influence the adoption of innovative practices and their effects on employee skills and capabilities. Education is widely recognized as a fundamental pillar of human capital development. Numerous studies have highlighted the positive correlation between education levels and employment prospects, earning potential, and social mobility. Additionally, vocational training and lifelong learning initiatives are essential for ensuring continuous skill development in an ever-evolving job market. The workplace serves as a significant environment for human capital development. Organizations that prioritize employee training, mentorship programs, and knowledge-sharing initiatives tend to have a competitive advantage. Research suggests that providing employees with opportunities for learning and growth enhances job satisfaction, motivation, and overall performance. The advent of digital technologies has revolutionized human capital development. E-learning platforms, online courses, and virtual training programs have expanded access to education and professional development opportunities.

The rapid advancement of digital technologies has created a pressing need for individuals to acquire digital skills and competencies. Studies emphasize the importance of digital literacy, coding abilities, data analysis, and problem-solving skills for effective participation in the digital age. Developing these skills through educational programs and training initiatives is essential for individuals to adapt and thrive in a digitalized society. Digitalization has brought about significant changes in the workplace,

necessitating the development of new skills and competencies. Studies emphasize the importance of adaptability, digital fluency, critical thinking, and collaboration in the digital workplace. Organizations are encouraged to invest in training and development programs to equip their employees with the necessary digital skills for improved job performance and innovation. While digitalization offers significant opportunities, it also presents challenges related to digital inclusion and equity. The literature emphasizes the need to address the digital divide by providing equal access to digital resources, infrastructure, and training. Ensuring equitable human capital development in the digital era is crucial to prevent further marginalization and promote inclusive socioeconomic growth.

Human capital development is a multidimensional and dynamic process crucial for personal growth, economic progress, and societal well-being. The literature review demonstrates the importance of human capital development in the context of digitalization. Building digital skills and competencies, leveraging technology-enhanced learning, adapting to changing workforce demands, fostering digital leadership, and promoting digital inclusion are critical for individuals, organizations, and societies. Embracing human capital development in the digital age will enable individuals to navigate the challenges and opportunities of a rapidly evolving technological landscape, contributing to sustainable economic growth and social well-being.

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