

**DEVELOPMENT OF HUMAN POTENTIAL IN CONDITIONS OF DIGITAL TRANSFORMATION AND E-LEARNING IN LINGUISTIC SPACE**

***DESENVOLVIMENTO DO POTENCIAL HUMANO EM CONDIÇÕES DE TRANSFORMAÇÃO DIGITAL E E-LEARNING NO ESPAÇO LINGUÍSTICO***

***DESARROLLO DEL POTENCIAL HUMANO EN CONDICIONES DE TRANSFORMACIÓN DIGITAL Y E-LEARNING EN EL ESPACIO LINGÜÍSTICO***

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**ABSTRACT:** In the prevailing era, there is a growing trend towards effective economic development, which determines the linguistic study of "human capital" as one of the factors for the state's economic growth. The importance of the study lies in the fact that in the period of post-industrial society, a unified point of view on the content of this concept has not been formed. This article is directed at disclosing the concepts of "human capital" and "human potential" and at considering such a category as investments in these phenomena. The leading research method in the article was the method of analysis and synthesis of knowledge about the linguistic study of human potential and its development. The materials presented in the article will allow narrowing the range of ideas about human potential and human capital, enabling developing methods for their assessment.

**KEYWORDS:** Digital transformation. E-learning. Linguistic space. Human potential. Human capital.

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**RESUMO:** Na época atual, verifica-se uma tendência crescente para um desenvolvimento econômico efetivo, o que determina o estudo lingüístico do "capital humano" como um dos fatores de crescimento econômico do Estado. A importância do estudo reside no fato de que, no período da sociedade pós-industrial, não se formou um ponto de vista unificado sobre o conteúdo desse conceito. Este artigo tem como objetivo desvelar os conceitos de "capital humano" e "potencial humano" e considerar tal categoria como investimentos nesses fenômenos. O método de pesquisa principal do artigo foi o método de análise e síntese do conhecimento sobre o estudo lingüístico do potencial humano e seu desenvolvimento. Os materiais apresentados no artigo permitirão estreitar o leque de ideias sobre potencial humano e capital humano, possibilitando o desenvolvimento de métodos para a sua avaliação.

**PALAVRAS-CHAVE:** Transformação digital. E-learning. Espaço lingüístico. Potencial humano. Capital humano. Desenvolvimento. Sociedade. Pesquisa. Avaliação. Recursos.

**RESUMEN:** En la época imperante, existe una tendencia creciente hacia el desarrollo económico efectivo, lo que determina el estudio lingüístico del "capital humano" como uno de los factores para el crecimiento económico del estado. La importancia del estudio radica en el hecho de que en el período de la sociedad postindustrial no se ha formado un punto de vista unificado sobre el contenido de este concepto. Este artículo tiene como objetivo dar a conocer los conceptos de "capital humano" y "potencial humano" y considerar una categoría como las inversiones en estos fenómenos. El método de investigación principal en el artículo fue el método de análisis y síntesis de conocimientos sobre el estudio lingüístico del potencial humano y su desarrollo. Los materiales presentados en el artículo permitirán acotar el abanico de ideas sobre el potencial humano y el capital humano, posibilitando el desarrollo de métodos para su evaluación.

**PALABRAS CLAVE:** Transformación digital. E-learning. Espacio lingüístico. Potencial humano. Capital humano. Desarrollo. Sociedad. Investigación. Evaluación. Recursos.

## **Introduction**

A person is an inseparable member of the state system and has a set of skills, abilities and knowledge that he uses for the benefit of his country, when carrying out his work activity. In the 1960s the concept of "human capital" arose for the first time, which was studied by many researchers. From that moment on, all human resources began to be considered as factors contributing to the country's economic growth and rise in its productivity (KASHEPOV, SULAKSHIN, & MALCHINOV, 2008).

The significance of the problem of human potential lies in the fact that currently there is no single concept of its categorical apparatus, which could be used to analyze economic processes and contribute to their efficiency increase (DOKTOROVICH, 2003).

Today, human capital is considered from the standpoint of a management object, rather than as a category of the economy. Thus, this topic was studied by such domestic

scientists as N.V. Zubarevich (2003), L.L. Rybakovsky (2009), I.V. Sobolev (1988, 2009), S.V. Soboleva and O.V. Chudaeva (2004), V.I. Rerke, V.B. Salakhova and V.I. Demakov (2021), T. Harpham, E. Grant and E. Thomas (2002), F. Luthans, B.J. Avolio and C. Youseff (2007), S. Moore and R.M. Carpiano (2020), N. Pérez-Macías, J.L. Fernández-Fernández and A. Rúa-Vieites (2020), A.R. Bayanova et al. (2020), N. Uphoff (2000), S. Yeşil and I.F. Doğan (2019), A.R. Shaidullina et al. (2018), O.I. Efimova et al. (2018), V.B. Salakhova et al. (2019, 2020) and others.

Scientists emphasize that human capital should be considered as a resource for the state to have prolonged and sustainable economic growth, as well as to implement changes in the traditional system and introduce innovations. The social well-being of citizens will also increase, along with the growth of the economy, which will entail demographic growth.

Researchers note the importance of the category of human potential due to the fact that today the production level of the state has increased by an order of magnitude and the economy can effectively develop through the qualitative labor of the country's citizens, and not its quantitative measurement, as was the case during the industrial system (SOBOLEVA, MASLOVA & BELOZEROVA, 2006).

We mean by high-quality work of a person, first of all, his skills and abilities, the level of education, acquired qualifications, the ability to think critically, his cognitive development, the ability to work with information - to perceive it, process and reproduce it. A single term can be used to call all this - a person's resource or his potential, which either acts as a constraint on the country's economic development, or, on the contrary, stimulates its growth.

As for the experience of foreign researchers, the second half of the twentieth century marked a paradigm shift in the social and economic spheres from a focus on income-generating policies to creating equal opportunities. The main ideological personality of this phenomenon was A. Sen (2004), who introduced the concept of "human resource", and he was also the first to propose methods by which it became possible to measure human capital. The author believes that human capital is a category that can be developed and changed. For instance, a person can be engaged in expanding his capabilities, developing new abilities, finding the previously unknown areas for their application. All this comprises the human potential for self-improvement. Thus, A. Sen (2004) advocated that increasing human potential not only contributes to the development of the economic policy of the state in which it develops, but first of all, it should be aimed at improving the quality of life of the individual himself because of new horizons of using his personal resources are opened up before him

(DOKTOROVICH, 2003). In turn, the idea of A. Sen (1989) is supported by P. Samuelson (1992). The scientist emphasizes that the production growth of the country only cannot be considered the goal, which is carried out at the expense of human resources. It is much more important to embrace a more global sphere - the socio-economic one and direct the potential of citizens to its development (SAMUELSON, 1992; SUDAKOVA, 2014).

Thus, both foreign and domestic scientists adhere to the concept that the direction of human potential determines not only the economic growth of the state but contributes to the development of all the main spheres of the life of the country. For the state to have continuous sustainable development, it is necessary to make investments in human potential, providing citizens with an opportunity of a high social standard of living and space to use their resources fully.

### **Research Methodology**

The purpose of the study is to determine the characteristics of human potential, as well as to analyze the importance of investment in human potential.

The research method is the analysis and synthesis of the theoretical base on the issue of human capital and human resources.

Let us consider the main characteristics of the human potential of the country's society, which comprise: the number, quantitative indicators of mortality and birth rates of the state, professional competences of citizens. The forecast is another important characteristic, which is formed in the context of the level of productivity of the state's investment in human potential. It lies in the fact that a certain return is assumed in the form of labor productivity, as well as in the calculation of GRP.

When considering human potential in detail, it is worth paying attention to its classification. Researchers traditionally view this phenomenon from two positions - quantity and quality.

As far as quality indicators in human capital investments are concerned, scientists include all the benefits that a person needs for his full life and his resource enhancement, namely: a high level of medical care, a decent education system, etc. Quantitative indicators mean the level of demography in the country, as well as the inclination of the population to migrate.

The category of human capital is closely related to the concept of human potential. It is possible to measure human capital by means of such indicators as: the ratio of employment

and the level of unemployed citizens, industries in which most of the active population is predominantly involved, the level of qualifications of workers in various public spheres. No less important is such an indicator as the productivity of human labor and the cost by which this labor is assessed (DOKTOROVICH, 2003).

Thus, the profit that human capital contributes is determined by a combination of various factors - economic, social, political structure of the state, geographical location, etc. Investment activity in human capital, in particular its scale, remains an inseparable element that determines the distribution of incomes, as well as their upward trend. We need to take a closer look at what is meant by investment in human potential (Modern society: man, power, economy, 2014). According to the traditional way of life, this should include the accessibility of educational services to the population. This is both secondary education and educational institutions that allow one to get specialization and improve qualifications.

In turn, the scientist G.S. Becker (1988; 1993a; 1993c) believed that it was necessary to view investment in human potential from a broader perspective than just from the point of view of the education system. In his opinion, this can also include all types of non-formal education, as well as means that are used as preventive measures to maintain human life and health at a high level - the health care system, improving the quality of living conditions of citizens, pricing policy for food, etc.

Among other things, G.S. Becker (1993b) mentioned that the key subject of human capital was a separate unit of society - the family. According to the scientist, the family and the economy are interrelated phenomena, since family structure has a great impact on the economic sphere of the state, while continuous changes in the economy contribute to changes in family structures (KASHEPOV, SULAKSHIN & MALCHINOV, 2008).

Another key phenomenon of investment in human potential is the provision of education for an employee by the employer.

Today, this trend is growing, and the management team contributes to the improvement of their employees' qualifications. In particular, the largest investments are envisaged in specific education, which will distinguish an employee with greater competitiveness, but at the same time will become applicable exclusively within the company, and not outside it. This is done to protect the manager from the decision of a staff member to leave the employee after training. But, in this case, the employee and the manager have the right to draw up a contract and change its terms depending on the current situation, which also does not exclude the outflow of intellectual resources in the form of a trained employee from this company.

The state as a whole and each enterprise in particular, potentially receive its dividends from investments in human potential. They manifest themselves in an economic format in the form of how much income they receive per unit of money spent. These are different indicators for each category of subjects. From the point of view of the state, the efficiency of investments is determined by the internal regional product; production determines the efficiency of investments in human potential through the number of products produced for each hired employee, and for a person who provides his labor services, the calculation can be his remuneration for a conditional unit of time.

According to A.V. Kashepov's, S.S. Sulakshin and A.S. Malchinov (2008) opinion investment in human potential can be designated as efficiency factors and include the following: GDP, cash, the population, etc.

Economic theory does not provide an unambiguous designation for measuring the efficiency of investment in human capital; therefore, its various branches have their own positions on this point. Let us consider each of them in more detail.

1. Neoclassicists: believed that the cost of human labor is proportional to its price. Thus, the effectiveness of investment in human capital can be measured by the salary level of an employee.

2. Neo-constitutionalists: based on the fact that it is possible to calculate the return on investment in human capital through the resource contribution of each employee to the common cause. At the same time, both the economic situation in the external environment and the personnel policy within the company are taken into account. The level of competition in the market should also be taken into account and it is believed that employees must have the skills of negotiation and persuasion to give a good account of themselves and defend their positions (CHIZHOVA, 2006; KAKUTICH, 2020).

The investments that are made in human capital will return in the form of productivity not only to the extent that a person has knowledge, has the required skills and experience, but also depending on his health status and the length of his working life. The return on investment in human potential is not always positive. For example, there is an activity that is physically difficult, but does not provide for high professional qualifications. At the same time, it is paid quite high. In this case, the investment of an enterprise in the human capital of such a category of employees will give a negative result (MODERN SOCIETY: MAN, POWER, ECONOMY, 2014).

There is the following pattern: the sooner the deterioration of human capital occurs in the physical and moral context, the lower the performance of investments in it will be. Also,

the efficiency of investments decreases during the period when the subject is unemployed, does not participate in educational activities. This phenomenon testifies to the regression of the person as a professional. Thus, we can state that investments can be divided into two categories - in the physical capital of a person and in the intellectual one. At the same time, if the second category is not on time or not fully used, this leads to an inevitable decrease in its quality level.

Thus, investments can be made both in human capital and in human potential. The positive return on such investments will depend on a number of factors that lie in the plane of social, political, economic phenomena. All of them predetermine how expedient investments are and how much they can be made.

In connection with the assessment of the investment policy of the state and individual enterprises in human capital, it is necessary to indicate that such a category as investment risk must be considered without fail. It assumes that investments will be made only on condition that the investing entity expects a positive return. Therefore, the investment policy in human capital should be assessed according to certain aspects - the presence of the probability of not getting the desired result from their financial investments in the employee's potential, as well as the chances of losing investments due to inefficiency of the final expected effect from them.

The amount of investment in human capital is directly proportional to the risks run by the investor. It is possible to measure such risks by the relative or absolute values of the damage that the investor will incur in the event of an unfavorable outcome of the entire investment phenomenon. It should be noted that the greater the investments are made in human capital, the more intensively the risks associated with it increase.

Economic theories suggest that neutrality should become one of the attitudes towards investment risk. At the same time, the absence of an ideal system of labor markets in certain regions of our country is not taken account of, which leads to the need for a certain percentage of the population to migrate to work in foreign countries. Thus, it is impossible to allow a neutral attitude to investment risks in human potential, since this violates the system of relationships between subjects in the labor market (Kapelyushnikov, 2008).

One of the aspects that must be considered when investing in human capital is the probability of its complete non-use by the employee, or its incomplete use. An investor may also refuse to carry out his actions if the planned income from investments in the future does not exceed the rate established by him in the direction of positive returns.

At present, the risk of an unused human resource, in which investments have been made, is very high, which is due to the unstable economic situation in the country - an increase in the level of unemployment due to the shortage of jobs, lack of adequate qualification training, and lack of employees' experience. Among other things, the entire health care system has influence on how long a person can use their resources in professional activities. This is associated with the risks of losing the ability to work due to health problems, the potential for disability and being an invalid, as well as the overall life expectancy of a person.

The risk of investing in human capital can also be associated with the potential for changes in market elasticity indicators, which minimizes the chances of an increase in profits. The reason for this is the lack of jobs for the population of the country. A worker must be aware of the market conditions, as well as understand in advance what conditions of the work process, he agrees to and how high the level of employment he expects. The more an employee has information, the higher his level of responsibility and understanding of his job responsibilities. Accordingly, the chances of a positive return on investment in human potential will also increase.

Often, the main form of human capital investment is the provision of training by employers to their employees. At the same time, the employee himself must have a high level of personal responsibility and choose a strategy of behavior aimed at using the opportunities provided. This implies that he should refuse to contribute to the development of the shadow sector of the economy with his professional skills, not to commit activities that violate the law and, to some extent, give up most of his leisure activities (Chizhova, 2006).

Without any doubt, the decision of the subject to give preference to training and professional development, as an opportunity from the state or the employer, is influenced not only by the planned increase in the level of his wages in the future, but also by his individual characterological characteristics, which are based on what level of the subject's expectations of the future educational activities is. To a large extent, this is formed in the process of the formation of a person's personality, i.e., in childhood and adolescence. We can say that the desire for education and training is of a successive nature and is determined by to the presence or absence of an example to follow in the family or close social circle, an educational institution, as well as the influence of the media. If the subject chooses an educational level higher than it should be in his family, then this indicates the flexibility of his thinking, the desire for self-development, reflects his social value.



A factor that is quite common for our country and is an obstacle to investment in human capital - the territories of the state are located far from each other in a geographical context. This affects the awareness of the citizens of the state about the market situation, makes it difficult to move hired workers due to labor needs. These aspects can negatively affect the phenomenon of investment in human capital, as well as reduce the level of its return (Modern society: man, power, economy, 2014).

The state and individual enterprises implement a policy of investing in human capital, at the same time they reserve the choice to influence the level of investment, as well as make attempts to reduce potential risks. Typical methods of reducing the risks of investing in human capital from the state can be the availability of training and professional development courses for the population free of charge (or with partial payment), a developed taxation system. For individual business entities to invest in human potential, the state assists them by providing guarantees for the use of the resources of hired employees who receive training or retraining (BABASHKINA, 2007). For example, these include subsidies for the movement of workers due to their labor duties, unemployment insurance, health care services, granting the right to improve housing conditions, etc. (PCHELINTSEV, 2001).

Among other things, the state pursues an open policy regarding which branches of industry in the labor market have the highest indicators, what is the level of wages in the regions of the country, how much demand and popularity of certain types of professions are. Professional diagnostics services are provided for business entities, for employees, which increases the level of information awareness and gives enterprises an opportunity to assess the risks of the investment policy in human capital and invest correctly.

## **Results and Discussions**

So, the theoretical study of human potential and human capital contributed to the strengthening of the author's position that there is no unified category for their clear understanding and explanation from a scientific point of view. To determine the constituent elements of these phenomena, the author considered the key concepts that traditionally relate to human capital and human potential, studied the quantitative and qualitative indicators of human potential (STAROVOITOVA, 2020). To identify the specificity of the development of the phenomena considered in the work, the author familiarized himself with the topic of investment in human potential and outlined the main factors that contribute to its growth.

Analyzing the experience of domestic and foreign researchers, the author has found that scientists who study the topic of human potential and human capital represent their

opinion on these phenomena in a quite generalized form. They do not have a clear definition of the concept of each of the phenomena, practical methods by which it becomes possible to express the investments of the state in human potential in a quantitative way.

Having analyzed this topic, the author believes that it is necessary to bring up for discussion the issue of a more structured formation of the definition of the concepts of "human capital" and "human potential", as well as to form a classification by which it will be possible to measure the level of investment in human potential by the state and, accordingly, returns from the population in the form of an increase in the socio-economic level of the state (NECHAEVA & SHCHITKO, 2015).

## **Conclusion**

In this article, the author considered the concepts of human capital and human potential. It has been found that at present there is no precise definition of these phenomena, which would allow us to consider them in more detail from the point of view of increasing the efficiency of the use of human resources both for individual business entities and for the state as a whole. In a generalized context, these concepts include the entire set of skills, abilities and knowledge that an able-bodied person possesses, and which are aimed at his creative labor activity. The author has revealed that human capital, based on economic theory, is a phenomenon that is already directly used in the production process, while human potential is a category that implies the potential acquisition of even greater qualifications by a person that can be used by him in his work in the future.

For the potential of the employee to be realized, individual business entities and the state invest in human potential by providing individuals with the opportunity to learn, improve their qualifications. Such investment can be associated with a number of risks, which the author considered in this article. To date, there are no uniform criteria using which it would be possible to assess the feasibility of investment, therefore, the author proposed a more complete structuring of these factors and the creation of a single classifier of them. The problems that these actions can solve is that the level of return on investment in human potential is a conditional value, amenable to changes depending on how stable or unstable the economic situation in the country is, what the political system of the state is, as well as at what level social development it is.

Thus, the topic of human capital and human potential, as well as investment of business entities and the state in increasing the resources of an able-bodied person, is

important and significant for consideration, especially now, when the economic situation in the country is far from being stable. It is important to keep in mind that the well-being of any enterprise and country, in general, depends on how effective each individual able-bodied citizen is, and therefore the rational use of human capital and reasonable investments in human potential will be the underlying reason for increasing profitability, sustainable development and well-being of both investors and able-bodied citizens.

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