**ABSTRACT**

**Pilipenko K.A. Components of labor potential and group of factors that influence the labor potential of a person**

With the development of integration processes, Ukraine faced new socio-economic problems related to the preservation and development of labor potential as the basis for the formation of productive, freely chosen employment. The solving of this complex socio-economic problem is complicated by the lack of in-depth research related to the understanding of labor potential as a multifaceted phenomenon whose level of development is most determined by the influence of socio-economic and demographic factors. The study of the peculiarities of the formation, preservation and development of labor potential in certain regions, which really requires the practice of developing regional employment programs. All of this requires, first and foremost, the theoretical and methodological substantiation of the classification of factors influencing the realization of labor potential not only at the macroeconomic level but also at the level of the separate region.

The notion of "labor potential" has no static character, but is in constant development, in dynamics. The form of such development of labor potential is the process of reproduction, which, in turn, is an element of the process of social reproduction in general. The reproduction of labor potential is a process consisting of four phases: the formation of labor potential; Its distribution and redistribution; exchange; Consumption (use). Reproduction of labor is a reproduction of the ability to work and is an organic element of reproduction of the social product as a whole. The carrier of the same workforce is considered here only as a subject of production. However, the process of reproduction of labor potential is somewhat broader in terms of the process of reproduction of manpower. Thus, the reproduction of labor potential is treated as the reproduction of carriers and their ability to work both realized and not implemented in certain conditions of production and as a reproduction of the system of relations with regard to the conditions of implementation of labor potential. The peculiarities of formation, preservation and development of the main components of labor potential of Ukraine are highlighted.

Methodological approaches to the development of an expanded classification of the main factors influencing labor potential of a person and their grouping have been determined. Today, many researchers state the tendency of inadequate qualification of workers at enterprises, reducing the professional qualification of workers, especially young people. The prospect of the development of a young Ukrainian state requires a fundamentally new strategy for the development of education: the humanization of education, the improvement of general education, the formation and development of creative thinking and activity in the younger generation. This requirement applies to virtually all forms of training, retraining. The mechanism of motivation of work should take into account the whole set of socio-economic, demographic and technological factors that can influence the development of labor potential. Any research becomes impossible if there is no appropriate grouping of factors that affect one or another system. And although absolutely all factors of the development of labor potential to explore within one industry is impossible, to classify them still necessary. According to different criteria, they can be classified as: regular and random; External and internal; Positive and negative; Direct and indirect and others. The main group of factors influencing the labor potential and its implementation include the following: national (macro-criminals), which determine the conditions for the formation of the national labor market, general socio-economic conditions; Regional (those that affect the conditions for the reproduction of labor in the region); Intra-industry; Introspection This classification allows us to verify the diversity of factors that influence the processes of reproduction of the population and the realization of its labor potential.

**Key words:** labor potential, wages, labor market, population, health, employment, labor force, longevity, working capacity, demographic policy.