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NATURE AND SIGNIFICANCE OF THE IMPACT THE LABOR MARKET FOR INVESTMENT ATTRACTIVENESS OF THE COUNTRY

In recent years, there has been a significant structural impact of the digital economy on the formation of foreign direct investment flows. Advanced technologies and robotics are developing at an accelerated pace. All of this improves, lowers costs, and speeds up production. A progressive labor market is a good foundation for the successful development of enterprises in various industries. Innovations enable industries to be created, developed, and updated. In addition, foreign direct investment promotes technology transfer, which encourages the flow of internal public investment, leading to the development of human resources and institutions.

It is well known that foreign direct investment is of great importance to the socio-economic and industrial policies of developing countries. In the works of O. M. Tkachenko [1] and I. O. Onishchenko [2] thorough analysis of the dynamics of attracting foreign investment in the economies of different countries, including the economy of Ukraine, is carried out. The authors note that Ukraine's position in international ratings over the past 10 years has been rather weak.

In the context of the rapid development of globalization processes and significant transformation processes in the world economy, the requirements for human development are also changing, capital and labor in general. In today's competitive world, human capital has become a defining resource. Efficiency of market functioning determines the development of the national economy.

Global trends are also replicated in the trends of the labor market in Ukraine, which undergoes significant modifications from year to year. Constant economic and political instability, increasing rates of development and replacement of industries and technologies, activation of migration processes, expansion and strengthening of social channels, changes in working conditions [3, 4] and employment forms, and changes in tax and labor legislation are all major factors influencing the labor market situation in Ukraine. All these factors lead to significant fluctuations in the main indicators of the human capital market.

Undoubtedly, an important factor in the country's investment attractiveness is the RI-Wen education of the population. This indicator indirectly acts as a factor in the labor market. First, it reflects the quality of human capital in the market countries. It is impossible not to agree that the entire complex of manufacturing high-quality goods and services for export, complex automated information systems and complexes (MHTE), starting from the design stage and ending with the stages of testing, implementation, maintenance and support, can only be carried out by highly qualified, highly professional personnel, experts in a particular field. Accordingly, you can become a highly professional specialist in a particular field by receiving higher education, at least at the master's level.

In our opinion, to improve the level of investment attractiveness of the country as a whole, and especially the labor market it is proposed to: step up activities aimed at creating new jobs; develop a structure of measures aimed at reducing the unemployment rate and supporting the unemployed, providing them with assistance in finding work; step up cooperation with the heads of enterprises in order to solve

issues of improving the quality of life productivity of labor and improving the working conditions of employees; make changes to the existing legislation regulating labor relations, in order to switch to more modern and progressive forms of interaction between employees and employers; promote educational institutions (vocational and technical education and higher education); and practice conducting events aimed at increasing the importance of obtaining educational competencies and professional qualifications among the population.

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