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*DOI: <https://doi.org/10.36059/978-966-397-439-2-21>*

**THE ESSENCE OF THE «HUMAN RESOURCE POTENTIAL»  
CONCEPT AND ITS IMPORTANCE  
FOR ENTERPRISE DEVELOPMENT**

The essence of the concept of "human resource potential" and its significance for enterprise development are crucial topics in modern management, as human resource potential directly influences the efficiency and competitiveness of an enterprise. Human resource potential can be viewed as a combination of knowledge, skills, abilities, professional experience, and personal qualities of employees, which collectively impact the performance of a company.

Human resource potential is one of the key resources of an enterprise, as it is people who create added value, generate innovations, and ensure long-term competitiveness. Scientific literature offers various approaches to defining the essence of human resource potential, but they all agree on one thing: human resource potential is the foundation of successful enterprise development, particularly in the context of modern challenges such as digital transformation, globalization, and environmental changes.

O.A. Honcharuk [1] emphasizes that human resource potential is a key factor in the innovative development of an enterprise. He believes that effective management of human resource potential enables higher performance outcomes by maximizing the use of employees' professional knowledge and competencies, as well as contributing to the creation of added value.

Kravchuk and Petrova [3] stress that human resource potential serves as the foundation for shaping organizational culture and fostering

innovation within enterprises. They note that proper management of human resource potential enhances an organization's adaptability and resilience to market changes.

Kovalenko [4] asserts that human resource potential is not merely the presence of qualified personnel but also employees' ability to adapt to new conditions and evolve their competencies in line with market demands. This is especially crucial in the context of digital transformation, where employees must continually update their knowledge and skills.

The key perspectives of Ukrainian scholars on human resource potential reflect contemporary trends in studying this concept, underscoring its strategic importance for enterprise development in the context of globalization and digital transformation.

Honcharenko O.V. [2] asserts that human resource potential is one of the most critical resources of an enterprise, determining its capacity for sustainable development. He points out that successful utilization of human resource potential requires a systematic approach to human resource management, investments in professional development, and effective employee motivation.

Kravchuk I.V. [3] believes that human resource potential is not limited to technical knowledge and professional skills but also includes essential components such as organizational culture, interpersonal relationships, and emotional intelligence. He emphasizes that these "soft" aspects play a crucial role in shaping human resource potential and must be considered in personnel management.

Melnyk V.S. highlights that the human resource potential of an enterprise becomes a primary driver of innovative development. He underscores that in the context of digital transformation, employees must not only possess a high level of professional competence but also demonstrate the ability to engage in continuous learning and flexibility in adopting new technologies [5].

Semenova A.I. [6] defines human resource potential as a combination of intellectual, physical, moral, and professional attributes of employees that contribute to achieving an enterprise's strategic objectives. She notes that managing human resource potential requires the integration of modern methods for assessing and planning personnel development.

According to Kovalchuk Yu.S., the development of human resource potential is a decisive factor in ensuring an enterprise's competitiveness. He states that modern enterprises must invest in building high-performance teams equipped with the necessary competencies to respond to rapid market changes [7].

Foreign researchers also emphasize the importance of human resource potential. For instance, Boxall P., & Purcell J. [8] state that human resource potential is the foundation for achieving sustainable competitive advantage. In their view, the development and management of human capital enable enterprises to adapt to environmental changes and utilize resources effectively.

Ulrich D., & Grochowski J. [9] highlight that human resource potential is a critical resource for implementing digital transformations in modern business. They note that organizations with well-developed human resource potential are better equipped to undergo transformation processes.

Stone D.L., & Deadrick D.L. [10] consider human resource potential a dynamic category influenced by an organization's ability to create a favorable environment for the professional and personal development of its employees.

Armstrong M., & Taylor S. [11] define human resource potential as the total human resources that can be mobilized to achieve organizational goals. They emphasize that strategic management of human resource potential enhances labor productivity and organizational efficiency.

Harvey G., & Turnbull P. [12] stress that human resource potential is linked to employees' ability to adapt to rapid industry changes. They underscore the importance of investing in employee training and development.

Meyer J.P., & Allen N.J. [13] argue that human resource potential depends not only on professional skills but also on employees' engagement and loyalty to the organization, which contribute to achieving long-term results.

Becker G.S. defines human resource potential as a component of human capital that encompasses the knowledge, skills, and motivation of employees essential for ensuring innovative development and economic growth within an enterprise [14].

Storey J. emphasizes that human resource potential is a driving force in modern management, providing organizations with a competitive edge through an innovative approach to developing and utilizing human resources [15].

Ukrainian scholars highlight that human resource potential is a critical element of enterprise development in the current market economy. Managing this resource requires integrating contemporary approaches to training, development, motivation, and the use of innovative personnel management tools. Human resource potential is a crucial factor in ensuring the sustainable development of an enterprise.

Thus, effective HR policy is based on a combination of predictability, adaptability, and the utilization of both external and internal human resources in line with the strategic needs of the enterprise.

In conclusion, human resource potential is one of the most vital components of an enterprise's successful operation and development. Its evolution from concepts focused on employee qualifications to modern approaches that include digital competencies and innovative capabilities reflects contemporary challenges and demands of the market economy. Managing human resource potential aims not only to ensure high labor productivity but also to enhance an organization's ability to adapt to changes and implement innovations, which are becoming increasingly critical in the era of digital transformation.

Human resource potential is one of the key components of effective enterprise functioning and development. It is determined by the qualitative and quantitative characteristics of personnel, levels of professional training, competencies, motivation, and the ability to adapt to changes in the internal and external environment. The essence of human resource potential lies in its role as a resource that enables the realization of an enterprise's strategic goals.

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