

Abstract of the Article
“Methodic Approach to a Region Employment Potential
Measuring and Evaluating”
by M. M. Novikova, D. A. Novikova

The paper deals with a methodic approach to measuring and evaluating the employment potential in a region to justify management decisions aimed at its strengthening. The methodic approach is based on the critical analysis results of existing theoretical and methodological approaches to identification and evaluation of employment potential in a region, as well as compilation of the integral indices of social, economic and demographic components of employment potential.

The compilation of part indices was performed using the arithmetical average method and determining factor loadings. The evaluation criteria is based on the fuzzy-set modeling method using five-criteria levels, from a very low to a very high one, which, with a certain degree of probability, makes it possible to relegate each region of Ukraine to a particular period at one of the criteria levels. The paper presents the results of employment potential measurement in the regions of Ukraine over the 2003 to 2008 period and the results of employment potential evaluation in this period

Application of the suggested method allows to update the information base when making up managerial decisions at the regional administration level, as well as to characterize existing external conditions for enterprises when deciding their employment potentials.