

MORAL AND ETHIC VALUES IN EMPLOYMENT AS A FACTOR OF INNOVATIVE COMPONENT OF EMPLOYMENT POTENTIAL IN UKRAINE

Anna S. Pasioka
Cherkasy Institute of Banking, Ukraine
pasioka.anna@gmail.com

Purpose - to show the role of moral and ethic values in the conditions of knowledge economy development and increased competition towards innovative development to employment potential in Ukraine; to determine the main problems and reasons of employees' value demoralization; to propose measures for their improvement.

Design/methodology/approach – investigation results based on such research methods as observation and questionnaire were used in the article. The results of transformation mentality diagnostics within motivation monitoring revealed the trend of changes in values orientation in employment.

Findings – the causes of employees' moral and ethic values loss were formulated; the questionnaire showed the priority of labour characteristics that are the most attractive for the modern participants of social and labour relations; types of employees' labour mentality as a basis for moral and ethic values formation were defined; monitoring results of employed population and motivation directions of different employment groups were determined; measures for restoration of moral and ethic values in Ukraine employment were proposed.

Research limitations/implications – the article is the beginning of further investigation of concrete moral and ethic component influence upon employment potential development, particularly, in quantity aspect.

Practical implications – the investigation results can be used to develop the modern concept of national culture formation and the morality of social and labour relations.

Originality/Value – the influence of moral and ethic values on employment was determined; the causes of morality loss in modern conditions were systematized; the

measures of improving moral and ethic component of social and labour relations on the institution level were proposed.

Keywords: employment potential, moral and ethic values, social and labour relations, Ukraine.

Research type: general review.