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EVOLUTION OF STRATEGIES FOR HUMAN CAPITAL DIAGNOSTICS¹

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Abstract

The strategies for human capital diagnostics depend on the ideas about the nature of human capital, which change with the social and economic development of society. Over the past three centuries, the concepts of human capital have evolved, leading to the evolution of ideas and diagnostic strategies. However, there is an obvious contradiction in modern strategies for human capital diagnostics. It consists in focusing on the study of factors external to the personality that affect human capital, which was characteristic of the industrial society. Along with this, modern theoretical studies of the nature of human capital reveal the important role of personality values in the structure of human capital, values that link knowledge, skills and abilities of an individual with motivation and interests,

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without which “purely” professional competencies may be ineffective. On the basis of the analysis of the history and modern understanding of human capital, the authors of the article make a conclusion that it is advisable to develop a sociological diagnosis of the human capital of a person focused on the study of values.

Keywords

Diagnostic strategies – Human capital – Values – Network approach

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Introduction

The search for adequate strategies for human capital diagnostics is an urgent scientific problem, since the activation and development of human capital in Russia is one of the central tasks for the near future: the human potential of Russian people is high, but this potential is often not converted into human capital². As the analysis shows, the proposed numerous strategies for human capital diagnostics reflect the complexity and problematic nature of the issue of its study and assessment, but at the same time the diagnostic strategies and tools often do not reflect the content of human capital that has changed in modern conditions.

Diagnostic strategies are the most general plan for finding the necessary information, analyzing it and identifying deviations of human capital from the desired or ideal standards of its state. Diagnostic strategies are designed in different ways. The central point of any diagnostic strategy, as an applied activity, is the formulation of goals, methodological principles for organizing diagnostics, as well as the formation of a system of indicators that allow evaluating and comparing data, on the basis of which objective conclusions about human capital will be made³. Thus, the target settings, the principles on the basis of which diagnostics and methods of collecting and processing empirical material are built, form the basis of diagnostic strategies. Modern publications reveal the main idea of developing strategies for human capital diagnostics, which lies in the fact that their formation depends on the methodological position of the researcher, the originality of the perception and interpretation of a person as capital, the researcher's understanding of human activity as a source of profit, income or an increase in rent. In different academic schools this issue is resolved in different ways.

Researchers in the field of socio-humanitarian knowledge consider the diagnostic strategies in a special way, since for the social and humanitarian sciences, the knowledge of the nature of a person has been and remains one of the central topics around which many theories, concepts and schools are formed. Socio-humanitarian science understands a person as the highest level of development of nature, as a creature endowed with reason and consciousness, the ability to pose and solve complex questions, create technical and intellectual devices, build relationships with their own kind and with nature, and predict the future. Man is the crown of God's creation, living in society, and his purpose and meaning of life are at the center of not only global scientific research and discussions, but also at the everyday level, in a wide variety of everyday practices.

It is important to emphasize that each scientific concept not only forms its own special understanding of the meaning and purpose of a person, but at different times determines the essence of human capital in different ways. The coming industrial age gave rise to a new understanding of a person as part of the economic life of society and as a special form of capital. The diagnostic strategies are built in accordance with the concept of a person as capital: the principles and methods of recognition, technologies and techniques for assessing and analyzing human capital, means for measuring norms and deviations, indicators of reference development, the influence of human capital on the efficiency of activities, performance, etc.

² A. G. Mokronosov & Yu. V. Krutin, "Human capital or human potential", Ideas and ideals, num 2 (32) (2017).

³ R. M. Valiakhmetov, "Sociological approaches to assessing and diagnosing the human potential of the region", Issues of territorial development, num 5 (45) (2018).

Human capital can be interpreted in a broad and narrow sense. In the first case, human capital is understood as an intensive factor of the economy, in the second - as a combination of knowledge, skills, abilities, often health, needs and some other personality characteristics are added here. It is important to emphasize here that the human capital of an individual is considered as a basic element in relation to the human capital of organizations, regions, and the country as a whole.

First of all, it is worth mentioning the works in which the human capital of the individual is considered, since all other strategies for diagnosing human capital focus on identifying this capital, the capital of the individual, the individual, and further interpretation of the obtained data. For example, V.E. Ioda and Zh.V. Korneva show that individual human capital can be calculated on the basis of evaluating the totality of a number of coefficients, which are many: IQ, factors of deviant behavior, organizational and entrepreneurial capital, morality, etc.⁴

A number of researchers (A.A. Bezhovets, T.A. Akimochkina) pay attention to the importance of human capital diagnostics within an organization. The authors consider comprehensive diagnostics of human capital of an organization, which is formed as a set of individual human capital of all employees. They proposed a detailed classification of various types of such diagnostics⁵.

Diagnostic strategies aimed at studying and assessing human capital at the level of a region are widely discussed. In particular, one can refer to the work of I.A. Gurban and A.L. Myzin, where the diagnostic strategy is implemented based on the qualimetric method of indicative analysis. This strategy consists in comparing the results of measuring the region's human capital and indicators that meet the requirements of the civilizational development of society⁶.

I.S. Permyakova, N.V. Ryzhankova and N.A. Sharipova propose to take into account in the strategies for diagnosing Russia's human capital the discounted (reduced to modern value) price of all goods and services that the human capital is capable of producing⁷.

Analysis of modern research shows that scientific ideas about the human capital of an individual include not only knowledge, skills and abilities, but also the values of the individual. The purpose of the article is to identify, systematize and discuss the evolution of ideas about human capital and methodological principles for building a strategy for its diagnostics. The authors believe that values are the integrating principle, which unites the knowledge, skills and abilities of a person with the desire and motivation to act, work, and improve one's performance. In theoretical terms, the key task is to conceptualize the provisions that make it possible to consider values as an object of diagnostics in the structure of human capital.

⁴ E. V. Ioda & Zh. V. Korneva, "Innovative economy: information support for the assessment of individual human capital", Socio-economic phenomena and processes, num 7 (2011).

⁵ A. A. Bezhovets & T. A. Akimochkina, "Complex diagnostics of the state of human capital of an organization", Bulletin of Eurasian Science, num 2 (39) (2017).

⁶ I. A. Gurban & A. L. Myzin, Systemic diagnostics of human capital in Russian regions: a methodological approach and assessment results, num 4 (2012): 34.

⁷ I. S. Permyakova; N. V. Ryzhankova & N. A. Sharipova, "The state of human capital in Russia", STEZH, num 3 (24) (2016).

The sequence of the presentation of the material of the article suggests an investigation of the history of the issue, which shows that as the industrial society evolves, the concept of human capital also changes, and at present it should be understood broadly, as including value-motivational factors. Further, the results and generalizations of diagnostic strategies will be shown, which can be referred to the most recognized ones in the modern practice of diagnosing human capital, and the problematic points in their characteristics will be revealed. After that, the authors are going to discuss the obtained results and draw conclusions about promising directions for the formation of strategies for human capital diagnostics.

Materials and methods

The initial materials for the analysis of strategies for human capital diagnostics were the results of numerous studies that describe ideas about the understanding of human capital in the scientific literature. In the interests of the research, the authors used the comparative-historical method, which involves the study of the same phenomenon, in our case, the strategies for human capital diagnostics at different stages of the development of society. Comparing scientific ideas about the essence and role of a person as a source of capital in different historical periods, it seems possible to identify the features and main characteristics of the formation of diagnostic strategies. The comparative method in sociology was successfully used by the founders of sociological science, starting with A.Comte and G. Spencer, while, for example, E. Durkheim saw in this method the meaning of sociological research in general, considering that comparative sociology is not a separate branch of sociology; it is sociology itself if it ceases to be a purely descriptive science and seeks to explain facts⁸. Turning to the history of the issue seems to be justified, since it is the historical approach, the need for which has never been denied by any researcher in the study of the interaction of the economy and society (A.V. Petrov), that is the method that is focused primarily on identifying, modeling and studying genetic links of various social and economic phenomena⁹. The advantages, reliability and expediency of this method in relation to human capital are shown in the studies of S.V. Ivanov¹⁰, who formulated a number of stages in the study of this phenomenon; in the works of O.P. Ovchinnikov and N.E. Ovchinnikov¹¹, who revealed the features of the evolution of the category of "human capital"; in the article of S.M. Pyastolov, who showed the Protestant component of human capital in comparison with other ideological and moral positions and principles¹²; in the monograph of V.T. Smirnov and I.V. Soshnikov, who studied the content and types of human capital¹³; in the work of Ya.S. Yadgarov, who substantiated the new meaning of human capital in modern conditions¹⁴.

⁸ A. V. Rezaev; V. S. Starikov & N. D. Tregubova, "Comparative sociology: general characteristics and development prospects", *Sociological journal*, num 2 (2014): 107.

⁹ A. V. Petrov, *Historical method in economic sociology*. Ph. D. thesis (St. Petersburg, 2005) Retrieved 15.07.2020 from:<http://www.dslib.net/ekonom-sociologia/istoricheskij-metod-v-jekonomicheskoi-sociologii.html>

¹⁰ S. V. Ivanov, "Evolution of research of the economic category "Human capital", *Socio-economic phenomena and processes*, num 7 (2011): 55–59.

¹¹ O. P. Ovchinnikov & N. E. Ovchinnikov, "Stages of human capital development in economic history", *Bulletin of PNRPU. Socio-economic sciences*, num 3 (2018)

¹² S. M. Pyastolov, "Protestant economic history in the light of the theory of human capital", *Historical and economic research*, num 2 (2009).

¹³ Smirnov, Soshnikov, 2005

¹⁴ Ya. S. Yadgarov, "Place and role of the theory of human capital in the modern history of economic thought", *Historical and economic research*, num 2 (2016).

The beginning of such research was laid in economics. Sometimes, the first scientific developments in the theory of human capital are associated with the ideas of G. Schultz and J. Mintser. Along with this, V.A. Anikin's studies show that researchers from the United States, Europe, Japan, and some other countries have been discussing different interpretations of human capital, starting the analysis from the pre-industrial period¹⁵. On the basis of extensive scientific material, V.A. Anikin draws a conclusion about five stages that are qualitatively different in scientific ideas about human capital.

At the 1st, pre-industrial stage (lasting until the 18th century), human capital was identified as knowledge aimed at achieving a result, and such knowledge that only a narrow circle of people possessed, who received it as "sacred knowledge" mainly in universities. Possession of knowledge was an undoubted competitive advantage in entrepreneurship. The first attempts to provide a scientific basis for human capital during this period are associated with the ideas of the economist W. Petty, which he outlined in the book "Political Arithmetic"¹⁶. According to K. Marx, W. Petty was the first to draw a conclusion about the population being the wealth of any nation and the possibility of assessing this wealth¹⁷.

2nd stage (Europe of the 19th century - the first half of the 20th century). The development of ideas about human capital is associated with knowledge that can be implemented in economy (A. Smith and D. Ricardo). During this period, mass vocational education appeared, numerous technological and technical institutes and colleges were opened, whose main goal was to supply specialists demanded by the industry¹⁸. K. Marx, A. Marshall, J. B. Clark, V. Pareto and some others made a significant contribution to the development of the theory of the issue. Human capital, which helps to practically organize business, is beginning to be recognized as the main condition for competitiveness (by researchers of the school of human relations - E. Mayo, A. Maslow, D. McGregor, et al.)¹⁹.

The third stage - the late industrial period - includes two decades, starting in the 1960s, when a "world outlook shift" takes place in realizing the importance of the role of a business person as a special form of capital. First of all, this concerns Europe, USA, and Japan. It was at this time that most of the fundamental conceptual views on the problem of the business person were formulated, which became the core of the theory of human capital for a long period. Theoretical generalizations of the issue are associated with the works of T. Schultz, G. Becker, J. Mintser - the representatives of the Chicago School²⁰. Describing this stage in the development of the theory of human capital, S.V. Ivanov in his article "Evolution of the study of the economic category of 'human capital'" defines it as neoclassical²¹.

¹⁵ V. A. Anikin, "Human capital: the formation of the concept and basic interpretations", Economic sociology, num 4 (2017): 120–156.

¹⁶ S. V. Ivanov, "Evolution of research of the economic category "Human capital", Socio-economic phenomena and processes, num 7 (2011): 55–59.

¹⁷ K. Marks, Capital (Moscow: AST publishing house, 2009)

¹⁸ D. Verhaest & E. Omev, "The Impact of Overeducation and Its Measurement", Social Indicators Research, num 77(3) (2006): 419–448

¹⁹ E. L. Shemyakin, "The history of the concept of human capital", Privolzhsky scientific bulletin, num 5-2 (45) (2015): 51–53.

²⁰ N. D. Voronina & D. S. Popov, "Demand for adult education and factors associated with participation in it: Russia against the background of OECD countries", Economic Sociology, vol: 20 num 2 (2019): 122–153.

²¹ S. V. Ivanov, "Evolution of research of the economic category "Human capital", Socio-economic phenomena and processes, num 7 (2011): 55–59.

The central ideas of T. Schultz in the formation of the theory of human capital were the provisions on the prevailing role of business information that functions within the company between its employees and thereby ensures the efficiency of the enterprise development; in his works, there emerges a broader understanding of the role of investment not only in university education, but also in professional training in the firm; the health of the company's employees is also recognized as a factor in the development of human capital.

The conclusions of G. Becker became relevant for the studied period in understanding the nature of human capital - when knowledge, ability and skills to "do business" are considered not only as a "reserve", but also as a "source" of the company's income. He predicted the ideas of his contemporaries about the need for the formation of motivation and the accumulation of knowledge and work experience starting from the period of growing up. According to G. Becker, the result from applying such a strategy for the development of human capital may be even higher than the return on investments in fixed assets²².

In the works of J. Mintser, a conceptual position was formulated regarding vocational training, which later became the main factor in the distribution of income. J. Mincer considered investments in education to be the main factor in the development of human capital. In his work "Schooling, Experience, and Earnings" (1974) J. Mincer described the concept of the 'overtaking age'. The main idea of the concept lies in the prospects of choosing professions that are focused on the future. According to J. Mincer²³, the choice of such promising professions most fully provides the opportunity to implement the business potential of each individual.

A significant contribution to the development of the theory of human capital was made by the works of other researchers of this period. For example: L. Thurow showed the intellectual basis of human capital and the fundamental role of integrating the skilled workforce of organizations that determine the "future of capitalism"; E. Fromm revealed the humanistic content of efficiency on the basis of psychoanalytic principles of the formation and development of human capital; G. Psacharopoulos analyzed the set of benefits and positive consequences that accompany investment in human capital; Y. Ben-Porat formed the concept of cultivating human capital throughout life until the moment when the marginal costs of developing human capital are no longer equal to the marginal earning potential (the so-called Ben-Porat model); M. Bowen revealed the decisive role of the 'family field' in the formation of business qualities, starting from childhood; J. Kendrick, on the analysis of American society, showed the possibilities of the method of analyzing human capital based on costs; B. Chiswick, revealed the influence of a person's position on the labor market depending on his accumulated business competencies, and also formed the concept of labor market analysis based on the theory of human capital, etc. As a result of the efforts of these researchers during the specified shown, an extensive theoretical base of scientific works was formed, which later became the basis for the development of methodology and methods for human capital diagnostics.

It is necessary to emphasize two important features of the development of the basic principles of substantiating the strategies for diagnosing human capital of this period: a) all the specified authors were to one degree or another associated with European countries –

²² G. Becker, Human behavior: an economic approach (Moscow: GU VSE, 2003).

²³ J. Mincer, Schooling, Experience and Earnings (New York: National Bureau of Economic Research, 1974).

they were European by origin and later almost all worked in American universities, and b) they were predominantly economists (with some exceptions, for example, E. Fromm and M. Bowen). These features could not but affect all subsequent developments in the theory of diagnostic strategies and technologies. Thus, the main feature of the development of strategies for human capital diagnostics reflected the specifics of the advanced and most developed countries.

The way the problem of human capital was addressed in Russia represents special interest. The studies of V.I. Peftiev and N.V. Dutov provide evidence that in Russia the concept of 'human capital' was also discussed long before the progress made in the USA, Europe and Japan²⁴. However, as subsequent studies of the history of the formation of research data on human capital in Russia show, these ideas did not have further development and support. Much later, later, a number of Russian researchers, among whom O.I. Ivanov, R. Kapelyushnikov, L. Tulchinsky, I. Ilyinsky, M. Kritsky, V. Martsinkevich, S. Strumilin, and others should be noted, made a worthy contribution to the adaptation of many ideas of foreign authors concerning the role of human capital and the development of human resources of Russian people. Today, their followers represent not only economics, but also sociology, management, psychology and other branches of knowledge.

Stage 4 begins in the 1980s and lasts until the 2000s. It is associated with the changed structure of the intangible factors of the economy and the increasing role of information, access to information, the ability to work with information, the skills of maximum usage of computers. The new requirements of the time are directly linked in the ideas about the changed quality of human capital - the emergence of information capital²⁵.

Finally, stage 5, starting in 2000, is characterized by the recognition of the important role of non-cognitive and emotional skills formed in the first years of a person's life. Conclusions are formulated about the basic role of the family, the preschool period of a person's life, school and university education - everything that forms the system not of the knowledge about future professional activity but of the values, orientations and attitudes of a person to the most diverse aspects of life, everything that was predicted by T. Schultz, who spoke about the significant role of childhood for the cultivation of human capital²⁶.

An analysis of the literature devoted to the study of the evolution of understanding of human capital makes it possible to name the relevant areas of research for the modern Russian situation, including:

- increasing the role of the efforts of the person in the formation of the intellectual component of human capital in the context of growing inequality and opportunities for investing in self-development²⁷;

²⁴ V. I. Peftiev & N. V. Dutov, "Entrepreneurship in pre-revolutionary Russia: the experience of A. V. Chichkin", Yaroslavl Pedagogical Bulletin, num 2 (2011): 305–309.

²⁵ R. V. Karapetyan; I. L. Sizova & M. A. Bakaev, "Current and expected parameters of the growth of digital competencies among the employed population", Bulletin of the Institute of Sociology, vol: 11 num 1 (2020): 111–134; P. N. Kondrashov, "Postcapitalism as a new social inter". Sociological research, Vol: 46 num 2 (2020): 150–159 y Yu.G. Volkov; V. I. Kurbatov & A. V. Popov, "Homo informaticus" - the subject of self-government and self-organization of networked online communities", Humanities, socio-economic and social sciences, num 2 (2019): 35–41.

²⁶ T. Schultz, "The value of children", Thesis, num 6 (1994): 43–69.

²⁷ A. M. Zulpuev & E. B. Primov, "Human capital in modern society", Territory of Science, num 6 (2016): 68–75.

- increasing the role of digital competencies, reflecting the central feature of the modern labor market and modern society²⁸;
- the growing importance of social and cultural assets of modern Russia in the formation of the business activity of the Russian people, which will require a number of institutional changes, innovative strategies and management decisions for the implementation of social and cultural modernization²⁹;
- the relevance of an in-depth analysis of negative causes and trends in the development of human capital in the Russian Federation, the growth of professional and qualification imbalances³⁰;
- activation of interdisciplinary approaches, recognition of the limitations of the one-dimensional understanding of business behavior; integration of macro-, meso- and micro-levels of research³¹;
- bridging the gap between the development of spiritual and business components of human capital³²;
- issues of family influence on the business qualities of the younger generation of the Russian elite, entrepreneurs, engineers, etc.³³.

Results

Strategies for human capital diagnostics represent the most general plane of recognizing human capital, which is built on the basis of understanding its nature. Based on an understanding of the nature of human capital, the goals of diagnostics, methodological approaches and principles for its organization, as well as methodological procedures are formulated that allow one to recognize, evaluate and characterize the state of human capital in accordance with certain standards.

To date, there are two main conceptual approaches to identifying the strategies for human capital diagnostics depending on its goals. The first type of diagnostic strategies includes the varieties of diagnostics which are focused on individuals, social groups and organizations, regions or society as a whole. Thus, strategies are formed for diagnosing a person's human capital, an organization's human capital, a region's human capital, etc.

The most widespread are diagnostic strategies, the purpose of which is objects of different social nature that are studied in the interests of assessing human capital. In this case, the immediate objects of diagnosis can be: investments; objective or subjective factors affecting human capital; some individual characteristics; activity results; complexes of various objects that affect the state of human capital.

²⁸ R. V. Karapetyan; I. L. Sizova & M. A. Bakaev, "Current and expected parameters of the growth of digital competencies among the employed population", *Bulletin of the Institute of Sociology*, vol: 11 num 1 (2020): 111–134.

²⁹ O. Yu. Ozhereleva, "Sociocultural assets of modern human capital", *Bulletin of the expert council*, num 4 (15) (2018): 141-144.

³⁰ S. V. Zenkina, "The current state and factors determining the development of human capital in Russia", *Socio-economic phenomena and processes*, num 3 (2009): 16–20.

³¹ N. A. Buranshina, "Human capital in modern interdisciplinary research", *Creative Economy*, Vol: 5 num 10 (2011): 74–79.

³² G. E. Chernov & E. V. Chernova, "Human capital as a determining vector of economic development in the XXI century", *Society: politics, economics, law*, num 11 (2016): 54–61.

³³ N. V. Kolesnik, "Russian elite families: methods of study and practice of functioning", *Petersburg sociology today*, num 11 (2019): 34–47.

Investment strategy of diagnostics. In this case, the objects of diagnostics are supposed to study not the indicators themselves or indicators of the state of human capital (human capital as such), but contributions-investments in human capital. The main empirical object of diagnostics is the volume, quantity and quality of investments, i.e. material or financial investments that are directed to the development of human capital. In this case, the judgment about the development of human capital is made on the basis of measuring investments, characteristics of investment areas, their dynamics and structure. A detailed analysis of the features of this strategy and an assessment of its effectiveness in modern conditions are given in the work of E.B. Romanova³⁴.

Diagnostic strategy aimed at studying objective factors affecting the state of human capital. Its purpose is to measure objective data, on the basis of which the following indicators are calculated: factors that reflect indices of income, longevity and education (this is how the UN method of measuring human capital is designed). In this case, it is obvious that human capital is considered outside the relationship with subjective indicators, such as, for example, a person's motivation, his/her interests or creative activity³⁵. On the other hand, this methodology is not aimed at studying investments in human capital, neither at the assessment of the results of the usage of human capital.

Diagnostic strategy aimed at studying subjective factors affecting the state of human capital. Most often, the indicators in such methodological procedures are the personal characteristics of people - knowledge, skills, abilities, competencies, potential, health reserves, etc., the innate and acquired characteristics of a person. These are the most common indicators based on the study of which a conclusion is made about the characteristics of human capital. Knowledge seems to be the most discussed indicator³⁶.

The strategy of the motivational approach aims to study the personality factors that affect the state of human capital. In a number of methodological procedures, not only personality characteristics are determined by direct indices and indicators of human capital. The central place among the objects of diagnosis is occupied by such individual characteristics that reveal the power of motivation³⁷ and the desire of people to be active creators. This is the basis for the changes in the socio-economic life of organizations, regions, and society as a whole.

Strategy for an effective or result-centered approach to human capital diagnostics. In some studies, human capital is considered as a realized human potential, which results in an increase in any indicators of reproduction - profits, financial or production success, achievements in material or spiritual activity³⁸. Based on these final results, a conclusion is made about the state of human capital.

³⁴ E. B. Romanova, "Investments in the development of human capital", *Izvestia RGPU im. A.I. Herzen*, num 74-1 (2008).

³⁵ I. M. Tenyakov & T. V. Konovalova, "Innovative factors of economic growth in Russia: human capital and industrial parks", *EVR*, num 1 (63) (2020).

³⁶ O. Yu. Gerasimova, "Education as a factor in the development of human capital", *Problems of modern economics (Novosibirsk)*, num 22-1 (2014).

³⁷ A. V. Alenchenkova, "Motivation of human capital in the agricultural sector", *Modern trends in economics and management: a new look*, num 29 (2014).

³⁸ A. S. Komarova "The influence of human capital on labor productivity in the post-crisis period". *Izvestiya TulGU, Economic and legal sciences*, num 1-1 (2015).

The strategy of an integrated approach to human capital diagnostics³⁹. In case of integrated approach, the purpose of diagnostics is both in the analysis of objective and subjective indicators that form the basis of human capital. Sometimes the integrative nature of the approach is expressed in the combination of only subjective and personality indicators (subjective - efficiency; personality - ability to learn; individual - vitality; personal - ability to innovate).

Below is another version of the classification of strategies based on the selection of specific methodological approaches:

- activity approach: human capital is understood as the ability to produce goods and services⁴⁰;
- income approach: human capital is defined as a reserve of knowledge, skills, motivations available to an employee, which makes it possible to produce economic goods of a higher quality, and most importantly - to receive a higher income⁴¹;
- investment approach: human capital is presented as a reserve of health, knowledge, skills, abilities, and motivations formed as a result of investments and accumulated by a person, which are used in social reproduction, contribute to the growth of labor productivity and thereby affect the growth of income of the person⁴²;
- historical approach: human capital is viewed as a form of life activity that assimilates previous forms and is the result of the historical movement of human society to its current state⁴³.

Diagnostic techniques can serve as the basis for diagnostic strategies. The first attempts to create empirical technologies for measuring human capital were undertaken by British researchers back in the 17th century. Thus, an English statistician and economist W. Petty tried to calculate the dependence of economic growth on the "multiplication of humankind"⁴⁴. Later, at the end of the 19th century, an English demographer and economist W. Farr calculated the current value of an individual's net income in the future, taking into account the probability of life duration reaching a certain age⁴⁵. Further, T. Schulz, G. Becker and J. Mincer proposed their own empirical methods for measuring human capital.

Currently, researchers talk about three main methodological technologies on the basis of which diagnostic strategies are built.

Indicator technology is based on the fact that there are objective data to measure human capital - a system of indicators. The indicator approach belongs to the "natural" ones

³⁹ A. A. Bezhovets & T. A. Akimochkina, "Complex diagnostics of the state of human capital of an organization", *Bulletin of Eurasian Science*, num 2 (39) (2017).

⁴⁰ K. Thurow, *The future of capitalism. How today's economic forces shape tomorrow's world* (Novosibirsk: Siberian Chronograph, 1999)

⁴¹ T. Schulz, "Investment in Human Capital", *American Economic Review*, Vol: 51 num 1 (1961): 1-17 y T. N. Gaidai, "Reimbursement of human capital costs and its compliance with the system of universal values", *Bulletin of the Moscow University of Finance and Law*, num 4 (2014): 19–31.

⁴² A. I. Dobrynin; S. A. Dyatlov & E. D. Tsyrenova, *Human capital in a transitional economy: formation, assessment, efficiency of use* (Saint Petersburg: Nauka, 1999).

⁴³ M. M. Kritsky, *Human capital* (Leningrad: Publishing house Leningrad University, 1991).

⁴⁴ A. O. Verenkin, "Human capital: conceptual foundations and features of manifestation". USA. Canada: *economics, politics, culture*, num 3 (2005): 85–101.

⁴⁵ W. Farr, "Equitable taxation of property", *Journal of Royal Statistical Society*, Vol: 16 (March) (1897): 1–45.

and dates back to the middle of the 19th century (Petty, Farr). This approach was one of the first that was used in practice to assess human capital in the middle of the last century⁴⁶. In modern conditions, the indicator approach can be used to assess human capital in developing countries and is of little use for countries with developed economies and a flexible education system. The limitation of the indicator approach lies in a number of factors. For example, the cost of one year of study can be very different in different periods and in different situations, but education will be assessed solely in terms of financial costs. Such an “equalizing” approach of the indicator technology of measuring human capital in modern Russia turns out to be of little use.

Cost calculation technology is based on cost accounting. Back in the late 19th century, the developer of the technology, the economist E. Engel, was the first to apply to the assessment of human capital an approach based on measuring the cumulative costs associated with its formation. E. Engel estimated the parents' costs of the birth and upbringing of children up to their reaching adulthood. After E. Engel, in the middle of the 20th century, the concept of cost calculation was modified. However, in any case, cost calculation has a key drawback: the value of a person is measured as a value of a physical being, but his knowledge and skills, i.e. his/her social, accumulated capital, are not evaluated; the accounting of the time spent on education, the difference in costs as the person grows up, are ignored.

Income calculation technology is based on the calculation of income that a specific employee can bring. It was proposed by American economists L. Dublin and A. Lotka, whose method is suitable for assessing the economic value of a person in relation to his/her family⁴⁷. In the late 1980s - early 1990s, the works of D. Jorgenson and B. Fraumeni on assessing human capital based on income accounting were published, in which for the first time the “market” and “non-market” parts of human capital were separated and its components were evaluated. The problem areas of this approach are: a) the impossibility of assessing the entire diversity of the employee's contribution (the quality of human capital) only by quantitative measurements; b) when clients (for example, buyers) have no possibility of choice, and they are forced to make their choice regardless of the actions of the organization's personnel⁴⁸.

Discussion

As becomes obvious, there is a certain contradiction between the modern understanding of the nature of human capital and the diagnostic strategies by which it is measured in practice. It is expressed in the fact that in the present historical period, the understanding of human capital is increasingly strongly associated with social and personal characteristics, first of all, with values, interests, motivation, and even non-cognitive and emotional elements of a person.

This contradiction manifests itself in several aspects.

⁴⁶ R. I. Kapelyushnikov, *How Much Is Russia's Human Capital Worth?* (Moscow: Ed. House of the Higher School of Economics, 2012).

⁴⁷ R. I. Kapelyushnikov, *How Much Is Russia's Human Capital Worth?* (Moscow: Ed. House of the Higher School of Economics, 2012).

⁴⁸ A. V. Bogatova, “Methodological approaches to assessing human capital”, *Bulletin of the Altai State Agrarian University*, 3 (101) 2013: 135-139.

First, as has been said, the modern understanding of human capital cannot be reduced only to knowledge, skills and abilities. The current state of the economy confirms that knowledge no longer “works” by itself. This is all the more obvious if it is the knowledge, which in the conditions of mass education is often acquired only formally. Even G. Becker warned that treating a person as a machine stuffed with knowledge, i.e. purely mechanically, is offensive and shall not be included in the research of human capital⁴⁹.

Secondly, in modern conditions, the core of human capital can be formed on the basis of any elements of the personality structure, i.e. based on such characteristics of a person that can create assets - profit, income, rent, etc., turning into a factor of production, to ensure capitalization, and in a broad sense - to ensure reproduction. At the same time, "any elements" of the personality structure should be considered as the result of the entire social experience of a person, acquired from early childhood, family and preschool life, school and university studies⁵⁰.

Thirdly, as has been already mentioned, ideas about human capital were formed by economists, which influenced the methodological foundations and approaches to its diagnostics and analysis. In fact, most of the strategies for human capital diagnostics were initially developed according to the behavioristic scheme: input - output. As has been said, the first methodological direction in the study of human capital was focused on the assessment of investment in human capital. Initially, such investments were estimated only in terms of the costs of education, later they began to be estimated as costs for all areas of work with personnel. At the same time, the costs were not granted, their investment ultimately implied a future monetary income or was measured by the productivity of individuals. Or, as T. Schultz said, investment in education always implies profit expectations⁵¹. In any case, the intrapersonal structures, values and interests of the individual, analysis or attempts to “understand” them, for a long time have practically not been taken into account. The same approaches have been continued in the strategies of empirical studies of human capital.

Summarizing what has been said above, it should be noted that modern ideas about human capital imply the development and systematization of its main characteristics as an object of research in the direction of the development of ideas about information potential and non-cognitive characteristics of a person, but above all, in relation to the values of the individual. From this, it follows that the modern measurement of human capital, in addition to "input" (investment) and/or "output" (results of activity), necessarily involves the totality of subjective characteristics. In the integration of objective and subjective data, the main direction of the strategies for human capital diagnostics of a modern personality is formed, as is, in fact, assumed in modern theoretical developments of the problem.

Along with this, evaluating the strategies for human capital diagnostics, economist O.A. Shlyakova makes a well-grounded conclusion that researchers of human capital focus mainly on the previously created theoretical models and obtained experimental data⁵².

⁴⁹ G. Becker, Human behavior: an economic approach (Moscow: GU VSE, 2003).

⁵⁰ T. D. Skudnova & I. D. Lichman, “Axiological component of social activity as a factor of positive transformation of society”, Bulletin of the Taganrog Institute, num 1 (2019): 299–304.

⁵¹ T. Schultz, “The value of children”, Thesis, num 6 (1994): 43–69.

⁵² O. A. Shlyakova, “Relevance of the theory of human capital in modern Russia”, Izvestiya Saratov University. Series: Economics. Control. Right., num 2 (2010): 39–44.

Indeed, the activity, investment and profit, as well as the historical, approaches - all of them reflect the understanding of human capital characteristic of the industrial and early post-industrial society, when the “reserve” or “potential” itself could already be regarded as capital. In any case, as you can see, in the approaches described above, human capital is assessed and analyzed according to the parameters external to the inner world of a person: "input" - investment in human capital, and "output" - the ability of a person to produce something, to make profit.

From the above analysis of diagnostic strategies, it is obvious that for a specific measurement of the value of human assets, diagnostic procedures are used that, at the empirical level, measure indicators, mainly aimed only at assessing the value of human capital, i.e. on the following: 1. Natural (temporary) assessments, implying the measurement of the educational component of human capital in man-years of study. 2. Cost estimates that take into account the initial cost, the cost of acquisition, replacement, or the opportunity costs of creating human assets⁵³. 3. Monetary estimates based on the calculation of the future income of the owners of human capital and its carriers. 4. Estimates of the value of human capital, which combine its non-monetary and monetary characteristics⁵⁴. Analyzing the existing methodological approaches in strategies for assessing and measuring human capital, one can easily see that in most cases they are based on an economic paradigm based on objective data that can be calculated. In general, methodological procedures, as well as methodological principles, also reflect a "purely economic" understanding of the nature of human capital, which distorts the directions of diagnostic strategies.

Along with this, in the changed post-industrial society, the need for new perspectives in the formation of strategies for human capital diagnostics, strategies that not only take into account the peculiarities of understanding human capital in a digital society, but strategies that take into account the new quality of a person formed in a new social environment, where personal characteristics begin to play a much more important role than it was before, and therefore cannot be excluded from specific research procedures.

Analysis and discussion of strategies for human capital diagnostics makes it possible to draw the following conclusions regarding the principles of the formation of such strategies as adequate to the current situation:

- strategies for human capital diagnostics are focused on the study of such social relations between people and the results of these relations, in which a synergistic effect arises - reproduction, increment or profit in any areas where a person or any social entities (employees of organizations, population of the region) become the source of this reproduction and development. In this case, we mean the focus of the methods on revealing not only the potential of people or communities, but also the actual fulfilment of this potential in the process of activity: the growth of capital - the receipt of income and profits, productivity growth, etc. Actually, therefore, in the post-industrial (information) society, such criteria, signs and indicators of human capital are in demand, which reflect the skills of adaptation and readiness for change and risk; access to the modern means of communication and information search; self-development and development of professional skills; readiness to change professions and type of activity; tendency to territorial mobility; focus on positive

⁵³ Z. V. Glukhova & E. S. Kuklina, “Human capital and human potential: approaches to assessment”, Bulletin of SibADI, num 2 (30) (2013): 95-100.

⁵⁴ I. N. Krakovskaya, “Measuring and evaluating the human capital of an organization: approaches and problems”, Economic analysis: theory and practice, num 19 (2008): 41–50.

results; sociability and tolerance; social activity - in a word, everything that contributes to the realization of human potential and the transformation of the potential of the Russian people into sources of social and economic growth. The reasoning above first of all reveals, in the opinion of the authors, the importance of the basis for differentiating the concepts of "human potential" and "human capital";

- the strategy for developing diagnostic procedures for empirical research of human capital must be built on an accurate understanding of the social nature of the object of study, and therefore the methods for human capital diagnostics cannot be universal from the point of view of the characteristics of the object of research. Here, it is important to take into account the differences in the development of methods that aim at studying the human capital of an individual or the human capital of associations of people, be it social groups, organizations, regions or any communities;

- in the process of studying the human capital of an individual, the researchers address the qualities and characteristics of a person, but nevertheless, these qualities and characteristics should be considered as the harmony and integration of social ties that form certain qualities of a person. And not only. Methods for studying human capital imply the study of the influence of personality traits on the achievement of production goals or reproduction. It is important to emphasize that a person or his/her qualities do not automatically become capital. Under what condition can a person be considered as capital? When do the qualities of a person become capital? - When human labor becomes a source of development and change. According to K. Marx, man "is a form of capital, because he is a source of future earnings, or future satisfaction of needs, or both. It is human capital because it is an integral part of man"⁵⁵. Thus, the ideas of the methods of empirical research of human capital even in case of an individual must include components that incorporate: 1. the qualities of the person himself; 2. the factors that form these qualities; and 3. the results of the individual's activity. This is all the more important when studying the human capital of various communities - groups, organizations, and regions.

Conclusion

In general, the overview of the study of strategies for human capital diagnostics has shown the evolution of these strategies as dependent on ideas of understanding the nature of human capital, which does not remain unchanged and whose main content in different historical times was different. Initially, human capital was understood as a sacred elitist knowledge that made it possible to achieve a greater economic effect and did not require special diagnostic efforts. Later, human capital was associated with mass forms of professional training of a person capable of creating profit. First of all, it implied knowledge, skills and abilities. During this period, the level of knowledge, skills and abilities becomes the object of diagnostics. Subsequently, a natural step forward was to understand human capital as a result of investing in the development of personnel competencies. Assessment of investments in human capital determines the strategies for human capital diagnostics. At the turn of the century, human capital was considered to be dependent on a person's ability to perceive and process information flows. Inclusion of a person in a digital society became the basis of the strategy for human capital diagnostics. Finally, in modern conditions, human capital is associated not only with professional knowledge, skills and abilities, not only with information, but also with non-cognitive knowledge and emotional experience of an individual, with the values that affect the effectiveness of participation in production process. Consequently, the strategies for human capital diagnostics imply the selection as analysis objects of the entire set of factors affecting human capital: knowledge, investments and

⁵⁵ K. Marks, *Capital* (Moscow: AST publishing house, 2009).

performance results, the ability to work with information, and values as elements of the structure of human capital.

For modern Russia, this conclusion is relevant in a special way. Having traced the changes in the understanding of human capital, it becomes obvious that “the traditional interpretation of human capital only as a set of knowledge and skills not only does not correspond to the current situation in the economy, but can also turn out to be extremely harmful for society if it is taken as the basis of the state policy for its formation and development”⁵⁶. The authors of the present article share this view-point. In essence, this conclusion confirms the ideas of M. Weber’s sociology of understanding, who showed in his work “Protestant Ethic and the Spirit of Capitalism” that the main differences between traditional and emerging new capitalism are not in the economy itself, but in human resources, more precisely, in the relation of man to labor - in human capital. M. Weber, like P. Sorokin, following G. Hegel, considered the value-spiritual component of the personality as a driver of history⁵⁷. It follows from this that when developing strategies for sociological diagnostics, modern human capital should be considered not only as an intensive social factor in the development of society, but also as a set of personality traits inextricably linked with other people, as bearers of knowledge, intelligence, entrepreneurial initiative, mentality, competence system, as well as with motivation and value-semantic structures of the individual.

The authors believe that a promising approach to organizing and conducting empirical research on human capital suggests combining two areas of research. On the one hand, it involves finding connections and correlations between various indicators of human capital. On the other hand, it implies identifying causal relationships between indicators of human capital and factors that form human capital. However, the formation of such a research procedure should be viewed as a future possibility. The most promising direction in the development of such methods of empirical research is the use of a network approach⁵⁸.

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⁵⁷ A. D. Zaretsky, “Human values in modern economic relations”, Fundamentals of Economics, Management and Law, 1 (1) (2012): 139-142.

⁵⁸ P. P. Deriugin; S.V. Rasskazov; L. A. Lebedintseva & M. V. Sivokon, Two methodological approaches to the diagnosis of values in modern corporations. The fourth industrial revolution: realities and modern challenges. X Anniversary St. Petersburg Sociological Readings collection of materials of the International Scientific Conference (2018).

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