
Original article

Measuring the quality of human potential of modern economy: managerial aspect

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Abstract. *The increasing role of the quality of human resources for the modern economy, including one of its constituent parts - the creative economy based on knowledge, creativity and intelligence of people, determines the need for targeted development of human capital based on scientifically sound management decisions, the effectiveness of which must be able to plan and measure. When forming and implementing programs for the socio-economic development of regions, it is necessary to plan and monitor the results achieved through specially selected indicators. In the case of purposeful development of human capital, it is quite difficult to find adequate indicators due to the complexity of the nature of the object of measurement and the remoteness of tangible results, which, as a rule, go beyond the time frame of the planning horizon. Such a management problem is very relevant for the Republic of Sakha (Yakutia), today it is intensively developing a creative economy, and therefore human capital for it. The analysis of existing methods for measuring the quality of human resources from the point of view of applicability to measuring the effectiveness of some regional practices of the Republic of Sakha (Yakutia) for the development of human potential and creative economy, recognized as the best at the Russian level, reveals the problem of the lack of currently generally recognized methods for selecting and calculating human potential quality indicators based on objective reliable data, which it is possible to operate when making management decisions for the purpose of socio-economic development of the region.*

Keywords: *human capital, human potential, quality of human potential, creative economy*

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