

making decisions in the field of HR management, the formation of a new communication system for the exchange of information in organizations, increasing attention to training and development of employees take a place.

At the moment, many companies are changing the requirements for the «input» knowledge, skills and abilities of future employees. All this leads to a change in the requirements on the part of companies for HR specialists in the direction of their complexity, which leads to the need for intellectual capital in the organization.

Accordingly, HR managers need to modernize management tools in such a way that they, on the one hand, meet the expectations and preferences of employees as much as possible, on the other hand, meet the goals, settings and capabilities of the company, and on the third, the realities of the new business environment and technology. Under these conditions, new demands are made on the job and professional suitability of HR managers, which are precisely the task of coordinating the interests of all subjects of social and labour relations both within the organization and beyond.

Today much attention is paid to the discussion of innovation, the digital economy, labour productivity and competitiveness. However, these plans are not feasible without a systematic approach to the development of human capital, including both attracting and retaining the best minds, and providing the conditions for the growth of progressive employer companies.

The world of work is changing. New reports hit the news every day, demonstrating megatrends, such as ageing populations, the rise in automation in the workplace, hanging work preferences and the development of new and diverse forms of work. While these trends are inevitable, it is essential for a well-functioning society that labour markets remain inclusive, provide job seekers with quality work, ensure skill maintenance and offer adequate social protection for workers.

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A COMPARATIVE ANALYSIS OF THE HUMAN CAPITAL DEVELOPMENT RATE IN EAST ASIAN COUNTRIES

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Compared to East Asian countries, other Asian countries need to focus on improving the quality of education and expanding access to education in order to avoid poverty and high disparities in learning outcomes, and have better opportunities to participate in global economic competition. Greater efforts are needed to improve the level of preparation of graduates to meet the changing needs of today's labor market. Integrating education and skills development into national development policy is important to encourage participation and ensure that education and skills development can support the priorities of economic development.

Creating human capital and a skilled workforce for a a modern and competitive economy

requires comprehensive and quality education. Although East Asia has made great strides over the past decade has made great strides in increasing enrollment rates, the dramatic increase in rates does not allow us to see serious shortcomings in education and overall.

Countries in the region now face two major challenges. First, many children are still out of school, some 21 million children between the ages of 8 to 14 years old. Second, more attention needs to be paid to improving the quality of of education at all levels. Compared to other countries, since public education policies are focused on expanding education, learning outcomes at all levels are still low.

The quality of teachers is still very low, especially in rural areas. Most elementary school graduates lack basic skills in Most primary school graduates lack basic skills in mathematics, reading and writing. In addition, students have limited access to higher education, which is usually of poor quality.

Education and skills development play an important role in supporting the development of human resources. The effective and efficient use of human capital depends on the needs of students in a dynamic labor market and employment of graduates. To achieve this goal, the public and private sectors must work together, with each sector playing an active role in skills development. Governments and private institutions in East Asia must work together to train a growing workforce, improve the quality and skills of workers as needed, and expand their opportunities to use quality jobs with different levels of qualifications.

As noted earlier, it is important to create sufficient human capital and skilled workforce to support a modern competitive economy. Human development strategies should be aligned with the country's overall development strategy and cross-sectoral strategies to ensure adequate national investments and support from other sectors. Addressing other non-education problems, such as poor infrastructure and governance, are also critical to maximize the impact of human capital development.

Regional coordination and cooperation also provide opportunities to more effective and productive development outcomes.

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ASSESSING THE EFFECTIVENESS OF HUMAN CAPITAL INVESTMENTS

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The main problem that modern enterprises have to deal with is the evaluation of the effectiveness of investments in human capital. The difficulties arising in this case, to some extent, are explained by the fact that investments in human capital have a number of features which distinguish them from other types of investments.

1. Human capital is not only subject to physical and moral wear and tear, but is able to accumulate and multiply. Depreciation of human capital is determined, first, by the degree of natural wear (aging) of the human body and its inherent psychophysiological functions,