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**INDIVIDUAL'S
COMPETITIVENESS
INDEX
IN SOCIAL SPACES
OF LIFE ACTIVITY**

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The academic paper deals with theoretical and methodological basics of forming individual's competitiveness under the new conditions of world challenges requiring new approaches to defining leaders. It generalizes the list of the most common ratings and indices that determine the competitiveness of goods, services, enterprises, industries and national economies. Their classification into groups has been carried out. It has been concluded that among them there is not any index with the help of which it would be possible to determine the most versatile and successful individuals by certain spaces of their life activity. For the first time, the author has suggested a methodology of calculating points by certain environments and their summing up to obtain ICI – individual's competitiveness index.

The academic publication will be useful for civil service bodies, top managers of companies, heads of enterprises, organizations and institutions, in fact for all scholars, entrepreneurs and public employees.

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Problem statement

The world events of the last few months of early 2020 demonstrate a special change of determining factors in the development of national economies of all countries of the world under the influence of the global coronavirus disease “COVID – 19”. Currently, the course of events depends on the competence and decision-making will of a group of government officials, several professionals, and sometimes one president or prime minister, health minister, one doctor and one patient. A person with their life experience, professional knowledge acquired in previous years, skills, sub-skills – (in general, with their competencies and motivational actions), is able to radically change the external and internal environment of one family, enterprise, organization or institution, as well as country, continent, and the world as a whole. Therefore, today, the issue of electing the best personalities-leaders, as it takes place in the political process during elections, inviting the best candidates to work in the company, involving the most competent managers in public administration seems to us extremely important. Currently, this process is simplified by one-sided unified assessment of applicants, their programs, CVs, some information in the media, etc. In our opinion, there are economic tools and potential to build a new index-based system of quantitative and qualitative assessment for the comprehensive revealing of individuals’ competitiveness through studying their multifaceted activity in various spheres of public life.

Analysis of recent research and publications

In the international theory and practice, many research papers are devoted to the problem of competitiveness. Based on

general economic laws, including those related to competition, supply and demand, in recent years, the world scientific thought has developed the basic principles and types of competition as rivalry. It should be noted that the fundamentals and epistemology of the concepts of “competition”, “competitive advantage” and “competitiveness” were studied and developed during the XXth century by such prominent economists as I. Ansoff, B. Balassa, S. Brue, J. Keynes, X. Sala-i-Martin, P. Kotler, A. Pigou, M. Porter, C. McConnell, A. Marshall, P. Samuelson, D. Robinson, J. Schumpeter, F. Hayek, P. Heyne, E. Heckscher, J Hicks, E. Chamberlain. Among the Ukrainian theorists of economics who study the macroeconomic problem of competition and ensuring the competitiveness of goods, enterprises, and national economies are V. Andriichuk, Ya. Bazyliuk, V. Haiduk, Ya. Zhalilo, O. Borodina, A. Halchynskyi, O. Hrishnova, T. Zinchuk, M. Yermoshenko, A. Kolot, Yu. Lupenko, M. Malik, S. Mochernyi, O. Shpychak, O. Yankovyi and many other domestic researchers.

The purpose of this research is to analyze the theoretical and practical, content-related and explanatory interpretation of the economic term “competitiveness” in the existing international rankings and indices, as well as sectors of national economies, and to analyze its socio-economic use in international and national practices. It is known that today, in addition to price and quality as the main objects of competition in the markets, its subjects are, firstly, goods and services, secondly, enterprises, organizations and institutions, thirdly, industries and subsectors, fourthly, national economies, and fifthly, the global universe represented by international companies and brands. What is the

purpose of the proposed study? What areas of human activity do we want to single out for the comparative analysis of individual's competitiveness? How can they be compared in achieving the advantages of one person over another? How do they determine those features, which cannot be investigated by these indicators? It is obvious that the system of indicators currently existing in the world economic theory and practice does not make it possible to assess and compare people as individuals and citizens with a set of all the characteristics achieved in the process of vital activity. Therefore, we accept that methodological approach to classification, which exists in pedagogy and psychology, and define "personality" in its development as the subject of our study, sometimes commenting it on with such synonyms as individual or citizen for a clearer understanding of being in developmental environment.

Many different international and national indices and ratings have been developed to assess the effects of competition in various areas of economic activity. However, to date, there are no research findings on the competition of the subject, who is a natural person as an individual. In the absence of this term's structured and meaningful interpretation of individual's comprehensive activity and the fullness of competitive advantages acquired in the process of mental and physical development, our goal is to form a methodological basis for theoretical justification of its use in the new field of education and science "public management and administration" associated with man's life activity and his competitiveness. That is, the task is to study comprehensive managerial activities of man in various spheres of life, substantiate and define "individual's competitiveness index" (hereinafter ICI) components. The emphasis is not on a university

graduate, to whom many scientific works have been devoted, but on a self-sufficient person who, going through certain stages of life, wants to make their own, including comparable with others, quantitative economic evaluation of the acquired background through established indicators. In a broad sense of the subject of this study, we mean the development of tools for assessing the whole long-lasting versatile and diverse life path of a person as a personality for a certain period of their life. For the completeness and objectivity of such work, we set the goal to summarize scientific fundamental and applied interdisciplinary research of economists, sociologists, psychologists, and educators on forming the research vocabulary meaningfulness, defining social employment environments and developing appropriate career progress indicators. Also we aim at developing a cumulative integrated indicator – individual's competitiveness index. It is clear that such assessment will be largely subjective, different for people of different ages and genders, because even despite a certain uniqueness of a person, the duration of economically active, socio-political life of each individual differs in certain social environments and total achievements.

Research findings.

Some personal reflections on the philosophy of life in terms of each individual's set goals and achieved goals give reason to say: life is an individually evolutionarily long, easy and difficult process of self-management and self-development, especially until your next birthday when you think about the question and the answer to it: who and what, in fact, to be proud of? In the context of reflecting on our achievements it is appropriate to quote Yuval Noa Harari who, regarding life as a social agreement,

puts it nicely: “We all sign this agreement on the day we are born, and it regulates our lives until the moment we die” [1, p.246].

Examining the historical processes of economic knowledge formation, in particular through theology, Tomas Sedlacek in “Economics of Good and Evil” points out that the first economists were interested in various theories of knowledge, and all of them, as it turned out, over time were followers of Rene Descartes. Having published “Principles of Philosophy” in 1644, he deservedly became the main founder of science, because “he changed the worldview and anthropological understanding of human existence across several areas” [20, p. 254-255]. Let us supplement the reflections on the value and multifaceted nature of human development with Norman Davies’s speculation, who characterizing the period before and after the Enlightenment in his world bestseller “Europe” notes: “In retrospect, it seems strange that so many finest minds of Europe paid so much attention to one human ability – intellect” [5, p.595].

With the development of economic formations – from capitalism, socialism, and eventually to the global market of labor, goods, capital and services – public life has become even stricter in relation to managerial requirements to employees not only as professionals in their narrow field, but as broad-minded and competent specialists-managers with previously acquired experience. It means that they feel the growing need to increase their own competitiveness.

In the general context of developing the methodology of this study, it is important to recall A. Maslow’s theory of motivation, according to which we can interpret person’s needs and, consequently, their desires. Studying them, we can note that, in addition to the first lowest level of physiological needs, all the

following ones – from physical security and perfection as the ability to physically protect and develop oneself and further to social comfort, personal achievement, competition among other people – lead to the top where there is a goal of achieving the status of a successful person. Individual's self-actualization and self-expression in various life situations and different spheres of vital activity is undoubtedly dominant in the competition at every workplace. S. Nikolaienko emphasizes that “the main goal of education in the XXIst century is the comprehensive development of the human personality as the biggest value” [12, p.16]. All previous motivators for success are based on the individual characteristics of people, their desire to be successful, and hence competitive.

Noting the subjectivity of self-expression, we again confirm the opinion expressed by A. Maslow, who pointed to varying degree of the fulfillment of needs by each citizen. Thus, for the period of his research, he pointed out that only 10% of people aspired to the pinnacle of fame, and another 40% of people would like to be high-profile and prestigious in public life.

W. Kim Chan B and Renee Mauborgne in their scientific work – international bestseller with more than 3.5 million copies “Blue Ocean Strategy” – show how to motivate employees through the example of the well-known British charity “Comic Relief”, which once a year holds a Red Nose Day for its employees giving them the opportunity to show all their talents. A person who becomes an actor, singer, athlete to raise money for charity is highly esteemed among colleagues, friends and relatives and always has an advantage over others in the contract [14, p.250]. This view is confirmed by behavioral economist Howard Rachlin, who notes “When you want to change a behavior, aim to

reduce the variability in your behavior, not the behavior itself’ [28, p.126-127].

For a long time, world economics has considered competitiveness as the presence of advantageous components of an object or subject compared to other ones according to the given evaluation parameters. It should be noted that such benefits will be determined by individuals at the chosen time, in a given place of residence, in accordance with the positions held in the environment; and they will be unilateral and complex. That is, in existing practice, competitiveness must determine certain properties as well as qualitative and quantitative characteristics so that the buyer decides to purchase a particular item of goods under other equal conditions. In each market case, consumers are assessors of competitiveness. They are both natural persons – consumers of goods, competitors manufacturing products, and legal entities – banks, investment companies, pension funds, and the state mainly represented by legislative and executive bodies. It should be noted that traditionally most economic research is conducted in the context of product competition in the market. A generalized analysis of recently made scientific efforts to develop certain indices at the micro, meso and macro levels for determining the competitiveness of goods, services, capital, and labor shows a rapid increase in their number. Our generalization by blocks shows that of almost 30 most world famous and widespread indices and ratings, about a quarter account for economic process assessment.

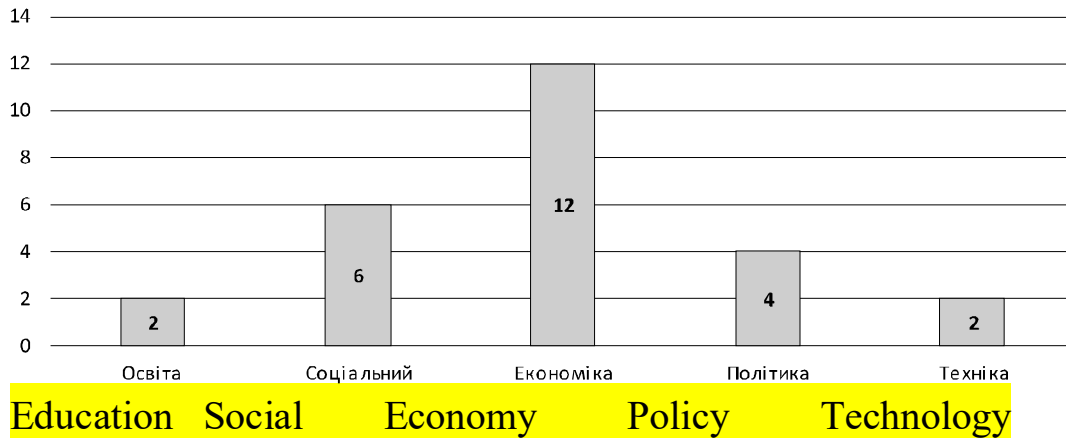


Fig. 1. Structure of international indices and ratings by the spheres of use.

(Source: own generalization.)

Thus, of the 29 indices and ratings we have generalized and presented twelve (or 25%) are measures of the state of national economy development from one or another assessment perspective. Six of them (or 20%) assess the competitive development of public goods and human capital, and five ones determine the state of political freedoms and democracy comparable to other countries. Their structuring is given below:

I. Economic indices. Global Competitiveness Index, World Competitiveness Ranking, Ease of Doing Business Index, Economic Freedom Index, Enabling Trade Index, Logistics Performance Index, Country Brand Index, GDP Growth (%), International Property Rights Index, S&P Long Term Foreign Currency Rating, Country Risk Classification, Big Mac Index (over- / underestimation (- / +),%).

II. Social block. Human Development Index, Global Multidimensional Poverty Index, Global Talent Competitiveness Index, Gallup Well-Being Index, Gender Inequality Index, Global Hunger Index.

III. Policy. Press Freedom Index, Democracy Index, Global Peace Index, Global Reputation Index.

IV. Technology. IT Industry Competitiveness Index, E-Government Development Index.

V. Education and Science. Education Index, Science Citation Index.

The most well-known, in fact, the most rated among the above indices both for politicians, economists, sociologists and ordinary citizens of the world is the Global Competitiveness Index (hereinafter GCI), which determines the ranking of each of over 130 countries against twelve pillars [25]. Being on the top of all other regional, national and industry-specific assessments of socio-economic and technological development of individual societies it makes it possible to determine subjective and objective technical, technological, metrological, social, environmental and generalizing economic characteristics of objects emerging on the market.

Studies based on this index have been conducted for over 40 years. They show its developers' logical approach, the breadth of formation and involvement of all 12 pillars, or, as we can currently put it making use of popular words – “coronas”. All indicators, amounting to over 110, multilaterally quantitatively and qualitatively characterize countries' national economies and determine their individual and comprehensive world ranking in this index. These are the quality of institutions, infrastructure, macroeconomic stability, health and primary education, higher education and vocational training, efficiency in the market of goods and services, efficiency in the labor market, financial market development, level of technological development,

domestic market size, company competitiveness and innovation potential.

These indicators really allow for assessing the development of any country in the world according to both a general index and each of the above-mentioned pillars. We can assess the development of national education by the number of pupils and students involved and the state of nation's health. In fact, judging from Ukraine's 83rd place among more than 130 countries, much can be compared and understood.

Among all GCI indicators there is no place for the index assessing versatility and perfection of a person as an individual, a person with all their abilities, strengths and weaknesses in competition with others, no less successful, persons – “managers” of their life. Certain components of our life are approximately reflected by other indices. For example, **the Global Talent Index** analyzes data from 60 countries and uses quantitative and qualitative information to assess economic indicators, cultural contexts, educational trends, health and market fluctuations that affect the skills needed to achieve prosperity in the country. However, this indicator is not an individual characteristic of a person's success at all stages of their life. Another, similar to the previous one – **the Human Development Index** – also makes it possible to compare the population of the countries of the world by average life expectancy, education, poverty, health care and several other important social characteristics of human potential. Another important index, **the Global Gender Inequality Index**, reflects equality-inequality between men and women in three dimensions, such as access to the labor market, empowerment and equality of women, and reproductive health.

This is understandable, because it is extremely difficult to develop such approaches. Let us ask the **first** common question: Do people compete with each other at all? In addition, we will answer it: Of course, they do! At school children compete for the attention of a beautiful and intelligent classmate, at university students compete for the professor's best grade, on the bus or underground passengers compete for the best seating place, etc. Then **the second** question is: For how long do people compete? The answer is: Throughout the whole life. For example, politicians typically demonstrate their particular activity in adulthood. Trying to serve their people, they compete for the presidency of even the most famous countries in their 70s. At the same time, an athlete usually reaches the highest level of expertise by the age of 30, when the invaluable experience of victories and defeats is added to the physical perfection of youth. Then **the third** question arises: Can a university graduate having a degree with honours find the best job if a competitor – his fellow student – is the champion of the American Football, Basketball or Hockey University League? What requirements for university graduates will the employer consider dominating? Let us proceed to **the fourth** question: Is it a typical and constantly threatening situation when a person loses in competition with others, already born and... once in a lifetime? It should be noted that throughout one's lifetime there is always a chance to improve oneself – to jump with a parachute to strengthen one's will, to learn to count quickly with a Soroban, to learn a foreign language at the age of 40-50-60, etc. That is, having lost once; it is possible to become more resolute and to beat even super-friends-rivals. **The fifth** question: What personal skills or their combinations are the most important at each stage of life for the growth of one's own

competitiveness. **The sixth** question: Is self-improvement possible and socially and economically accessible in all countries? And **the seventh** one: How often do we need to change jobs to increase our competitiveness?

Therefore, we have to try to figure it all out. First, let us support Daron Acemoglu and James Robinson, who in their work “Why Nations Fail” state that “the great differences in world inequality are evident to everyone, even to those in poor countries. In richer countries, people have better health, longer life expectancy and better education” [1, p. 39].

Reflecting on the advantages and disadvantages of monopersonality and versatility, we give an example from chemistry. Nickel, a chemical element discovered by the Swedish chemist Axel Cronstedt in 1751, as a dominant base is widely used in almost ten alloys with different properties – from high corrosion resistance, heat resistance, ductility and forgeability to low electrical and thermal conductivity [17, P.141-142]. Thus, the advantage of versatile, multifaceted, diverse people is obvious, and life confirms this axiom. Here are some examples from sports: women’s heptathlon and men’s decathlon finish the greatest summer sports championships, thus showing respect for man’s extraordinary physical perfection and versatility.

It is also important to conclude that, probably, working in several companies, enterprises, organizations has certain advantages and gives the most important thing which is invaluable experience of joining teams and constant struggle in them for one’s position, and, accordingly, – salary. On the other hand, the vertical movement up the career ladder in one institution, organization, company gives its invaluable advantages as an omniscient authority in this structure, a competent

performer or leader with a positive status and appropriate well-being.

That is, based on the previous considerations, it should be generalized that a natural person's competitiveness implies achieving a temporary and partial, and eventually permanent and comprehensive advantage of one person over another (or others) in one, several or all spheres of life. The purpose of this study is not the competitiveness of a group of individuals due to their cooperation and consolidation in the form of teams, societies, etc. Thus, we note that in the methodological understanding of the competitiveness of man as a natural person and individual we adhere to the following principles. Firstly, understanding the need for natural mutual support of subjects of life in a class, group, team, department, choir, subdivision, department or parliament, we will assuredly observe a genetically innate or selfish human desire to dominate others, until gaining a competitive victory over them physically, morally and ethically. Secondly, the growth of one person's competitiveness is undoubtedly hard work: revealing one's best characteristics in a sound team. This action of one person will lead to a similar advancement of other team members, which none of them would have achieved acting individually, without the presence of struggle, the desire for self-improvement in sports and art competitions, and at scientific conferences. Thirdly, in the economic, social and psychological sense, the growth of competitiveness will require money, time, energy, but their compensatory reward will always be the emotional pleasure of success and the opportunity to rise above others due to one's physical and intellectual training, long experience, will and character. In general, there is reason to believe that in the context

of our interpretation of competitiveness, we can talk about “person’s poly-human-centered leadership”.

We also note that our explication of the current bibliography makes it possible to interpret the competitiveness of an individual as a physically perfect and erudite natural person with vitally diverse and multifaceted experience applied in public spaces. In fact, these views are based, firstly, on the foundation of genotypes, intellectual, physical, moral and psychological abilities inherited from parents, and secondly on their expansion, given the new life opportunities and the acquisition of qualitatively new and quantitatively diverse knowledge, skills and abilities. Here it is really possible to talk about the infinity of human potential competition based on gender, age, race, sphere of activity, etc. That is, in all spheres of human activity – physical development and its actualization in one’s own aesthetic perfection and great sports, intellectual development through self-fulfillment in education and science, art – the level of human self-actualization is not limited by the way of man’s creation. It can also be developed by certain communication techniques used at the family table and alumni meetings, by sports fans, political and women’s clubs, and Viber interest groups. Let us also agree that there are separate clubbish sets comprising high-profile guests, described by Niall Ferguson in his book “The Squares and the Tower: Networks, Hierarchies and the Struggle for Global Power”. The author characterizes G. Kissinger as a Secretary of State and a man with a “keen sense of hierarchy” who” at his Harvard summer seminars “always looked for a guy who could convey something”, and because of his similar chain reactions, “obviously, had more influence than any other person in the world” [24, p. 332].

However, such poorly accessible elite circles do not exist everywhere. There are a lot of restrictions in different countries of the world – they are traditionally associated with the level of welfare of the state, access to historical, scientific, cultural heritage, in fact, understanding a person’s desire to find stimulus for their self-development.

Emotional, physiological and psychological purpose of the individual’s activity is manifested in competition, that is, in gaining a victory over others or achieving personal high results. It shapes the meaning of self-improvement and, in fact, shows competitiveness in human relations as the goal of expanding the limits of one’s capabilities. That is, in the general case, competition increases a person's readiness for a positive result, which is social success. Without delving into the psychological aspects of this research, as they have previously been fundamentally formed in the works of J. Rotter and H. Eysenck, we should note that we could not do without understanding the factors influencing career growth, including theories of personality. In fact, an individual’s multifaceted ascension inevitably requires several basic components, which include the degree of self-expression through their own behavior, persistence in action and diversity in the choice of social environments.

Traditional motivators for competitiveness and in public life for competition are moral and financial incentives, as well as an individual’s selfish nature to be smarter, more beautiful, and stronger. In an interview, Arnold Schwarzenegger said: “I dreamed of being the first in everything I did. I was energetic and ambitious; I clearly knew my goal and how to achieve it. You must strive for a dream. If you know what you want, if you are

not afraid of difficulties, fame and respect will come by themselves”[6, 196 p].

Only a person who formally corresponds to the position held and in their own opinion is really engaged in an interesting, prestigious, important and favorite occupation, which gives them pleasure, despite being time and energy consuming, can be competitive in a certain position in public life for a long time. Such a person is internally self-oriented on the positivism of their perception by others, high self-organization, competence based on developed analytical thinking in the simplest and most complex production and social conditions. Examining the personal and professional development of staff, A. M. Kolot et al. note that “the development of man as a person, as a professional, as a carrier and consumer of cultural heritage, traditions and values is a key criterion of socio-economic development of any organization” [18, p. 149].

We also fully agree with several sociological, demographic and even gerontological scientific theories as well as scientists’ and writers’ individual views that a person in their life is in several cycles of development – emotional, intellectual and psychological. According to Bernard Werber, there are seven of them, and each of these cycles is a continuation of the other. The third-sixth cycles of life are interesting for our research, because at these stages of a person’s physical and intellectual development (i.e. from 21 to 70 years old) all necessary and sufficient conditions are created for the full realization of their potential. After all, at this period of life, the biological human body has to fulfill and then to maintain first physical, and eventually intellectual and vital potential capacity [7].

The longer the life expectancy, the more opportunities a person discovers in self-actualization; even a seasoned, “beaten down by life” personality still has the opportunity to re-evaluate all the circumstances of their mistakes and prevent them in the future. Summarizing what has been said about the first component, we note that, undoubtedly, a resolute elderly person will have advantages over an ambitious young man – a university graduate, and for the purpose of our study, this conclusion is important. The second methodological component of the assessment of competitiveness is the diversity of human development, which is determined by both the genotype of parents and self-improvement under the influence of external living conditions. By these conditions, we mean living spaces of individual’s self-actualization. Such conditions are traditionally created at school, college, institute, university, where, in addition to eight hours of study, another eight hours can be used for all-round development. That is, when studying for a university degree and simultaneously working as an accountant – you are in the gym, language classroom, at a driving lessons or jumping with parachute, and then attend an exhibition of a people’s artist’s paintings – you are really a versatile, many-sided personality. Such an individual is the special object of our study of competitiveness, in which we define him/her as an individual – a “lone wolf”, as a member of the team – “dream team” or as the artistic director of the national opera – “La Scala”.

Also we are absolutely confident in the advantage of physical and intellectual versatility over mono-competence. Apparently, knowledge, skills or abilities have never done any harm to anyone – from a schoolchild to the president of the state. This is a strong argument in favor of human competitiveness; in

fact, it is very good when a person is an erudite, who knows a lot, can do a lot and is independent in their assessments. Such a person can be useful to others with his / her expert assessment and advice, and be a role model in social achievements, art, physical development etc. The third methodological component of this study is to emphasize that we do not consider human competitiveness in the context of a particular labor market – the realm of competition for a job becomes a social space man’s life activity with possible constant changes, repetition of places for applying physical or intellectual effort. That is, competition among applicants for positions, victories and failures are the result of taking up a position, obtaining a title or receiving a financial reward. The idea of this study is to record and carry out relative comparison of everything achieved by a person for a certain period of life in all social spaces, where they have managed to fulfill their potential to one degree or another.

Another component of the methodology is taking into account the time duration of changes in person’s life activities, application-oriented understanding of growth with regard to their age, mission and place in a particular period of life. In the methodological aspect, for the formation of a comprehensive indicator we take into account the highest level reached in the period of time chosen by the participant, even if he / she returned to the same social space after taking breaks.

To achieve the highest level of competitiveness, it is important to take into account the sequence of formation of human abilities and in accordance with them – to find the most desirable social space and place oneself in it. Indisputable is a conscious common understanding of at least three components: getting a good education, forming physical perfection and gaining

sub-skills and skills in at least one genre of art, which is quite complex, and without special and sustained efforts it is not as simple as, for example, in sports, to improve one's abilities. As long ago as 1650 Harvard College defined the purpose of its activity in its charter: "Raising awareness of all worthy literature, arts and sciences; promoting the development of young people and teaching them all the wisdom of good literature, arts and sciences; creating all other necessary conditions that can enhance the education ... of the youth of this country" [3, p.116].

So, proceeding to the subject of our research – the spheres of social life as a living shell of the spaces of life activity, in which a person realizes their managerial, physical and other abilities, we note the following. Despite the diversity, historicity, religiosity of the formation of a society, the obligatory components of its existence are the four spheres of social relations, in which socio-collective and individual selfish activity of people is produced. These are economic, social, political and spiritual spheres, which form a socially-oriented territorial space of individuals' competition. To further develop the idea of competition, it is important to refer to another basic and most widely used theory of E. Schein's "Career Anchors". He made an important conclusion about one's own personality, who, as a person goes through different career stages, gradually acquires knowledge about himself and improves the idea of himself as a "career anchor", which contains three components: 1) self-assessment of talents and abilities ; 2) self-assessment of motives and needs; 3) self-assessment of attitudes and values. We can supplement these studies also by distinguishing the caste of elite personalities by the period of time and the level of career advancement as an

evolutionary way of successive growth of the so-called “protege jumpers”.

The above interpretation of self-esteem as an individual’s anchor grounding is very important. First of all, its analysis is valuable for our study, because it covers different in nature, content, intensity and self-assessment frequency types of human social activity: educational, scientific, political, administrative, business, military, sports, art, family and household and others. In our case, first, we are talking about qualitative growth when a person achieves the appropriate position, and the higher it is in the social hierarchy, the higher his competitiveness. The second component of the indicators is the number, status and hierarchical level of received titles and qualifications in the national and international environments. And the next, third feature determines a certain starting equivalent in points, close to equal initial human efforts in all social spaces. They are important for the purpose of our scientific work as they make up pillars of the social space of life activity (hereinafter – SSLA).

Let us start the analysis of research methods on education (“EDUCATION” pillar) as one of the basic components of SSLA. This choice is not accidental, because the beginning of any person’s conscious life and their subsequent competitiveness depend on the competencies acquired for more than fifteen years. Hierarchical levels, which amount to eight, begin: from secondary education (a person with this level of education has a rating score of 50), a junior bachelor in college (75 points) and higher education, which is divided into a basic higher education degree “Bachelor” (rating score – 100).) and a full higher one – “Master” (score – 150). Then a person in the process of focusing their activities in this pillar (assistant – 175) has the opportunity undergo post graduate studies

and defend a PhD thesis get the position of assistance lecturer (score – 225), then become an associate professor (score 300), defend a doctoral thesis (score – 450) and having completed all the necessary formalities, become a professor with a maximum score of 500. Thus, having passed through all eight gradual stages of educational growth in the first pillar of "EDUCATION", a person has reached the highest status and, accordingly, level of competitiveness in education. The sum of the points scored in this social space is important, as all points scored by pillars are added. Simultaneously or sequentially, advancement in educational and scientific degrees gives the opportunity to hold administrative positions in college, institute, academy or university and become heads of committees, departments, divisions, deputy directors and directors, deans, rectors. Therefore, to determine the competitiveness by this pillar of SSLA, it is necessary to multiply the score corresponding to the person's status at the time of determining the degree and rank index by the position coefficients. For example, for the mathematical calculation of points by this pillar there are logical grounds to establish a base level of 100 points for a person with a bachelor's degree and multiply it by the following coefficients: a) 1.1 – for teachers, and 1.15 – for academics; b) 1,2 - for class teachers, heads of committees; c) 1.5 - for heads of divisions; d) 2.0 - for heads of departments; e) 2, 25 - for deputy directors, deans; g) 2.75 – for deans; h) 3.25 - for college directors; i) 4.0 - for vice-rectors; j) 5.0 - for university rectors. At the same time, there should be introduced gain factors according to the national rating assessment of higher educational institution . Thus, all higher educational institutions of Ukraine are divided into five groups the “Education 2020” ranking:

1) places from 1 to 25 - the gain factor of a person working in one of these universities is 1.2;

- 2) places from 26 to 50 - 1.15;
- 3) places from 51 to 100 - 1, 1;
- 4) places from 101 to 1.05;
- 5) for all others - 1.0.

Thus, the total number of individual competitiveness points by the first pillar "EDUCATION", for example, for an associate professor working as head of the department at the university, which ranks 20th in the national ranking, will be 720 points.

$(\sum^1 = 300 \text{ (associate professor)} \times 2 \text{ (head of department)} \times 1,2 \text{ (HEI gain factor)})$.

Similar calculations of individuals' evaluation can be performed by any person by themselves or by economic and sociological experts to determine the level of competitiveness of the team as a whole, their individual units or persons applying for employment.

To understand the proposed method, it is necessary to emphasize the following once again. First, the basic score - 100 - is as close as possible to the starting employment conditions of a university graduate with a Bachelor's degree in any sphere of life activity. That is, it is a repulsion platform for further growth in all social spaces. Further job and other growths have this balanced and most common in the world starting bachelor's platform. Secondly, in each social space it is necessary to indicate the highest achievements gained during the whole stay in it, despite the temporary breaks associated with the transition to another living environment. A typical example is the transition from universities to research institutions, followed by a return, temporary work in government bodies and return to entrepreneurship or education and science, etc. Thirdly, it is assumed that, perhaps, in a certain living space, a person has gained the highest competitiveness, which significantly surpasses

that of all other competitors in the ranking. These are, for example, people who work in world organizations, the European Parliament, the European Commission, their global and regional structures, and therefore it is natural that their hierarchical score may be higher by the "POLITICS" pillar. At the same time, we note that the total integrated indicator as a whole can be lower, than that of one of the company managers who has high points in all eleven social spaces of human life activity. Also, the zero value of an indicator is put in those spaces where the person does not have special achievements according to this methodology. Fourthly, for the formation of a global measure of competitiveness as a whole, scores have an increasing importance from the local to the national and global levels. And, fifthly, it is indisputable that the proposed system of pillars, indicators and individual measures is not ideal and its methodology cannot be perceived unanimously . It is clear that we can take into account all reasonable balanced suggestions referring to replacing something in the proposed method of calculation, and to making changes and additions.

Index calculation method

As noted, the proposed method makes it possible to take into account the quantitative and qualitative characteristics of people and interpret them through several indicators. There are two basic indicators for quantitative calculations by all pillars: one of them determines a person's status on a hierarchical career ladder with a subjective award of a certain number of points, and the second one – relative – position coefficients. Position coefficients are additionally used to clarify certain characteristics of the person.

Thus, according to **the first** social space of human competitiveness - "EDUCATION" - we calculate the amount of points for an associate professor who works as head of the department at the university, which ranks 20th in the "Education - 2020" rating:

$$300 \times 2,0 \times 1,2 = 720 \text{ points.}$$

The most points in this area can be scored by rectors of university who have the title of professor and head the highest-ranked universities:

$$500 \times 5,0 \times 1,2 = 3000 \text{ points.}$$

Note that such high scores can gain only twenty-five people in Ukraine.

The calculation by **the second** space is based on similar approaches: the acquired status of a scientific title and membership in the academy is increased by the scientist's position coefficients, then by the prestige of belonging to a national or branch academy and finally by the ranking of publications. Thus, a PhD, who works as head of the sector in one of the institutes of the National Academy of Sciences of Ukraine with a rating of 10 publications in Google Scholar, will gain:

$$250 \times 2 \times 1,2 \times 1,15 = 690 \text{ points.}$$

Five academy presidents as well as about 500 academicians and corresponding members will score the most points in Ukraine, and this is acceptable for a total of more than ten thousand scientists who will be able to rank highly in this life environment.

The third space of a person's competitiveness is associated with large groups of people who fully or partially and periodically

devote themselves to political activity. Given the multilevel structuring of their activities, we note that, for example, the second election of a person as a deputy with membership in any commission will give respectively:

$$400 \times 2 \times 1,15 = 920 \text{ points.}$$

Naturally, the status of the Head of the Verkhovna Rada of Ukraine and the Deputy is highly rated (their hierarchical structuring is given in the appendices). Important for competitiveness in this space is the number of convocations in which a person was elected a deputy – their efforts are really difficult financially, emotionally and physically.

The fourth space determines a person's success in entrepreneurial competition as an employee and as a business owner. Here we use the standard calculation method offered in other spaces: a person's status multiplies depending on the volume of assets, the owner, or the company where the employee works. Thus, the hired director of a company with assets of \$ 1.0 million will be able to compete with other candidates as he has 700 points (350×2.0). It is clear that the scores of business owners are significant, and in some combinations their scores may be equal or even higher than those of key politicians.

The fifth space defines a person's competitive activity in the field of public administration - it is a large, important and challenging area of personal activity. The ranking of positions is based on the ranks of officials from the highest - presidential - level to ordinary executors - specialists in departments, sectors, adjusted to strengthen the position of a state employee by length of service. Thus, head of the department with ten years of experience, who works in the regional administration, scores 787.5 points.

The sixth social space defines the sphere of human life activity related to medicine. It is impossible to ignore a large group of people in all countries of the world, especially in the current conditions of the global pandemic, when forming this index. The specifics of scoring for this category of people do not differ much from the previous ones, in particular educationalists, scientists and military specialists: - the position is reinforced by categories and place of work.

The social space of a great number of people who will determine for themselves their competitive advantages over others is associated with **the seventh** - military sphere of activity. Here we mean both the armed forces and the national police, as well as the security service. To compare the competitive advantages, we use the method applied in other similar spaces, such as education. The status of a military serviceman by rank is enhanced by his position and service in the Anti-Terrorist Operation (ATO), Joint Forces Operation (JFO), and in remote places abroad. For example, a captain occupying a battalion commander position and having combat experience is given 1225 points ($350 \times 1.75 \times 2$).

Sports, which is **the eighth** component of determining a person's competitiveness, will be the most common among all those wishing to compete with each other remotely, because physical perfection is the key to success in all other spaces. Accepting regular sports activities in the gym, pool or out-of-doors as a 100-level base of sportsmanship, and building the next steps of sporting excellence in accordance with sports categories strengthening an athlete's status through his participating in competitions of various levels and winning prizes, we can determine the appropriate amount of points.

Thus, a master of sports who is a member of the country's top league team and who has won a prize will receive 1,050 points (350 x 3).

The ninth living space of human life activity is art, self-search and fulfillment of various talents in poetry, prose, music, art, combined with skillful conducting by subordinates and colleagues. The calculation of points that can be scored in this space, is based on a person's status, the level of achieved results, experience in the particular field. Thus, an Honored Artist of Ukraine, leader of an amateur group with experience in a particular field of art will be able to achieve competitive advantage over other participants.

For the purpose of this study, it is impossible to clearly determine the need for the presence of the family issue (**tenth** space) among all environments of human activity, with all the current non-standard approaches to intersex relations. However, it is still necessary to take into account such an important, even sometimes stimulating, inspiring to victories and achievements, and sometimes distracting, unbearably critical marital status. Therefore, for the calculations in this space, we suggest applying a simplified methodological approach based on the assessment of marital status and, as a result, the number of children born. The amplifier of family achievements is well-being - in the form of points for owning a home and a car (s). For example, a person's social well-being is assessed by individual points, such as the presence or absence of one's own dwelling (flat - 300, own house - 500 points). An average married person who is a father (mother) of two children, one of whom studies at university, will be able to score 450 points in this nomination.

The study of an individual's competitiveness ends with **the eleventh** social space, which complements and expands some of their special characteristics. This space is interesting for evaluating each of the participants in the competition, because it focuses on certain both mandatory and related life obligations, skills, abilities. In this space we add points for foreign language proficiency (spoken skills in two languages - 200 points.), tourist or business trips abroad. For visiting from 6 to 10 countries, 200 points are added, as well as for the ability to swim (100 points) and being at least once at the height of a fifty-story building. The calculation of the total competitiveness indicator is carried out according to the formula:

$$\begin{aligned} \sum \mathbf{IKO} = & \sum_1 \text{education} + \sum_2 \text{science} + \sum_3 \text{politics} + \\ & \sum_4 \text{public administration} + \sum_5 \text{military affairs} + \\ & \sum_6 \text{medicine} + \sum_7 \text{business} + \sum_8 \text{sport} + \\ & \sum_9 \text{art} + \sum_{10} \text{family} + \sum_{11} \text{other}; (1) \end{aligned}$$

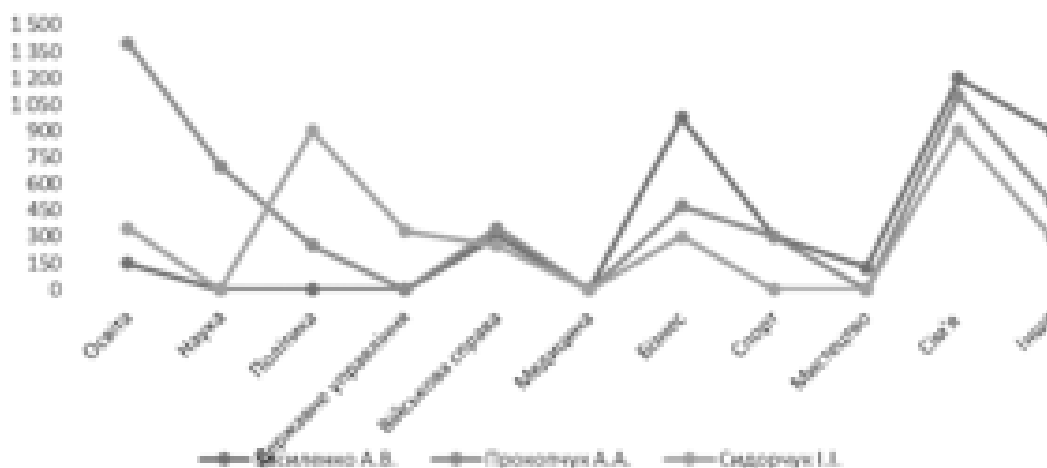


Fig. 2. The number of points of selected individuals by social spaces of life activity (Source: own research)

The method of calculating the total indicator developed by the author – individual's competitiveness index - provides the cumulative approach to summation of points. That is, to summarize the points scored, it is necessary to calculate the points scored by each of the pillars. In the given example, A. V. Vasylenko has scored the sum of points gained in eight social spaces, in which he was involved for a certain period of his life (on the date of the ICI) - 4000 points. The life activity of other respondents to the survey shows that for A.A. Prokopchuk the sum of points scored is 4900 points at the time of the survey, and for I.I. Sidorchuk - 3275. It is important to take into account all the main and complementary indicators, which are mostly multiplied. A practical calculation of several dozen relatives and acquaintances has made it possible to structure individuals into five groups according to the amount scored. The first group - "worthy of respect": the sum of points scored in all 10 environments does not reach 2000, the second group- "worthy" - the number of points varies from 2001 to 4000, the third group - "successful" individuals with scores from 4001 to 6000, the fourth - "superelite" with points from 6001 to 8000, and the last, fifth group - "unique" personalities with the greatest universalism, whose score in total by ten living spaces exceeds 8000 points.

In the book “46 Laws of Power”, Robert Green warns the most skilled and versatile people: “In no case should you seem too perfect and acknowledge the fact that there will always be people who will surpass you in something and it can make you jealous. But use this feeling as an incentive to achieve equality with those who are stronger now, or even to outrank them one wonderful day” [4, p.721].

Thus, the use of this methodology will diversify the arsenal of ratings, indices, and determinants in economic and social spheres of human life, create new conditions for encouraging self-development of individuals, groups of people, teams and in general will increase the competitiveness of societies.

Conclusions

The research made it possible to structure the existing indices of competitiveness and developed rankings of countries, industries, activities and to conclude that there are no indices among them, which could be used to rank people by their career success. The work offers the methodology and substantiates the necessity of introducing such index and content of its separate indicators. It is noted that for the formation of individuals' competitiveness it is necessary to consider their living, social spaces, to explore the way of life, to determine those who are the most successful and probably happy from self-assessment of the gained experience, moral and material values. Thus, a competitive individual is able to quickly and painlessly adapt to the constant changes in social conditions associated with structural reorganization, changing qualification requirements, new types of information communications. As life experience grows, highly competitive individuals become the object of competition for them by political parties, companies, sports teams, etc. In our opinion, victory, the desire to win is a key feature of competition, and the a man's victory in competition over others makes him emotionally happy. The proposed method of calculating the indicator – Individual's Competitiveness Index – will be useful, in some respects even necessary for the selection of personnel in various spheres of life both in our country and abroad. Structural analysis makes it possible to identify all indicators of the comprehensiveness of personality development, both over the years and in social environments.

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**SOCIAL SPACES OF COMPETITIVENESS
INDEX 1 - EDUCATION: FORMULA $\sum_{i=1}^8 (1 \times 2 \times 3)$**

1. POINTS OF INDIVIDUAL'S STATUS

8. professor	-500
7. doctor of sciences	-450
6. associate professor	-300
5. PhD	-250
4. full higher education – M	-150
3. basic higher education – B	-100
2. professional education	-75
1. secondary education	-50

2. POSITION COEFFICIENTS:

- a). 4,0 – for rectors of university,
- b). 3,5 – for rectors of institutes, vice-rectors, scientific secretaries;
- c). 3,25 – for directors of colleges, heads of trade union committees;
- d). 2,75 – for deans;
- e). 2,25 – for deputy directors, deans, heads of departments;
- f). 2,0 – for heads of departments;
- g). 1,5 – for heads of departments;
- h). 1,2 – for class teachers, commissions;
- i). 1,15 – for academics;
- j). 1,1 – for teachers;

3. HIGHER EDUCATIONAL INSTITUTION GAIN FACTOR:

Coefficients for a Higher Educational Institution employee according to the place of the Higher Educational Institution in the annual national rating “Education 2020”:

- i. 1,2 – places from 1 to 25;
- ii. 1,15 – place from 26 to 50 inclusive;
- iii. 1,1 – place from 51 to 100 inclusive;
- iv. 1,05 – places from 101 -150;
- v. 1,0 – for all other;

SOCIAL SPACES OF COMPETITIVENESS
INDEX 2 – SCIENCE: FORMULA $\sum_2=(1X2x3x4)$

1. POINTS OF INDIVIDUAL'S STATUS

5. academician	-800
4. corresponding member	-700
3. doctor of sciences	-450
2. Phd	-250
1. postgraduate	-100

2. POSITION COEFFICIENTS:

- l). 3,75 – President of the National Academy
- k). 3,5 – vice-presidents of national academies;
- j). 3,25 – academician-secretary, head of trade union committees;
- i). 3,0 – directors of national research centers;
- h) 2,75 – directors of institutes, deputy directors of Educational - Scientific Centers;
- g) 2,5 – deputy directors of institutes;
- f). 2,0 – directors of research farms, stations
- e). 1,75 – directors of research stations, heads of departments;
- d). 1,5 – head of the sector;
- c). 1,2 – researcher;
- b). 1,15 – junior researcher;
- a). 1,1 – for teachers;

3. SCIENTIFIC INSTITUTION GAIN FACTORS:

- 1. 1,1 – National Academy of Sciences
- 2. 1,05 – industry academy;

4. PERSON'S SCIENTIFIC PUBLICATIONS

INDEX "Google Scholar"

- 1. 1,2 – If the index is bigger than 15;
- 2. 1,15 – 11-15;
- 3. 1,1 – 6-10;
- 4. 1,05 – to 5;

SOCIAL SPACES OF COMPETITIVENESS
INDEX 3 – POLITICS:
FORMULA $\sum_3 = 1^*$), $\sum_3 = (1 \times 2 \times 3)$, $\sum_3 = (4 \times 3 \times 2)$

1. POINTS OF INDIVIDUAL'S STATUS

7. Head of the Verkhovna Rada of Ukraine *	-4500
6. deputy Head of the Verkhovna Rada of Ukraine *	-2000
5. regional council chairman *	-1500
4. deputy chairman of the regional council	-650
3. chairman of the district council	-450
2. deputy chairman of the district council	-300
1. chairman of village councils	-200

2. POLITICIAN GAIN FACTORS:

- e). 3,5 – more than five times elected;
- d). 3,0 – five-time election;
- c). 2,5 – four-time election;
- b). 2,0 – three-time election;
- a). 1,5 – double election.

3. POSITION COEFFICIENTS:

- iv. 1,25 – chairman of the Verkhovna Rada committee;
- iii. 1, 2 – Deputy Chairman of the Committee;
- ii. 1,15 – head of Commission;
- i. 1,1 – Deputy Chairman of the Commission.

4. POINTS FOR DEPUTY'S ELECTION ACTIVITY

x7. Head of the Verkhovna Rada of Ukraine	-1000
x6. deputy of the regional council,	-600
x5. deputy of the city council in the regional centers	-450
x4. deputy of the city council, district in Kyiv	-350
x3. deputy of the territorial commune;	-250
x2. deputy of the district council in the regions	-250
x1. chairman of village councils	-100

**SOCIAL SPACES OF COMPETITIVENESS
INDEX 4 – PUBLIC ADMINISTRATION:
FORMULA $\sum_4 = 1^*$), other $\sum_4 = (1 \times 2 \times 3)$**

1. POINTS OF INDIVIDUAL'S STATUS:

12. The President*	– 5000
11. Prime Minister*	– 4000
10. minister*	– 2500
9. the deputy minister*	– 850
8. director of the department	– 525
7. deputy director of the department	– 450
6. head of department	– 425
5. head of department	– 350
4. head of the sector	– 200
3. chief specialist	– 175
2. specialist	– 150
1. secretary, employee	– 125

**2. EMPLOYEE GAIN FACTORS -
TERM OF WORK IN THE POSITION:**

- e). 2,0 – more than 15 years;
- d). 1,75 – from 11 to 15 years;
- c). 1,5 – from 6 to 10 years;
- b). 1,25 – from 3 to 5 years;
- a). 1,1 – to 3 years.

**3. EMPLOYEE GAIN FACTORS-
PLACE OF WORK:**

- e). 3,0 – Cabinet of Ministers
- d). 2,0 - ministry;
- c). 1,75 – public services, committees;
- b). 1,5 – regional administration;
- a). 1,25 – district administration.

SOCIAL SPACES OF COMPETITIVENESS
INDEX 5 – MILITARY AFFAIRS
FORMULA $\sum_5 = (1X2x4)$, $\sum_5 = (1X3x4)$,

1. POINTS OF INDIVIDUAL'S STATUS:

9. general	– 800
8. colonel	– 500
7. lieutenant colonel	– 450
6. major	– 400
5. captain	– 375
5. senior lieutenant	– 325
4. lieutenant	– 300
3. junior lieutenant	– 250
2. sergeant	– 150
1. soldier	– 100

2. MILITARY OFFICER (IN THE POSITION) GAIN FACTORS* (see Minister):

- g). 2,75 – Chief of Staff of the Armed Forces of Ukraine;
- f). 2,5 – commander of forces;
- e). 2,25 – brigade commander;
- d). 2,0 – regimental commander;
- c). 1,75 – battalion commander;
- b). 1,5 – company commander;
- a). 1,25 – branch commander.

3. POLICEMAN (IN THE POSITION) GAIN FACTORS:

- g). 4.0 – head of emergency city
- f). 3,5 – deputy chief of police
- e). 3,0 – director of the department
- d). 2,5 – deputy director of the police department;
- c). 2,0 – head of police;
- b). 2,0 – head of the district department;
- a). 1,25 – deputy commander of district department;

4. MILITARY SERVANT GAIN FACTORS (Anti-Terrorist Operation, Joint Forces Operation)

- i). 1,5 – service in Anti-Terrorist Operation, Joint Forces Operation;
- ii). 1.25 – service in military units outside the state.

**SOCIAL SPACES OF COMPETITIVENESS
INDEX 6 – MEDICINE: FORMULA $\sum_{6=1}^4 X_2 \times 3 \times 4$)**

1. POINTS OF INDIVIDUAL'S

STATUS:

8. doctor of the highest category	– 400
7. doctor of the first category	– 375
6. doctor of the second category	– 350
5. specialist, pharmacist	– 325
4. doctor	– 300
3. midwife	– 250
2. paramedic	– 150
1. nurse	– 100

2. HEALTH CARE WORKER (IN THE POSITION) GAIN FACTORS* (see. Minister):

- g). 2,5 – Deputy Minister of Health;
- f) 2,25 – chief physician of the region hospitals, head of department of health;
- e). 2,0 – deputy chief physician of the region hospital, head of the ministry of health;
- d). 1,75 – chief physician of the district hospital;
- c). 1,5 – head of the department of the district hospital;
- b). 1,25 – head of the hromada hospital department;
- a). 1,15 – head of the department of the village hospital.

**3. EMPLOYEE GAIN FACTORS -
TERM OF WORK IN THE POSITION:**

- e). 2,0 – more than 15 years;
- d). 1,5 – from 11 to 15 years;
- c). 1,25 – from 6 to 10 years;
- b). 1,15 – from 3 to 5 years;
- a). 1,1 – to 3 years.

4. HEALTH CARE WORKER GAIN FACTORS

(service in Anti-Terrorist Operation, Joint Forces Operation):

- i). 1,5 – service in the combat zone of Anti-Terrorist Operation, Joint Forces Operation;

ii). 1.25 – service in military medical units close to Anti-Terrorist Operation, Joint Forces Operation.

SOCIAL SPACES OF COMPETITIVENESS
INDEX 7 – BUSINESS: FORMULA $\sum_7 = 1x2$), ($\sum_7 = 1x3$)

**1. POINTS OF
INDIVIDUAL'S STATUS**

- 7. one business owner – 500
- 6. business co-owner – 475
- 5. director (hired) – 400
- 4. deputy director – 325
- 3. head of department – 250
- 2. head of unit – 225
- 1. Employee (hired) – 200

**2. BUSINESS GAIN FACTORS BY VOLUME OF
BUSINESS OWNER'S ASSETS (USD):**

- k). 8,0 – from 501 to 1 billion;
- j). 7,0 – from 251 to 500 mln;
- i). 6,0 – from 101 to 250 mln;
- h). 5,0 – from 51 to 100 mln;
- g). 4,5 – from 26 to 50 mln
- f). 4,0 – from 6 to 25 mln
- e). 3,5 – from 1 to 5 millions;
- d). 3,0 – from 501 th. to 1 mln;
- c). 2,0 – from 251 th. to 500;
- b). 1,5 – from 101 th. to 250;
- a). 1,1 – to 100 th.

**3 BUSINESS EMPLOYEE GAIN FACTORS BY EMPLOYER'S
BUSINESS ASSETS (USD):**

- g). 5,0 – from 501 to 1 bln
- f) 4,5 – from 101 to 500 mln.
- e). 3,5 – from 51 to 100 mln.
- d). 3,0 – from 26 to 50 mln
- c). 2,5 – from 1 to 25 mln;
- b). 2,0 – from 501 th. to 1 mln;
- a). 1,5 – from 101 th. to 500 th.

SOCIAL SPACES OF COMPETITIVENESS
INDEX 8 – SPORT: FORMULA $\sum_8 = 1X2x3$), $\sum_8 = 4X3$),

1. POINTS OF INDIVIDUAL'S STATUS:

8. Honored Master of Sports	-800
7. Master of Sports of Ukraine of international class	- 600
6. Master of Sports	- 500
5. Candidate for Master of Sports	- 300
4. athlete of 1 category	- 250
3. athlete of 2 category	- 175
2. athlete of 3 category	-150
1. gymnast (permanently)	- 125

**2. ATHLETE GAIN FACTORS -
LEVEL OF COMPETITION:**

- k). 7,0 – participant of the Olympic Games;
- j). 6,0 – participant of world championships;
- i). 5,0 – participant in European championships, European Games;
- h). 4,0 – Super League competition, marathon participant – 42 km;
- g). 3,5 – major league competition, participant in the half marathon;
- f) 3,0 – first league competitions;
- e). 2,5 – second league competitions;
- d). 2,0 – championship of sports societies;
- c). 1,75 – regional competitions;
- b). 1,5 – district competitions; competition for the university championship
- a). 1,25 – local team competitions (village, school).

3. ATHLETE (COACH) GAIN FACTORS – RESULTS:

- v. 2,0 – first place; iv. 1,75 – second place; iii. 1,5 – third place; ii. 1,25 – regular participant, prize-winner; i. 1,15 – permanent participant.

4. COACHING ACTIVITY:

xxxxxx. – coach of the national team	- 700
xxxxx. superleague team coach	- 400
xxxx. coach of the top league team	- 350
xxx. coach of the first league team	- 300
xx. coach of the second league team	- 250
x. coach of the university team	- 200

SOCIAL SPACES OF COMPETITIVENESS
INDEX 9 – ARTS: FORMULA $\Sigma_9=(1X2X4)$, $\Sigma=(3X2X4)$,

1. POINTS OF INDIVIDUAL'S STATUS:

7. artistic director of folk group	– 450
6. deputy artistic director of folk group	– 400
5. artistic director of amateur group	– 350
4. deputy artistic director of amateur group	– 300
3. member of folk group	– 300
2. member of professional group	– 250
1. permanent member of amateur group	– 150

2. ARTIST'S RESULT GAIN FACTORS:

- c). 2,5 – people's artist;
- b). 2,0 – honored artist;
- a). 1,5 – award winner.

3. POINTS OF INDIVIDUAL'S STATUS:

4. head of union	– 400
3. deputy head of union	– 350
2. member of union	– 250
1. artist	– 150

4. POINTS OF INDIVIDUAL'S JOB TENURE STATUS:

- e). 1,75 – over 15 years;
- d). 1,5 – from 11 to 15 years;
- c). 1,25 – from 6 to 10 years;
- b). 1,15 – from 3 to 5 years;
- a). 1,05 – less than 3 years.

SOCIAL SPACES OF COMPETITIVENESS
INDEX 10 – FAMILY: FORMULA $\sum_{10}=[(1 \times 2) + 3 + 4]$

1. POINTS OF INDIVIDUAL'S STATUS:

- 2). married – 150
- 1). single – 100

2. FAMILY MEMBER GAIN FACTORS:

- e). 5,0 – five and more children;
- d). 4,0 – four children;
- c). 3,0 – three children;
- b). 2,0 – two children;
- a). 1,1 – one child;

3. FAMILY MEMBER CAR GAIN FACTORS

- c). owner of three and more cars – 500
- b). owner of two cars – 350
- a). owner of one car – 200

4. FAMILY MEMBER HOUSING GAIN FACTORS:

- x5 – owner of several houses – 750
- x4 – owner of several flats – 500
- x3 – own house – 450
- x2 – own flat – 300
- x2 – rented flat – 125
- x1 – employer's flat – 100

SOCIAL SPACES OF COMPETITIVENESS
INDEX 11 -OTHER ACHIEVEMENTS:
FORMULA $\Sigma_{11} = \Sigma 10.1 + \Sigma 10.2 + \Sigma 10.3 + \Sigma 10.4 + \Sigma 10.5$

11.1. FOREIGN LANGUAGE PROFICIENCY

- d) proficiency in four languages – 400
- c). proficiency in three languages – 300
- b). proficiency in two languages – 200
- a). proficiency in one language – 100

10.2. VISITING FOREIGN COUNTRIES (except for airport)

- e). visiting more than 21 countries – 500
- d). visiting from 16 to 20 countries – 400
- c). visiting from 11 to 15 countries – 300
- b). visiting from 4 to 10 countries – 200
- a). visiting up to 3 countries – 100

10.3. SWIMMING ABILITY

- b) is able – 100
- a) is not able to swim 100 m – 0

10.4. PUBLICITY IN VIRTUAL SPACE

- c). Facebook friends over 251 people -300
- b). Facebook friends up to 250 people – 200
- a). Facebook friends up to 100 people – 100

10.5. STAYING AT ALTITUDE (m):

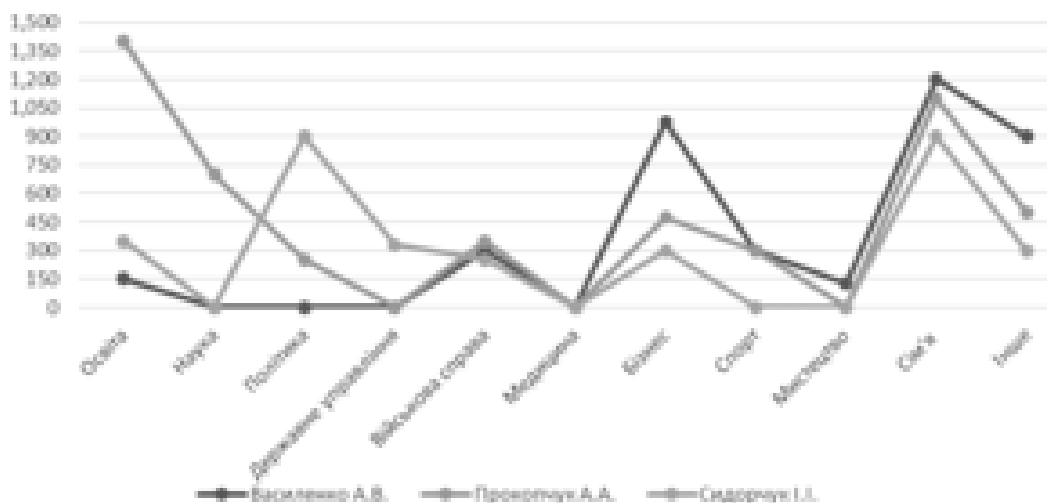
- v. staying higher than the 76th floor – 400
- iv. 51st -75th - floor – 300
- iii. 28th – 50th - floor – 250
- ii. 10th – 27th -floor – 150
- i. up to the 9th floor – 100

Appendix 12

Formular for calculating total indicator (in points)

$$\sum \sum \text{IKO} = \sum_1 \text{ education} + \sum_2 \text{ science} + \sum_3 \text{ politics} + \sum_4 \text{ public administration} + \sum_5 \text{ military affairs} + \sum_6 \text{ medicine} + \sum_7 \text{ business} + \sum_8 \text{ sports} + \sum_9 \text{ art} + \sum_{10} \text{ family} + \sum_{11} \text{ other achievements};$$

Appendix 13



A. V. Vasylenko

A. A. Prokopchuk

I. I. Sydorchuk

Total points scored by selected individuals in the social spaces of competitiveness

About the author



Serhiy Mykolaiovych Kvasha

*DSc in Economics, Professor,
Academician of the National Academy
of Agrarian Sciences of Ukraine,
Vice-Rector for Academic and Educational Activity,
Honored master of sciences and engineering of Ukraine*

S. M. Kvasha was born in the village of Velyka Sevastianivna, Khrystynivskyi district, Cherkasy region. In 1980 he graduated from Ukrainian Agricultural Academy with a degree in Economic Cybernetics. In 1989 he defended a PhD thesis, then from 1992 to 1999 worked as a university instructor and Associate Professor at the Department of World Agriculture and

Foreign Economic Activity of National Agrarian University (NAU). From 1999 to 2000, S. M. Kvasha headed the Institute of Magistracy of the University, then for a year he was Rector of the Institute of Postgraduate Education of NAU, in 2001 he headed the Department of Economic Theory and Agrarian Policy. During that time, he and his colleagues formed scientific approaches to the role and place of agricultural policy in the mechanisms of public administration of the national economy of Ukraine.

From 2001 to 2008, S. M. Kvasha was Dean of the Economics Faculty of NAU. After defending a DSc thesis in 2001, he was awarded the academic title of Professor of Public Administration in 2004. In 2007, he was elected a corresponding member of the National Academy of Agrarian Sciences of Ukraine (NAAS) and in 2013 he became a full member – Academician of NAAS of Ukraine. From February 2011 to October 2012, he transferred from NAAS as Director of the Department of Economic Development and Agricultural Market of the Ministry of Agrarian Policy and Food of Ukraine. From October 2012 to May 2013, he acted as Vice President of NAAS.

Since June 2014 S. M. Kvasha has been working as Vice-Rector for Academic and Educational Activity of National University of Life and Environmental Sciences of Ukraine.

During the whole period of his creative activity S. M. Kvasha actively pursued organizational and scientific-methodological issues of the national agrarian economic science development. As a leading scientist in the field of agricultural economics, he was invited to the certification of highly qualified scientific personnel. From 2006 to 2014 he was a member, Deputy Chairman, and from 2009 to 2011 – Chairman of the Expert Council of the Higher Attestation Commission of Ukraine.

He is actively engaged in training academic personnel – under his supervision 9 doctoral and 23 PhD theses have been defended in NULES of Ukraine, two doctoral students and 3 postgraduate students continue their research. For the period of his scientific activity he personally and in co-authorship with other scientists has published about 180 scientific works, including monographs, manuals and textbooks. Some of the academic papers, in particular, 21 have been published in foreign indexed journals, including Scopus and WoS.

S. M. Kvasha is a well-known scientist in foreign countries, and first of all in the countries of the European Union. In 2007 he was invited as an associate foreign member of the Polish Association of Agricultural Economists and Agribusiness – SERIA, and in September 2007 he was elected a foreign member of this Association. He is a member of editorial boards of three foreign and several national university academic journals.

Serhiy Mykolaiovych Kvasha

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COMPETITIVENESS
INDEX
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