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Data: 28/11/2026 17:03:43

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Evaluating working life quality in Ukraine in terms of business responsibility

Ocena jakości życia osób pracujących na Ukrainie w aspekcie odpowiedzialności biznesu

Keywords: working life quality, decent work, integral evaluation, standardization, weight ratio, region, type of economic activities

Słowa kluczowe: jakość życia pracujących, godna praca, integralna ocena, standaryzacja, wskaźnik masy ciała, region, rodzaj działalności gospodarczej

1. Problem definition in general and its relationship with important scientific and practical tasks

Working life is an integral part of human's active existence. It is a precondition for person's development, formation of man's well-being. Historically it happened so that just labour, social forms of working activity organization, variety of ways and scales of added value conversion (from slave, hired, cooperative to individual business) and along with them the relationship nature between work results and working life quality (WLQ) attracted the attention of philosophers and scientists.

The first scientific exploration of the problems of production effective management with a focus on work rational organization, its motivation, favourable psychological climate in the workplace emerged in the 19th century. Throughout the 20th century, in the theory and practice of public life there was a search for new concepts and WLQ

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Data: 28/11/2026 17:03:43

models[1]. The beginning of the 21st century marked another turn of scientific interest in the given range of problems. The concept of business social responsibility plays a positive motivational role in this direction. In economically developed countries such views are put forward that the following motives like wages and career promotion begin to play a secondary role as the level of satisfaction from achievements, self-realization and self-expression, which are guaranteed only in the conditions of labour democracy [17, p. 134], becomes the main indicator of human life quality.

Now the WLQ concept is a symbiosis of the ideas of both American and Western European and Asian scientists and it supposes taking into consideration essence, motivational and functional aspects in complex evaluation of the studied object.

The essence aspect of the evaluation of population's life quality is connected with its essential values, respectively – the criteria of WLQ evaluation both on personal and public and organizational, and regional and other levels. In this regard attention is drawn to cultural and national characteristics of defining these criteria. An interesting achievement in this area is the works of I. Tsyhankova [17] and other scientists. Obviously, the provisions which encourage defining WLQ criteria have eco-social and homological nature. They carry cultural codes of the historical development of certain ethnic groups and nations. Thus, the source of the philosophical foundations of Ukrainian scientific vision of priorities in defining WLQ criteria, in our opinion, is a world-view idea of "vocational work" by Hryhorii Skovoroda[2].

The motivational aspect of the WLQ measurement study is closely connected with the theory of human needs, and accordingly of the incentives, which ensure an increase in this quality. The result of quality positive changes is social and economic effectiveness of the society development, expanding the sphere of social business responsibility.

In the functional aspect the main approaches of WLQ modern research are illegal and informal employment of the population, employment access for the disabled, work peculiarity in definite kinds of business and professional activities, etc.

Nowadays a number of countries on the recommendation of the International Labour Organisation (ILO) started the formation and implementation of their own decent work programs. The work on involving the provisions on WLQ improvement[3] into their meaningful essence is actualized. Some countries aim their attention at the formation of national programs for decent work and business social responsibility, which outline the

[1] In academic circles it is assumed that the concept of "working life quality" was first introduced by S. Robinson at the international conference devoted to the problems of the development of labour relations in 1972. The author saw its sense in the organization's activities aimed at satisfying employee's needs through the establishment of mechanisms for his full access to decision-making process, that is, to his life at work. [16, p. 39]

[2] "What is worse than to swim in abundance and fatally suffer without innate work? There is no worse torture than to be ill with thoughts and one become ill with thoughts getting rid of innate work. And there is no greater joy than to live by vocation" (H. Skovoroda) [15].

[3] "The main goal of ILO today is to promote the opportunities of decent and productive work for women and men in conditions of freedom, equity, security and human dignity" (International Labour Conference, ILO, 1999) [3, p. 7].

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Data: 28/11/2026 17:03:43

achievements of several objectives – both providing sufficient earnings, and achieving productive employment, and stability, and confidence in work preserving [2, 3, 11].

2. Analysis of the recent research and publications, which started the given issue solution and which the author relies on, distinguishing the parts of the general problem still unsolved, which the article is devoted to

The works of the number of modern domestic and foreign scientists, such as O. Hrishnova, L. Drozdova, A. Yehorshyn, A. Kolot, E. Libanova, L. Lisohor, S. Melnyk, S. Tretiak, L. Cherenko, L. Shaulska, I. Tsyhankova, P. Allan, P. Loseby and others are devoted to defining the essence, structure and WLQ evaluation indicators. Mostly, in all the studies the authors focus on a macroeconomic approach. The reason for this is largely the use of theoretical and methodological and methodical provisions relating to the concept of decent work, which is offered by ILO experts in which WLQ serves as its organic link.

In Ukraine on the national level to monitor WLQ a set of ten indicator groups is offered by ILO[4] [3, 11]. They are defined based on the strategic goals of the working man development (1. Entire and productive employment in the labour sphere. 2. Working conditions. 3. Social security. 4. Social dialogue) and they are also corrected relating to the level of evaluation detailing.

Despite the considerable amount of WLQ social and economic research a kind of "white spot" in them is regional and sectoral measurements. Even more unexplored measurements arise when it comes to the concept of business social responsibility. A lack of reasonable methodologies on defining the weight ratios of definite components in building a WLQ integral indicator and the check of its correlation with other indicators of the efficiency of functioning and development of the social economy indicate the actuality of this study.

3. Wording the purposes of the article (problem definition)

The purpose of this research is reasoning and testing a complex of statistical indicators, which can act as comparative indicators of the evaluation of working life quality on regional and sectoral levels and promote application expanding on the practice of the concept of business social responsibility. The main objectives of the study are:

[4] Monitoring of the decent work program implementation in Ukraine assumes the following indicator groups: 1) employment opportunities; 2) sufficient earnings and productive employment; 3) adequate working hours; 4) possibility to connect employment and family responsibilities with personal life; 5) children's labour and forced labour must be abolished; 6) stability and confidence in preserving work; 7) opportunity equality and equal treatment in employment; 8) secure work; 9) social security; 10) social dialogue, representation of workers and employers [2, 3, 11].

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Data: 28/11/2026 17:03:43

- generalization of methodological approaches to the WLQ quantitative evaluation from the position of the ILO concepts on decent work and business social responsibility;
- reasoning a complex of statistical indicators, which can serve as an informational basis of the WLQ complex evaluation methodology in Ukraine's regions and kinds of economic activities;
- approbation of the methods of WLQ complex evaluation and correlation analysis of the WLQ integral assessments with other socially important indicators of Ukraine's regions and kinds economic activities.

4. Presentation of the research main material with full explanation of the received scientific results

In Ukraine the development of conceptual provisions of the methodology of regional and sectoral WLQ evaluation is based on scientists' achievements, which lay in the basis of WLQ analysis methodology on the macro level. They accumulate in themselves the provisions of a decent work concept [4, 9, 11], the concepts of business social responsibility [7, 8] and also a number of the ideas covered in the publications of modern scientists and professionals who specialize in the methodology development of scientific research in the social economy and politics.

In essence terms we mean a WLQ complex evaluation methodology in which there are three distinct components:

I. Employment opportunity and decent work reward.

II. Labour meaningfulness, professional and career promotion.

III. Work conditions, organization and security.

The indicator selection, which would quantitatively represent the main WLQ components in Ukraine's regions and kinds of economic activities, is carried out by the team of authors by taking into account the following basic principles:

- accordance with the ILO conceptual provisions on decent work evaluation; national methodology of measuring regional human development, developed by the scientists from M. V. Ptukha Institute of Demography and Social Research of NAS of Ukraine with participation of the specialists from the State Statistics Service of Ukraine;
- resourcefulness of WLQ evaluation character;
- maximum information content of each indicator in the corresponding component;
- availability of each indicator in the statistical publications of the State Statistics Service of Ukraine;
- absence of duplications, significant correlations between selected parameters.

In Table 1 the indicators are systemized by the authors, which are assumed by the programs of state statistical surveys in Ukraine and which can be used in WLQ integral evaluation and comparative analysis in Ukraine's regions and kinds of economic activities.

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Data: 28/11/2026 17:03:43

Table 1. Indicators of comparative statistical WLQ evaluation of Ukraine's population on regional and sectoral levels*

No. f/b	Indicators	Evaluation level	
		regional	sectoral
I. Employment opportunity and decent work reward (rank 1, weight ratio – 0.5)			
1	Unemployment rate of the economically active population	+	-
2	Share of a salary fund in a gross regional product	+	-
3	Ratio of an average wage to a living wage for employable people	+	+
4	Percentage of employees who are not paid a salary, % to the average registered number of employees	+	+
5	Share of businesses living below the poverty line	+	-
6	Average wage per one hour	+	+
7	Share of social transfers	+	-
8	Share of individuals employed in the informal sector	-	+
9	Share of individuals who do not have the status of employees	+	-
10	Ratio of the highest and lowest salary	+	-
11	Share of extra incentive payments in a salary fund	-	+
II. Labour meaningfulness, professional and career promotion (rank 2, weight ratio – 0.33)			
1	Share of individuals with higher education in ASC	+	+
2	Share of individuals trained in new occupations in ASC	+	+
3	Share of individuals who have improved the training level to ASC	+	+
4	Number of applications for security documents per 10 thousand of the employed	+	-
5	Number of used high technologies per 1 thousand of the average number of the employed	+	-
III. Work conditions, organization and safety			
1	Share of employees working in conditions that do not meet sanitary requirements	+	+
2	Level of production injuries	+	-
3	Ratio of professional diseases	+	-
4	Ratio of using a working time fund	+	+
5	Share of working hours not worked through any employee's fault	+	+
6	Coverage of employees by collective contracts	+	+

(" +" – the indicator is shown in official statistical publications of Ukraine, "–" – the indicator is missing or considering its content is not evaluated on the appropriate level)

*Compiled by the authors under [9, 10, 11, 12].

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Data: 28/11/2026 17:03:43

In the process of developing an algorithm for WLQ integral evaluation there is a need for defining weight ratios of each component. In this case it is reasonable to hold a special questionnaire survey of the employed. To carry out such a survey the authors used quota selection composed of representatives of different age, professional groups and status of the employed population.

By the survey results it is determined that in Ukraine among the employed the greatest importance reason for WLQ evaluating is a reward for work (rank 1). It includes such components as a reward sum, on-time payments and justice in payment.

The second place (rank 2) was given by the respondents to professional development opportunities, which assume, above all, the possibility of obtaining new or related occupations and training improvement. In the third place the survey participants put work conditions, safety and organization.

The weight ratios of each constituent component for WLQ integral evaluation and also of its forming parameters are determined using Fishburn's scale [6]. The calculated values of three main components are respectively 0.5, 0.33, and 0.17.

The calculation of WLQ integral evaluation (I_{WLQ}) for Ukraine's regions and kinds of economic activities on the basis of the WLQ indicators are determined in Table 1 by the formula:

$$I_{\text{ЯТЖ}} = \sum_{i=1}^{m} W_i^{\text{ЯТЖ}} \times I_i^{\text{ЯТЖ}} \tag{1}$$

where $W_i^{\text{ЯТЖ}}$ – the weight ratio of *i*-component of WLQ evaluation in the region (a kind of activities); *m* – the number of components in WLQ integral evaluation; $I_i^{\text{ЯТЖ}}$ – integral assessment of *i*-component of WLQ evaluation in the region (a kind of activities), which was calculated according to the same (1) formula[5].

The calculation results of WLQ integral evaluation for the regions of Ukraine are presented in Table 2.

[5] For indicator consolidation in integral evaluation the preliminary standardization was carried out. In addition to that, it is taken into consideration that in non-numerous by volume aggregates and in aggregates with asymmetric indicator distribution x_i deflection ($x_{ij} - a$) are standardized with the help of variation scope ($x_i^{\max} - x_i^{\min}$). In addition to that, $a = x_i^{\min}$ for stimulators and $a = x_i^{\max}$ for de-stimulators [5]: $Z_{ij(\text{CT})} = \frac{(x_{ij} - x_i^{\min})}{(x_i^{\max} - x_i^{\min})}$; $Z_{ij(\text{дест})} = \frac{(x_i^{\max} - x_{ij})}{(x_i^{\max} - x_i^{\min})}$.

Pobrane z czasopisma Annales H - Oeconomia **http://oeconomia.annales.umcs.pl**
Data: 28/11/2026 17:03:43

Table 2. Integral WLQ evaluation in Ukraine's regions

Region	Balanced integral evaluation of certain WLQ components			Consolidated WLQ integral evaluation
	Employment opportunity and decent work reward. Weight ratio – 0.5	Labour meaningfulness, professional and career promotion. Weight ratio – 0.33	Work conditions, organization and safety. Weight ratio – 0.17	
ACR (Autonomous Crimean Republic)	0.372	0.076	0.124	0.572
Vinnytsia	0.202	0.057	0.121	0.38
Volyn	0.217	0.081	0.113	0.411
Dnipropetrovsk	0.322	0.176	0.085	0.583
Donetsk	0.2955	0.134	0.034	0.464
Zhytomyr	0.19	0.03	0.126	0.346
Transcarpathian	0.194	0.113	0.134	0.441
Zaporozhe	0.345	0.134	0.117	0.596
Ivano-Frankivsk	0.26	0.149	0.137	0.546
Kyiv	0.322	0.064	0.117	0.503
Kirovohrad	0.2455	0.078	0.113	0.437
Luhansk	0.365	0.087	0.03	0.482
Lviv	0.266	0.108	0.133	0.507
Mykolaiiv	0.328	0.107	0.134	0.569
Odesa	0.362	0.098	0.122	0.582
Poltava	0.234	0.11	0.121	0.465
Rivne	0.174	0.105	0.121	0.4
Sumy	0.233	0.093	0.117	0.443
Ternopil	0.1445	0.176	0.135	0.456
Kharkiv	0.3355	0.202	0.129	0.667
Kherson	0.2505	0.106	0.11	0.467
Khmelnytskyi	0.218	0.086	0.123	0.427
Cherkasy	0.231	0.03	0.133	0.394
Chernivtsi	0.29	0.073	0.144	0.507
Chernihiv	0.151	0.032	0.139	0.322

Calculated by [10, 12, 13].

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Data: 28/11/2026 17:03:43

The statistical characteristics of the division of Ukraine's regions by WLQ integral evaluation (the average WLQ level in Ukraine in 2011 was 0.479, the quadratic variation ratio – 0.137 and is less than 0.333) indicate the homogeneous nature of such division These characteristics give the grounds to divide Ukraine's regions into three groups: with low, medium and high WLQ (Fig. 1).

Among Ukraine's regions by WLQ integral evaluation the leader in 2011 was Kharkiv region. The specialty of this region is the sufficiently balanced development of all components of WLQ integral evaluation and the highest level of indicators, which characterize work meaningfulness, professional and career growth opportunities. In general, the highest values of WLQ integral evaluation in six regions of Ukraine (Fig. 1) are connected with a high level of the basic component of WLQ evaluation – employment opportunities and decent work reward.



[Ratio working life quality: Ukraine – 0.479]

Figure 1. Division of regions by WLQ integral evaluation in Ukraine

The least attractive regions by the determined in Tables 1 and 2 WLQ evaluation criteria in Ukraine are the regions in north-western and central Ukraine, where except limited employment opportunities there is greater acuity of problems concerning low work motivation, debt of wages.

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Data: 28/11/2026 17:03:43

The check of WLQ integral evaluation in the regions of Ukraine on relationship tightness with the other important social indicators of the development in Ukraine's regions showed that on the regional level the most sensitive to the changes in WLQ level are the indicators of general and labour migration (correlation ratio – 0.41). The relationship between WLQ integral evaluation and a divorce index in the regions of Ukraine turned out to be tight and straight enough (correlation ratio – 0.59). To some extent it can be explained by the dominance of material values in the modern world, the increase of which is achieved mainly by active working life and is often accompanied by marriage destabilization. Therefore, an important element of the decent work program of ILO, which is implemented on the national level, including Ukraine [8], is to provide employees with the opportunities to combine work with family responsibilities and aspirations about their personal life.

By the same components and taking into consideration existing statistical database (Table 1) WLQ evaluation is carried out on the sectoral level – in terms of economic activities. The calculation results are presented in Table 3 and Figure 2.

Table 3. WLQ integral evaluation by kinds of economic activities

	Integral valuation of a certain indicator complex			Consolidated WLQ integral evaluation
	Employment opportunity and decent work reward	Labour meaningfulness, professional and career promotion	Work conditions, organization and safety	
Agriculture, hunting and related services	0.208	0.020	0.766	0.239
Forestry and related services	0.319	0.087	0.248	0.23
Fishing	0.125	0.019	0.139	0.092
Industry	0.419	0.197	0.187	0.306
Construction	0.173	0.105	0.048	0.129
Trade; repair of motor vehicles, household goods and personal consumption goods	0.316	0.086	0.2	0.22
Hotel and restaurant activities	0.261	0.041	0.171	0.173
Transport and communication activities	0.548	0.120	0.232	0.353
Financial activities	0.823	0.193	0.253	0.518
Real estate transactions, renting, engineering and business activities	0.397	0.132	0.206	0.277

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Data: 28/11/2026 17:03:43

	Integral valuation of a certain indicator complex			Consolidated WLQ integral evaluation
	Employment opportunity and decent work reward	Labour meaningfulness, professional and career promotion	Work conditions, organization and safety	
State Management	0.662	0.190	0.242	0.435
Education	0.368	0.126	0.254	0.269
Health care and social assistance	0.241	0.031	0.274	0.177
Providing communal, social and personal services; activities in the sphere of culture and sport	0.31	0.072	0.247	0.22

Calculated by [10, 12, 13].

The distribution of economic activities by WLQ integral evaluation is much more heterogeneous compared with the regions of Ukraine with the same indicator. This is confirmed by statistical characteristics of the variation: the ratio of the maximum WLQ evaluation in financial activities and minimum in fishing five times exceeds, the quadratic variation ratio – 0.427, is higher than 0.333 and indicates significant differentiation of the kinds of activities for the studied indicator (Fig. 2).



[Financial activities	0.518	Forestry	0.23
State Management	0.435	Trade, repair of goods	0.22
Transport and communication activities	0.353	Health care and social assistance	0.177
Industry	0.306	Hotel and restaurant activities	0.173
Real estate transactions, renting, engineering	0.277	Construction	0.129
Education	0.269	Fishing]	0.092
Agriculture, hunting	0.239		

Figure 2. Rating of economic activities in WLQ integral evaluation of the population in Ukraine

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Data: 28/11/2026 17:03:43

Correlation analysis of the relationship of WLQ integral evaluation in terms of economic activities with the staff mobility indicators showed that the most sensitive to the changes in characteristics, which define WLQ on the sectoral (branch) level are the indicators of overall staff resigning and rotation (correlation ratios are respectively 0. 5 and 0.6).

5. Conclusions from this study and perspectives for further research in this direction

1. The generalization of methodological approaches to WLQ evaluation considering essence, motivational and functional aspects, ILO decent work concept and the concept of business social responsibility gives the grounds to state that in Ukraine there is not only the need but also all reasons to develop counterparts on regional and sectoral levels. Essentially we mean the development of complex characteristics – WLQ integral evaluation, which would reflect objective and subjective attitudes of employment participants to work content, conditions, organization and results. Its main components are the following ones: I. Employment opportunity and decent work reward. II. Labour meaningfulness, professional and career promotion. III. Work conditions, organization and safety.

2. In the article the list of statistical indicators is grounded provided by the state statistical program and other surveys in Ukraine, which were an informational basis for the comparison of WLQ in Ukraine's regions and kinds of economic activities. Under the results of a specially conducted questionnaire survey the authors determined the weight ratios of each component in WLQ integral evaluation and the indicators characterizing them. The survey respondents indicated that the basic characteristic of WLQ with weight ratio of 0.5 is employment opportunity and decent work reward, in the second place there is labour meaningfulness with weight of 0.33, and in the third – the conditions, organization and security at work (0.17).

3. The calculation of WLQ integral indicators with previous standardization of selected indicators and their generalization guaranteed the possibility of comparative analysis of Ukraine's regions and kinds of economic activities and showed sensitivity of WLQ integral evaluation to such socially important indicators of the development as the ratios of general and labour migration, divorce and staff resigning and rotation.

The direction of future research is to improve the methodology of formation of the informational database of WLQ evaluation, taking into consideration outlined in the article functional aspects, various categories of the economically active population, and the objectives of regional social policy.

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Data: 28/11/2026 17:03:43

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Evaluating working life quality in Ukraine in terms of business responsibility

The methodological approaches to the statistical evaluation of working life quality (WLQ) are summarized. The complex of indicators are identified, which are harmonized in accordance with the provisions of decent work concepts (ILO) and business social responsibility and can serve as an infor-

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Data: 28/11/2026 17:03:43

mational basis for the comparison of the situation by Ukraine's regions as well as by economic activities. The approbation of complex evaluation methodology of WLQ in Ukraine is made. The correlation analysis of the relationship of WLQ integral evaluation with a number of important social indicators of the development of Ukraine's regions and economic activities is carried out.

Ocena jakości życia osób pracujących na Ukrainie w aspekcie odpowiedzialności biznesu

W pracy zastosowano metodologiczne podejście do statystycznej oceny jakości życia osób pracujących (WLQ). Zidentyfikowano szereg wskaźników zgodnie z zasadami koncepcji godnej pracy (ILO) oraz społecznej odpowiedzialności biznesu, które mogą służyć jako podstawa do porównań sytuacji regionów Ukrainy, a także oceny poziomu ich działalności gospodarczej. Złożoną metodologię ewaluacji WLQ dostosowano do warunków Ukrainy. Przeanalizowano zależność relacji integralnej oceny WLQ z wieloma ważnymi wskaźnikami rozwoju społecznego i poziomem działalności gospodarczej regionów Ukrainy.