

INTERNATIONAL ACADEMY OF INFORMATION SCIENCE
NATIONAL ACADEMY OF MANAGEMENT
UNIVERSITY OF VIENNA
UNIVERSITY OF SALZBURG
EDUCATIONAL AND SCIENTIFIC INSTITUTE OF FINANCES, BANKING
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FORMATION OF KNOWLEDGE ECONOMY AS THE BASIS FOR INFORMATION SOCIETY



[Proceedings papers of the 9th International Scientific Seminar]

December 07-22, 2019

*Vienna-Salzburg, Austria – Prague, Czech Republic – Nurnberg-Dresden,
Germany – Krakow-Wroclaw, Poland
Kyiv, Ukraine*

2020

UDC 001.38
BBK 65.9(4Ukr)-55-231
F-34

Scientific publications recommended by the Presidium of the International Academy of Information Science (Protocol № 001/2020 January, 30, 2020).

"Formation of Knowledge Economy as the Basis for Information Society"
[Proceedings papers of the 9th International Scientific Seminar] / by
M.M.Iermoshenko, Z.B.Zhyvko etc. – Kyiv: IAIS-NAM, 2020. – 108 p.

ISBN 978-617-7386-28-4

In the proceedings of the 9th International scientific seminar outlined the participants' thesis in the areas of economics, information science, management and decision-making methods in economics and management; information support socio-economic processes in the national economy, regions and enterprises; information for sustainable development and security in the social sector, agriculture, environment and education.

Intended for researchers, teachers, state employees, graduate students, doctoral students of different specialties, experts and others.

UDC 001.38
BBK 65.9(4Ukr)-55-231
F-34

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ISBN 978-617-7386-28-4

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intentions, it is necessary not only to reduce the level of taxation, but also to redistribute it.

For successful integration into the European Union, Ukraine needs to implement measures to improve the quality of work of institutions, reduce the level of corruption, and increase the transparency of neighboring countries. These areas are more effective for securing economic growth, reducing shady economics compared to measures to improve the system of reporting or reporting.

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INNOVATIZATION AS A NEW MANAGEMENT-EDUCATION PARADIGM

The search for and use of reserves for building innovative potential as the basis and driving force for the progressive development of any country are among the top priorities of their current and future socio-economic reforms. The legitimacy of such a statement of the question is difficult to refute. History shows that in those countries where the role of innovation was timely realized and the full achievements of education, science and technology embodied in innovative

products, the pace of economic development and its efficiency significantly exceeded the rates of those achieved in other countries.

Today, it is not enough understood that without the creation and use of innovative products it is impossible to solve some of the most important socio-economic problems. Ensuring the progressive development of the country's innovation potential requires a conscious and large-scale formation of a complex of relations in different spheres of public life regarding the effective creation and use of products of innovative activity [1, p. 7].

By the term "innovation" we mean the next, objective stage of deep restructuring: it is both the result and the prerequisite, and the obligatory component of new approaches, which should characterize the socio-economic progress of the state, to ensure dynamism in its quantitative and qualitative characteristics, respectively to a whole set of internal and external objective grounds of the present time in order to ensure social progress. This issue is especially acute in the current context of management education.

Trends in modern development strongly suggest that the use of innovative and intellectual work is the way to the future, the transition to a new stage of development of the world economy. In the conditions of activation of innovative activity a special role is played by the operating system of education as one of the factors of influence of formation of innovative work [2, p. 395].

In Ukraine, management education, and therefore training of managers, is experiencing a period of formation and self-awareness of its own role. However, management is not about organizations and objects, but about the people and relationships between them. That is why today we should work to make the management of the future a kind of post-management, addressed to the individual and society. This implies modernization of education by stimulating innovatively active teachers; improvement of educational and methodical complex; development of priority scientific researches in institutions of higher education that ensure the formation of competences of student youth; active deployment of standardization processes in education and implementation of educational space, etc.

In assessing the effectiveness of the mechanism of competitive relations in the labor market, it is necessary to take into account the dominant influence of the educational factor, namely the degree of adaptation of the current education system to changes in the demand and supply in the labor market, the relevance of vocational training to the needs of socio-economic development of society. In other words, functional features of education are not only in the generation and transmission of accumulated information, but also in increasing the susceptibility of innovative work, new products, technologies, organizational techniques, etc. [2, p. 396].

At the same time, it should be remembered that the formation of a new paradigm of management education is carried out in the conditions of financial and economic crisis. At the same time, the innovation of training of managers is connected with the fact that during the training of future managers it is necessary

to overcome a complex of conflicts of interest: institutions of higher education, employers, applicants for higher education, society in general. The key link in addressing these contradictions is the key criteria such as the highest value of the human personality, the creation of conditions for a high standard of living and the free development of man. Hence the logical chain of requirements for the development of management education will be constructed in this way:

- decent quality of life for the population.
- improving the quality of human potential, which is conditioned by the quality and efficiency of management (management), which, in turn, is determined by the level of professional training of managers, their competence and value installations [3].

It should also be noted that the problems of management-education development are common to all higher education institutions. The presence of specificity at the regional level leads to a peculiar manifestation of competitive problems and the emergence of a few non-standard conditions. In addition, the innovation of educational management should consider the industry-functional approach to the study of management problems, which in turn includes the personnel component.

Staffing in Ukraine is characterized by a significant set of systemic problems caused by both transformational processes in politics, economy, socio-cultural sphere, and certain shortcomings in staffing. First, it should be noted that today there is no national concept and program for the restoration, development and utilization of human potential in Ukraine. The human resources system of the country and its institutions are in an uncertain state; regulatory support remains imperfect [4, p.131]. In the context of Ukraine's socio-economic growth, the experience of Japan, which is poor in natural resources but ranked among the world's most developed countries, is noteworthy. At the same time, professional development of the managers and high level of education of the population became the main resource of development of Japan.

Thus, management education needs to be innovated and constantly improved. This is also required by the integration of higher education of Ukraine into the pan-European and world systems. And this, in turn, implies the need to implement a comprehensive scientific and technological innovation policy to support it and stimulate the development of priority areas of development, the key factor of which should be resource readiness for change and willingness to accept the system of these changes.

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