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DEVELOPMENT OF PROFESSIONAL COMPETENCES OF
PERSONNEL AS THE BASIS OF ECONOMIC GROWTH

The article examines methodological approaches to the actual business problem – the correspondence of professional competencies of professionals to the business environment and the needs of the labor market. The methodological approaches used (systemic, resource, synergetic, situational, competent, personality-oriented) do not exclude each other, although some may develop, refine the previous ones, but implement different approaches to the problem under study and are not mono-, but multidisciplinary categories as a competence. Competence is an integral characteristic / criterion that provides a descriptive quality of a person's behavior in a business activity that helps him or her to be effective and result oriented.

The system of key competences through the prism of scientific and practical views of scientists and the real business sector is analyzed and systematized. Higher order competence is key, which leads to the creation of the largest share of consumer value. Key competences are defining, universal in nature and degree of application. They are mega professional, as they are in demand by all professions of different forms and types of business. Among the key features of the key competences that distinguish them from others are the following: synthesis of knowledge, skills and technologies; uniqueness; synergistic effect.

Competent approach to the formation of market knowledge and skills of interdependent key entities of competence formation is grounded. The competency approach reflected changes in the nature and content of work, vocational training and education. Its development is extremely important to integrate education and training, to align them with the needs of the labor market and to ensure staff mobility (vertical – in career development, horizontal – staff rotation between sectors and spatial-territorial). The competency approach can be considered as a problematic approach, the main value of which is in its integration potential and flexibility. The key subjects of competence formation are: the individual and his or her environment; educational institutions; organization.

The tendency of development of the labor market and prospects of development of competences of employees are determined.

Key words: competence; professional competence; key competency; public health; digital competency; community competency; competency; sub-form competency.