

NEW IDEAS OF THE DRIVING FORCES OF ECONOMIC DEVELOPMENT AND THE COMPETENCY REQUIREMENTS OF THE FUTURE PROFESSIONALS

Kovalenko M.A.

Doctor of Economic Sciences, Professor,
Head of Department of Finance and Credit,
Kherson National Technical University

Shvorob H.M.

Candidate of Economic Sciences, Professor,
Senior Lecturer at Department of Finance and Credit,
Kherson National Technical University

The article states that the most characteristic features that define the tomorrow's economics are the computerization of society, globalization of economic relations, increasing role of the human capital in the industry. It is stressed that the incomplete disclosure in the literature, many unresolved theoretical and practical issues of the economy of the future do not reduce the value, but rather actualize the importance of the emergency training of the specialists for work under new economic conditions.

Much attention is given to a number of new conditions for business entities connected with the computerization, globalization, building of economy, which should be studied by students – today as well as by the economists and production managers.

Productive qualities and characteristics of the market are determined by the special form of capital. There is shown the influence of market capital and infrastructure sector on the cost of manufactured product. It is stressed that the formation of the price of a product factors is under the influence of such market concepts as conjuncture, fashion, market making and soon. The results of this influence do not always correspond to the labour theory of the goods value and can relate to objective costs caused by the free market economics.

The objective process of the complication of economic relations, a new meaning of economic, organizational work requires a substantial increase in demands for profes-

sional competence of future specialists. It is shown that the process of informatization and intellectualization of labour require an understanding of new approaches to the management. A new type of society, based on an individual and its own intellectual capital, requires from future professionals knowledge of the theoretical principles of the formation and use of the intellectual capital of the enterprise.

It is emphasized that there are processes that change the concept of capital in its traditional sense to the knowledge as the most tool of the economics, the question of the establishment of mechanisms at all levels of management of intellectual capital that meet the requirements of the knowledge of economics. The change of theoretical foundations of the economy sets to the high school a task of preparing for its graduates new methods of human capital management, understanding of the mechanism of formation of new revenue and profits, added value, determining the market value of the product, including transnational. It is noted that the human factor, combined intellectual capital of the company, becomes the main source of economic growth and wealth. The author comes to the conclusion that problems of the future professionals training are very relevant; they must provide the storage and movement of a large amount of information, produce new knowledge, and raise the level of education continuously during the life.