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STRATEGIC DIRECTIONS FOR THE PROFESSIONAL DEVELOPMENT OF THE EMPLOYEES IN UKRAINE

In modern conditions the growth of the economy of the state is impossible without stimulation of the innovative orientation of the economy. The basis of the innovative economy is a high-tech production, which requires increasing requirements for the professional qualification of the employees. In the turn, the importance of the intellectual component of the employees is increasing. The introduction of the high technologies into the production process creates the need to improve the knowledge and skills of the employees, the implementation of the continuous lifelong learning and appropriate incentives for the professional development.

Lifelong learning is becoming more and more important for the countries that want to be competitive in the global knowledge economy. So the era of the 21st century – is not only a new landmark development, but, above all, a transformational shift to the intellectualization as the process of the saturation of the information environment of the intellectual assets [1].

The integration of Ukraine into the European Community requires the research of the specificity and development of the continuous training of the employees for the purpose of reforming the national education system, regulation of the cooperation between the state, employers and employees [2].

The concept of the lifelong learning implies the necessity and possibility of obtaining at every life stage of the blocks of information that people need to get their professional competence at a high level. Modernization of the education management considering the concept of the lifelong learning will help to improve the quality and efficiency of the education system in order to meet the needs of people with skills and competences, the relevant requirements of the modern labor market based on knowledge, and make a full entry of Ukraine into a single educational space.

Along with this, the modern society moves to a new era of information, if you think about the third industrial revolution – it was computerized, digital era, which began in the mid-twentieth century. What we are observing now – is the fourth industrial revolution, using the amazing new inventions – biotechnology, artificial intelligence. The World Economic Forum named the fourth industrial revolution the tsunami of the technological advances that transform our economy. But what impact will it have on the labor market, where will be taken the work for all those people whose work will replace the machine? Today, in Ukraine and in the world there is an urgent problem of unemployment, if we add the digital revolution – it can cause a global catastrophe in employment.

That is why one of the characteristic trends of the industrial relations at the present stage is the formation of a new workforce and increasing the role of the highly skilled labor in production.

The availability of the highly skilled workforce is one of the most important factors in improving productivity, ensuring the production of competitive products,

the integration of Ukraine into the world economic community. The indicators such as professionalism, competence, ability to acquire knowledge during life, the level of corporate culture acquires more importance [3].

It is necessary to establish a stimulating mechanism for training and skills development in the workplace. It can be measures for the compulsory use of the part of the gross profit of the company (at 2-3% with a corresponding reduction in the taxable part), or costs can be attributable to the production costs. An equally important factor for the employees is the motivation of their professional development. One of the main conditions of the growth of the efficiency of motivation is ensuring the conformity of the structure of the stimulating means (economic, prestige, job satisfaction, career development).

Today in Ukraine the concept of «education – work – pension» remains important, but in the international community there is the transition to the concept of the lifelong learning «education – work – education – pension – education.» This transition will help to solve a number of pressing socio – economic and demographic problems, and can also serve as a factor of the development of the economic potential of Ukraine. According to the statistics in Ukraine in 2014 there were registered 15% working pensioners (in% to the discount number of staff) and 33.1% of young people (persons aged 15-35 years).

In terms of the absolute obsolescence of population, the percentage of people who need additional education is growing and this is due to several reasons: the need to compensate for a basic general cultural education of adults who do not have many modern knowledge and skills arises; the development of the knowledge-based and intellectually capacious industries acutely increases the qualification requirements for the employees, encouraging them to participate in the training and retraining; the intensive change of the needs of the labor market on the one hand, leads to the release of a significant number of able-bodied people on the other – requires new professionals.

According to statistics in Ukraine on the number of the employees with higher education (3684, 8 thousand people) in 2015 improved their skills only 1020.9 thousand people, along with the high levels of education of the employees, unfortunately, only a small part of them passes advanced training. The effective functioning and improving the competitiveness of modern enterprises require special attention to the renovation and expansion of the professional knowledge of the employees, namely the professional development of the staff. Training, retraining and advanced training of the personnel can solve the key problems in the organization – the efficiency of labor increases, including its quality, which affects the quality of products. This, in the turn, allows achieving a higher level of competitiveness of products, companies and the country as a whole.

We may provide the substantial increase of the competitiveness by three main components – the competitiveness of the governance, directly continuous development of the enterprise and human capital [4, p. 20].

It must be emphasized that the formation and development of the human capital implies the obligatory presence of the investment.

From this perspective, it is important to take into account the experience of use the British standard «Investors in People» by the developed countries, which identifies the key areas of the growth of the efficiency of the investment in training and the development of the staff of the organization.

Most in Ukraine in recent years the industry is invested – 82743,8 mln UAH in 2014, but there is almost no funding of the professional, scientific and technical

activities, only 2587,8 mln UAH. At the same time, only 6 UAH per month is given on the professional development of the employee.

Material wealth, like cash, is always the active stimulus for the work of the employees [5]. The interest of the employees in these is determined by the fact that due to these benefits mostly satisfied not only material but also cultural and spiritual needs of workers and their families. The main wealth of workers is their wages. In world practice there is a direct correlation among wages, education and continuous professional development of the employees. In Ukraine, the differentiation of the wages of workers with different levels of education is low, particularly the wage increase of the employee who has completed higher education only 34.3% of the average salary [4, p. 19], for comparison, we see the difference in wages in the world, that motivate to pursue higher education and to constantly improve their knowledge.

So, to create a high motivation factor for the employees on the factors of the professional training urgent measures should be:

- improving the legislative and regulatory framework of the scientific, information support of the vocational training and licensing, ensuring the functioning of the system of the vocational guidance [6];
- the government should facilitate to introduce innovations, carry out professional training of the personnel with regard to the future development;;
- the creation of the structures in enterprises engaged in the vocational training with the presence of the scientific-technical, informational, material and technical resources [7];
- improving the financial mechanism by expanding the sources of funding using grants from the state and local budgets, as well as through tax relief;
- the introduction of the system of the economic incentives for both employers and employees to improve the professional qualification.

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