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*Fundamentals of Shaping the Competitiveness
of the Future Economist as an Expert
in the Employment Sphere*

Podstawy kształtowania konkurencyjności przyszłego ekonomisty
jako specjalisty na rynku pracy

STRESZCZENIE

Artykuł dotyczy problemów kształtowania konkurencyjności specjalistów w sferze działalności gospodarczej. Autor podkreśla, że jakościowe szkolenie ekonomistów wiąże się z wprowadzeniem kompetentnej strategii uczenia się w praktyce uniwersyteckiej. Stwierdzono, że głównym celem kształcenia zawodowego jest szkolenie wykwalifikowanego specjalisty, który musi być zdolny do skutecznej pracy zawodowej zgodnie ze swoją specjalizacją na konkurencyjnym rynku pracy. Podjęto problematykę analizy naukowych podstaw kształtowania konkurencyjności specjalisty i uniwersalnych kryteriów określania poziomu konkurencyjności specjalisty. Ponadto zostały określone perspektywy dalszych badań w tym kierunku.

Słowa kluczowe: konkurencyjność; rynek pracy; kompetencje; kształcenie zawodowe; przyszły specjalista w gospodarce

SUMMARY

In the article, the problems of shaping the competitiveness of specialists in the sphere of economic activity are examined. The author emphasizes that the qualitative training of economists is connected with the implementation of a competent learning strategy in the university practice. It is determined that the main purpose of vocational education is the preparation of a qualified specialist who must be able to work effectively in accordance with his specialization in the competitive labor

market. The article deals with the problems of analyzing the scientific fundamentals for the competitiveness of an expert, and universal criteria for determining his level of competitiveness are highlighted in the article. The prospects for further research in this direction are defined.

Keywords: competitiveness; labor market; employment sphere; vocational education; future expert in the economy

INTRODUCTION

The processes of transformation in the system of higher education of Ukraine determine the importance of the problem in forming the professionalism in the person, the so-called a future expert. The system of structural shifts in the Ukrainian economy is not possible without the training manpower with an appropriate level of qualification capable of servicing technologically upgraded equipment adapted to the requirements of an innovative society.

The analysis of the existing standards for higher educational establishments in Ukraine shows that the system of education and preparation of personnel that existed in a centralized planned economy is gradually being rebuilt in accordance with the requirements of the European Higher Educational Standard. The deformation of the structure of labor resources is deteriorating as a result of a long decline in the economy and the aggravation of crisis in the socio-economic sphere. The needs of a modern employment sphere are linked with deepening of market relations, structural changes and cyclical fluctuations in the economy. This can be remedied by ensuring full reproduction of the population, restructuring of the education system, improving the regulatory system and developing a mechanism for forecasting the professional needs of the employment sphere. In the conditions of the development of the innovation and investment model of the economy on the labor market, it is important not only to possess the necessary knowledge, but also the ability to react quickly and responsibly to changes, to be able to communicate effectively and to navigate the information space, to have the ability to constant improvement of the professional level.

The main task of higher education institutions is to meet the needs of the economic sectors in the preparation of the competitive workforce. When planning the training of specialists in the economy, one should take into account the needs of the employment sphere with regard to workers with different qualifications and the specifics of the development of areas. The creating of conditions for gaining competitive advantages in the world is a prerequisite for economic and social stability of society and contributes to economic growth of the country, increase of profit of enterprises and incomes of the population.

One of the most important strategic goals at the present stage of the modernization of the higher education system of Ukraine is to ensure the development

of competitiveness of specialists in line with the level of international standards. The implementation of the main provisions of the Bologna Process involves taking into account national approaches to the organization of training, the content of education, traditions in the training of future specialists in the economic sphere with higher education.

Due to the deep economic transformations, the appearance of different ownership forms, employment in large industrial production is decreasing, the number of employees in the service sector is increasing in small and medium private enterprises. The sphere of an employment requires the preparation of competent workers to meet its immediate needs.

PROFESSIONAL EDUCATION AND QUALIFICATION IN THE SPHERE OF COMPETITIVENESS OF A FUTURE ECONOMIST AS A SPECIALIST

The assessment of specialists' competitiveness is a very complex and important process with deep content, global distribution of results and a wide range of assessment indicators (Shchur 2012). The definitions of competitive advantages and the overall competitiveness of products in classical marketing are based on both quantitative (statistical) indicators and subjective assessments of consumers (Semenova 2012). Similarly, the level of competitiveness of specialists in the labor market can be determined both by means of general statistical data on the ratio of demand and supply of labor in the labor market, and by direct evaluation of consumers (employers). In the case of employment, it is the subjective (sociological) assessment that best reflects the actual state of competition and allows you to assess the quality of the proposed workforce, not only the general aggregate employment rates. It makes it possible to compare the specific needs of a particular employer with the available personal characteristics of a specialist. The particular relevance of such an assessment and obtaining the above results is achieved in the case of studying the level of competitiveness of young professionals (graduates of educational institutions), because the degree of regulation and the possible impact of the state on the quality of the workforce in this case are the most significant.

It is generally determined that one of the reasons for the low level of professional training of specialists in the conditions of university education is still the dominant "mass approach". Instead, the "cultivation" of creative personality (I. Zimnya, N. Kuzmina, L. Mitin, O. Slastonin, R. Khmelyuk, etc.) only begins to be implemented.

Problems of the sphere of competitiveness, including young specialists in the labor market, were investigated by such scholars as V. Bliznyuk, O. Grishnov, O. Yesin, L. Ilyich, M. Krymov, L. Lisogor, V. Medved, I. Petrova and others.

In essence, competitiveness is associated with the success of a person in both professional and personal spheres. This notion is correlated in the scientific litera-

ture with such categories as professional competence (M. Choshanov, M. Linard, F. Rope), social competence (G. Mukhametzyanov, V. Maslennikova, P. Osipov, T. Tregubova, etc.) and personal competence (Y. Bondarevskaya, O. Grebenyuk, Yu. Orlov, etc.).

The main purpose of vocational education is to train a qualified specialist who must be capable of effective professional work in accordance with his major in a competitive employment sphere. Many years of discussions among teachers and employers indicate that traditional descriptions of the outcomes of training do not allow to fully determine the level of quality of training.

The main components of competitiveness of a modern specialist is the level of education and qualifications. A certain level of qualification or the availability of higher education give an opportunity to work in many areas. For example, being an economist assumes the possession of a master's degree diploma, and in case of a miller – the least the third working grade. It is considered that the most competitive in the labor market are those with higher education, because they have the highest level of labor potential. But the level of education affects a wide range of other factors, such as the level of development of the educational services market in the country, the opportunity to get a specialist education in his hometown, the opportunity to study free of charge, the availability of paid education for the majority of the population, the amount of licensed recruitment in the chosen major. A significant role in determining the competitiveness is played by the status of an educational institution whose graduate is called a “master”.

Qualitative training of economists is associated with the introduction of a competently-oriented learning strategy into the practice of a higher education institution. In higher pedagogical education, the transition to competence-oriented training is considered in two aspects. First, there is modernization of the content of vocational education, which involves its selection and structuring while defining the productive component of the educational process – students' competencies. It is this direction that is convincingly revealed in the scientific work of teachers from different higher educational institutions of Ukraine (O. Bida, L. Biryuk, N. Ignatenko, O. Komar, L. Koval, Y. Kodliuk, S. Mortinenko, O. Matviyenko, I. Palshkova, L. Petukhova, R. Prima, L. Horuzha, etc.). Secondly, there is a need to form a goal-oriented interdisciplinary and substantive competency among future economists.

The analysis of these studies suggests that updating the content of higher pedagogical education on the basis of a competent approach should be carried out in the context of those actual trends, which are based on the need for the most complete interrelation of the needs of vocational education.

One of the most important elements of the modern quality management system for specialists training is the model of competence of the major. Today, in Ukraine, the result of education is the final scores in the certificate of compulsory education or a graduate diploma. In practice, there are often contradictions between the quali-

fications included in the diploma and the actual competences of the graduate: with other equal in minds (age, education, average score in the diploma, position), some professionals achieve significant success, while others, on the contrary, show a clear irresponsibility being on a certain position. The fact is that, apart from official duties, a specific set of professional competencies is also required.

It is obvious that the quality of specialists' training is ensured, first of all, by obvious objectives of training, indicators and criteria for the quality of training, sufficient conditions and content of training.

Today, one of the main tasks in developing educational standards should be the clarifying the ways of a unified description of the objectives of education. One of the promising ways of solving this problem is the implementation of a competent approach to describing a model of a specialist.

The formation of competitiveness of a future specialist in the economy takes place in two stages, in accordance with the experience of professional activity. The first stage is mastering the basics of a profession determined by acquiring elementary economic experience. At this stage, the future specialist is trained in professional activity, as well as the process of professional identification, which is one to three years of work experience. The second stage is the achievement of a level of professional skill. At this stage, the expert is gaining experience in all types of economic activity.

It should be noted that the formation of a future economist as a competitive specialist is ensured by the following pedagogical conditions:

- the presence of positive motivation, understanding of the need to use innovative ideas, the desire to succeed;
- internal desire of specialists to introduce innovative teaching technologies;
- analysis and adjustment of the model of innovative learning technology.

THE MOTIVATION IN THE FORMATION OF A COMPETITIVE FUTURE ECONOMIST

It has been emphasized that the important place in the structure of the individual specialist is the motivational sphere, because it determines cognitive and creative activity. Based on the research of M. Dyomin, I. Zimnaya, N. Kichuk, A. Markova, A. Maslou, in the motivational sphere of the personality of an economist, one can distinguish internal and external motivation. External motivation includes the social and personally determined desire for self-education and self-development; a sense of responsibility for their work. The need for professional knowledge refers to internal motivation.

In our opinion, the formation of a future economist as a competitive specialist is the formation of a student as a person capable of assuming responsibility, taking into account the situation of change and economy in a timely manner. It is the most

promising type of economist. His work is manifested in: effective use of the experience which has already been created in the new environment; flexibility when using scheduled non-standard situations; ability to substantiate both pre-prepared and intuitive solutions; ability to produce an idea, to implement it in specific conditions, to see all options for solving the same problem, and using of the experience of others.

The formation of the competitiveness of the young specialist is influenced by internal and external factors, depending on the sphere of action. Among the external factors are: the level of development of technology, science, economics, education; processes occurring in society (Chaplak, Kotova 2010), whereas personal qualities such as motivation for success, self-esteem of a person, level and quality of education (Dybko 2006) are internal.

At the level of education it is necessary to understand the corresponding volume of the acquired knowledge in the establishment of theoretical knowledge, skills and abilities. As for the quality of education, it is the ability to use in practice this volume of acquired theoretical knowledge. However, modern societies require young people not only to have the maximum theoretical knowledge, but also flexibility and mobility in their application. The product of an effective learning process is qualification, while the employer's need is competence.

In addition to the factors, according to L. Lisohor, the components that shape the competitive advantages of a specialist are divided into six groups: demographic, educational, qualification, social, personal and professional (Lisohor 2005). The author believes that the most important factor in the competitiveness of a specialist is a professional component. It includes indicators that are crucial for employers during the selection of personnel: professional experience, professional knowledge, skills and competences, individual, basic and professional competencies, and professional suitability.

However, the reason for the low competitiveness of young professional workers in the labor market lies not only in the imperfection of the training system, but also in the socially adaptive perception of the youth of their future and future of their country, lack of motivation for education and employment.

If a modern specialist of any level wants to be competitive in the labor market, he/she cannot possess only narrow professional knowledge. In this regard, it is advisable to clarify the forecast model of a graduate of an educational institution, identifying professionally relevant parameters and aspects of the necessary knowledge, skills and requirements for the professional competence of an economist.

Among the components of the professional competence of economics students, I. Zimnya (2004), O. Pometun (2005) and Yu. Sukarnikov (2003) provide the following: a personality component that includes readiness for continuous improvement of qualification, ability to self-motivation, reflection, self-development in the professional field; a motivational component that serves as an indicator that helps to determine the attitude of future economists towards economic

activity and professional and personal development; the cognitive element is characterized by professionally important knowledge and skills, which are realized in the further activity; the operational component involves the readiness of students to organize their own activities, to work in conditions of modern economic development, to adapt to the requirements of society. The formation of all these constituent elements allows the future economist to successfully fulfill his professional duties and apply the acquired knowledge and skills in the process of further independent development.

CONCLUSIONS

As mentioned above, the competitiveness of a specialist is a multifaceted category, which includes a wide range of components and is formed under the influence of both personal and national factors. In addition, it should be noted that the main competitive advantages of a specialist are laid in the education system and formed under its influence throughout life.

The modern educational system does not fully cope even with the fulfillment of the minimum tasks, namely the provision of high-quality theoretical education, the formation of the outlook and the intellectual development of graduates. However, the reason for the low competitiveness of young professionals in the labor market lies not only in the imperfection of the training system, but also in the socially adaptive perception of the youth, of their future and future of their country, lack of motivation for education and employment.

The current level of competitiveness of training specialists in higher educational institutions in accordance with the requirements of the employment sphere must be consistent with the realities of time, the needs of society and should not be based on the duration or content of training, but on the knowledge, skills and abilities that graduates have mastered. The prospect of research is seen in the development of a conceptual and technological model for the formation of a future economist as a competitive expert.

Maintaining the European higher educational institutions of European principles of competitiveness of training specialists with an economic orientation reflects the interrelation of important factors: the quality, orientation of education to the needs of the sphere of an employment, and openness to the external environment. The guarantee and ensuring a high level of competitiveness of people with higher education in accordance with the requirements of the employment sphere is the main direction of improving the training of students of economic specialties. In conditions of the increasing level of economic development, increasing rates of economic growth, the requirement for the training of highly skilled graduates of higher educational institutions will increase. At the same time, the competitiveness of the training of specialists of higher educational institutions in accordance with

the requirements of the market, is an interesting issue for employers and the state as well as future specialists. It will undoubtedly lead to the establishment of higher standards in education. Thus, the adequacy of the training of specialists in higher educational institutions, through the development of new standards for academic disciplines, the system for assessing academic achievements, and the quality of educational services in line with the requirements of employment sphere, is a guarantee of economic and social stability of society and prosperity of the country. The current level of competitiveness of training of specialists in accordance with the requirements of employment sphere must correspond to the realities of time, the needs of society, and should not be based on the duration or content of training, but on that knowledge, skills and abilities that the graduates have mastered.

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