

Alisa Galagan

Kyiv National University of Technologies and Design (Kyiv)
Scientific supervisor - associate professor, Maryna Vyshnevskya

PROSPECTS FOR THE PROFESSIONAL DEVELOPMENT OF SPECIALISTS IN THE CONTEXT OF GLOBALIZATION

Fifty years ago, no one could have imagined that the processes of globalization would not only affect the economy and people's lives but also create a new reality. A reality in which you can work from home and communicate with the whole world online.

Globalization has led to an interconnected world where information, goods, and services can cross borders easier than ever before. This has created a diverse and highly competitive marketplace where everyone is striving to find new ways to stand out. The development of information technology has significantly reduced the cost of sharing information, resulting in a change in the cost structure of not only individual firms but also entire industries. The rise of technology has transformed traditional business beyond recognition. Furthermore, the internet has emerged as a major tool for selling goods and services, and social media is an integral part of any business or service provider that wants to grow and attract more customers.

There is an opinion that it is not necessary to create a website for successful business development, as it requires time and money. Based on my subjective opinion, I would like to emphasize some of the advantages of creating a website. Firstly, it is easy to find information: the website provides customers with all the latest information around the clock: address, opening hours, telephone numbers, as well as information about discounts and new products. Secondly, it is round-the-clock customer engagement, which is much more effective than TV advertising or outdoor banners, because targeted advertising aimed at a loyal audience works on

the Internet, which allows you to quickly encourage people to visit your website and learn more. In addition to these points, there are many more benefits why websites are an absolute must-have.

A social media profile is a certain image that each of us builds through posts and reposts. We form an opinion about a person based on the content they post, even though we understand that this portrait can be false or overstated, both positively and negatively. Speaking about social media in the context of prospects for the professional establishment of specialists in terms of globalization, it is worth mentioning that recruiters also look at candidates' social media pages and posts from a professional perspective and analyze how your interests align with the company's values. In 2021, the “How Not to Become a Vegetable” initiative group conducted a study and analyzed what employees working in the top 50 best companies (according to Forbes 2020) post on their Facebook pages. The results showed that almost half of users do not filter the content they repost from communities to their personal pages. However, in the context of industries, the situation is a little bit different: working in IT and media companies seems to leave a certain professional stamp on employees, as they are more conscious about maintaining social media profiles. Only 23% of employees in these companies have published information from unverified sources or reposted fake news.

To summarize, running a business page is essential in the context of globalization. Furthermore, personal pages on social media should be managed carefully and responsibly. They can either help you secure a job or create a positive impression of yourself in advance.

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Yurii Haman

Kyiv National University of Technologies and Design (Kyiv), postgraduate

Olexandr Shavolkin

Scientific supervisor – professor, Doctor of Technical Sciences

Yelizaveta Isakova

Language consultant, PhD in Philology, Associate professor
Kyiv National University of Technologies and Design (Kyiv)

THE IMPACT OF TECHNOLOGY ON HIGHER EDUCATION INSTITUTIONS

We are living in a rapidly changing world where old technologies are constantly replaced by new ones. Many companies in different areas have adopted Industry 4.0 technologies like big data, blockchain, IoT, and so on. Digitalization of many processes allows to increase degree of automatization, optimizes production and development for a variety of products, and decreases the chance of human error. Unfortunately, higher education institutions (HEIs) do not always reflect industry demands in their curriculum. As a result, students after graduation should additionally learn some relevant technologies.