

MODELS OF PROFESSIONAL COMPETENCE OF THE STAFF

The modern world requires a new philosophy of education, paradigm shift in pedagogical thinking, practical orientation, since competitiveness in the economy is largely determined by the competitiveness in science and education. In recent years the system of generation and transmission of knowledge has been dramatically changed. Nowadays it is impossible to prepare the people to the professional activity for the whole life. Thus the problem of lifelong learning and the development of professional competence of the staff have been updated.

Professional competence is a set of defined behavior that provides a structured guide enabling the identification, evaluation and development of the behavior in individual employees. This notion is also used as a more general description of the requirements of human beings in organizations and communities. Thus it continues to remain one of the most controversial terms in the management development sector, and the organizational and occupational literature.

An important role in the analysis of this problem plays competence model as a theoretical system of knowledge and skills of staff that ensures the implementation of the tasks of management. The model unifies the requirements for employees and creates common standards of operation, the foundation for the evaluation and promotion of employees. Competence models can help organizations align their initiatives to their overall business strategy. By aligning competencies to business strategies, organizations can better recruit and select employees for their organizations. Competences have become a precise way for employers to distinguish superior from average or below average performance. Competence model will help with performance management, succession planning and career development.

The competence model based on business strategy that was founded by Gary Hamel and C.K. Prahalad defines competence as a reality that permits the efforts of the company to be directed by a determined route. As a result, it requires specific abilities from its participants. This model frames the concept of core competence as the new strategic approach.

The competence model based on a cognitive and motivational approach adds importance to the consideration of aspects such as reflection in the work place, internal motives, culture, values, and ethics. The model is based on the studies of N. Foss, who suggested that in order to understand learning, motivation must be studied. Foss highlights the importance of self-motivation as an integral condition for learning. The importance of finding a relationship between cognitive processes and the motivation of the person and the business must be considered.

The competence model based on a holistic approach defines competence as a result of a mix of underlying personal aspects, such as communication, self-development, creativity, conflict analysis and resolution. The characteristics

indicate the most important goals for competence, which allows for the existence of cognitive, functional, behavioral, and ethical competence that together determine professional competence. Holistic approach to competence considers the complexity of the integration of knowledge, abilities, and skills.

Therefore, professional competence is the ability to solve problems of a professional nature, based on the totality of subject knowledge, skills, abilities and values acquired during the training, and promote self-identity in the professional activity. The task of modern education is the formation of modern professional, who is characterized by special and universal human qualities. Competence of personnel is not limited to purely professional framework; modern specialist should possess all the key competences. The analysis of the above models indicates that the competence model of the staff should consist of various components: professional, intellectual, creative, moral, communicative, informational and personal. The models utilizing a holistic approach to competences consider the complexity of the integration of knowledge, abilities, and skills. It acknowledges that the individual is permitting himself to have or not have a successful performance. It incorporates ethics, values, and reflective practices as elements of a successful performance.

References:

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2. McClelland D. (1998). Identifying competencies with behavioral-event interviews. *Psychological Science*, vol. 9 (N° 5), 331–339.
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INTERNET–MARKETING AS AN INSTRUMENT OF MODERN ENTERPRISE DEVELOPMENT

Andrew Grew, chief executive officer of Intel, mentioned that in five years' time there won't be any Internet companies. All companies will be Internet companies or they will be dead. [1]

Now we can see that he was right. In time of rapid development of information technologies companies have no choice, they must use the internet if they want to survive. That is why internet marketing is widely used now.

Internet marketing (also called online marketing) is the process of promoting a brand, products or services over the Internet. Its broad scope includes email