

Швидке та відповідальне прийняття рішень є дуже важливим в кризових ситуаціях, які, як правило, виникають несподівано та характеризуються дефіцитом часу на реагування і загрозою пріоритетним цілям. Процес прийняття рішень — це чітке розуміння причин проблеми та усвідомлення наслідків. Розуміючи сутність і взаємозв'язок окремих змінних, що беруть участь в цих ситуативних шаблонах, лідер може впевнено та відповідально приймати рішення і прогнозувати ймовірність бажаних результатів. Найбільш успішні лідери приймають свої рішення інтуїтивно. Маючи великий досвід, вони набувають надзвичайної інтуїції в процесі прийняття стратегічних і найбільш оптимальних рішень.

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KNOWLEDGE ECONOMY — GLOBAL CHALLENGES FOR ECONOMIC DEVELOPMENT

ANNOTATION: The paper stresses the importance of knowledge-based economy for growing well-being, which in turn relies on «knowledge-intensive» parts of economies. On the bases of international organizations reports it is mentioned, that economic and institutional regime, an educated and skilled population, efficient innovation system, Information and Communication Technologies create four pillars that help countries articulate strategies for their transition to a knowledge economy. It is reported, that developing countries face complex problems on the way to move towards the knowledge economy, that may overcome by right strategies of governments and firms.

KEY WORDS: knowledge economy, ways to move towards a knowledge-based economy.

Actuality The rapid creation of new knowledge and the improvement of global access to the knowledge bases offers countries new challenges for economic development. Knowledge and innovation have played a crucial role in development from the beginnings of human history. But with globalization and the technological revolution has clearly become the key driver of competitiveness and is now profoundly reshaping the patterns of the world's economic growth and activity. Knowledge is now recognized to be one of the key source of growth in the global economy. Experience of developed countries demonstrate the advantage of knowledge-based economy for growing well-being, which in turn relies on «knowledge-intensive» parts of economies. Both developed and developing countries think about their future under a knowledge-based economy heading. But developing countries face complex problems, that may overcome by right strategy of governments and firms. The factors determining the success of firms and national economies are more dependent than ever on the capacity to produce and use knowledge. Increased importance of its provides great potential for countries to strengthen their economic and social development by providing more efficient ways of producing goods and services and delivering them more effectively to a greater number of people. New reality creates also dangers of gap between advanced countries, who are generating most of this knowledge, and developing countries, many of which are failing to tap the vast and growing stock of knowledge because of their limited awareness, poor economic incentive regimes, and weak institutions [1,2,4].

The essence of knowledge economy By the definition of World Bank The term Knowledge Economy has been coined to reflect this increased importance of knowledge. A knowledge economy is one where organizations and people acquire, create, disseminate, and use knowledge more effectively for greater economic and social development [1,3,5,6,9].

The ways to move towards a knowledge-based economy For developing and transition economies success in today's global knowledge economy is depended on how effectively conduct the process of access to the global new knowledge, that mainly has been designed by the developed countries and also, how effectively be involved in the creation and use of new knowledge. They should use advanced development strategies in the field of education, innovation, information and communication technology. Relevant prerequisites — economic and institutional regime of knowledge-based economy by the possible ways of education, training, transfer of technological knowledge, diffusion of

innovations — promote increasing of economic efficiency. The framework consisting of four pillars that help countries articulate strategies for their transition to a knowledge economy are [1] :

- An **economic and institutional regime** that provides incentives for the efficient use of existing and new knowledge and the flourishing of entrepreneurship.

- An **educated and skilled population** that can create, share, and use knowledge well.

- An efficient **innovation system** of firms, research centers, universities, think tanks, consultants, and other organizations that can tap into the growing stock of global knowledge, assimilate and adapt it to local needs, and create new technology.

- **Information and Communication Technologies** can facilitate the effective communication, dissemination, and processing of information.

Making effective use of knowledge in any country requires developing appropriate policies, institutions, investments, and coordination across the above four functional areas.

Countries that want to improve their innovative capacity have to make significant efforts to acquire and maintain the critical mass of appropriate infrastructure, institutions, and human resources that function in concert to allow benefits to accrue.

Expected Results from the orientation to knowledge-based economy Such approach provides economic growth through revenues from new industries and goods; global market reach, increased export revenues; economic diversification, less dependence on specific market sectors; wealth from sale of stakes in the new businesses; enhanced productivity; enhanced and new skills, more skilled labor force; high value jobs, more job satisfaction, longer term employment; experience skills and talents for the next market wave; socio-political stability and prosperity; enhanced infrastructure through the implementation of these products and solutions in health, education, sustainability, security, lifestyle and so forth; better quality of life; stable economy (revenues & taxes system).

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УДК 331.108.2:656.071.7

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TALENT MANAGEMENT IN AIR TRANSPORT ENTERPRISES

АНОТАЦІЯ. Для авіаційного транспорту надзвичайно актуальною сьогодні є тенденція браку талантів. Одним з напрямків вдосконалення управління талантами на авіатранспортних підприємствах можуть стати інструменти управління знаннями працівників.

КЛЮЧОВІ СЛОВА: управління талантами, авіатранспортне підприємство, інструменти управління знаннями

АННОТАЦИЯ. Для авиационного транспорта необычайно актуальной сегодня является тенденция дефицита талантов. Одним из на-