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**КОМПЕТЕНТІСНИЙ ПОТЕНЦІАЛ ОСВІТИ В ЗАБЕЗПЕЧЕННІ  
РОЗВИТКУ ПРОДУКТИВНИХ СИЛ УКРАЇНИ  
В УМОВАХ ЦИФРОВОЇ ЕКОНОМІКИ**

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**КОМПЕТЕНТНОСТНЫЙ ПОТЕНЦИАЛ ОБРАЗОВАНИЯ В ОБЕСПЕЧЕНИИ  
РАЗВИТИЯ ПРОДУКТИВНЫХ СИЛ В УСЛОВИЯХ ЦИФРОВОЙ ЭКОНОМИКИ**

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**COMPETENCE POTENTIAL OF EDUCATION IN PROVIDING  
OF THE DEVELOPMENT OF PRODUCTIVE FORCES  
IN TERMS OF DIGITAL ECONOMICS**

It is proved that education is one of the key conditions for the development of productive forces and their competitiveness. The rapid spread of information technology and large-scale digitalization of society are changing the nature of work and require professionals to new competencies necessary for effective work.

The transformation processes taking place in the domestic labor market are studied. A set of factors that influence the formation of key competencies of training modern specialists for a competitive offer on the labor market is identified.

The main features of the digital society are outlined, among which are the exponential rates of development; the transition of socio-economic life in an interactive, virtual environment; emergence of new forms of economic and social activity; globalization of information and knowledge; emergence of new opportunities for collecting, processing, storing and transmitting information; deepening the process of decentralization and diversification of society; emergence of new forms and types of employment; the emergence of new professions, changing the requirements for knowledge and skills possessed by specialists; increasing the role of knowledge as the main source of productive forces; extensive use of digital and information technologies; qualitative change of various spheres of society, the transition of traditional forms of interaction between people in a virtual mode.

The distribution of the unemployed in Ukraine by level of education has been carried out. The competencies that a modern specialist must have in order to meet the needs of the labor market are given. Among them are the following: information and digital literacy; systematization and scale of thinking; rapid adaptation to ever-changing conditions; ability to solve complex problems, taking into account not only economic but also environmental and ethical components; versatility and wide specialization; knowledge of foreign languages; ability to use modern techniques and technologies of search, processing, storage and processing of information, including large data sets; effective communication with others; ability to adhere to ethical and legal norms; creativity and non-standard thinking; stress resistance, the ability to maintain mental and psychological balance; critical thinking, the ability to navigate the information flow and find the necessary information; ability to continuous learning, retraining and updating knowledge.

Emphasis is placed on the fact that in the era of rapid digitalization of all spheres of human life, quality education is becoming increasingly important for the successful operation of a particular specialist in the global labor market and the competitiveness of the national economy. Restructuring the education system requires some time and funding, but further delays will exacerbate such negative consequences as increased structural unemployment, declining educational levels due to the constant lack of acquired knowledge, loss of credibility of higher education, labor migration, mass educational migration of young people.

**Keywords:** competence potential; digital economy; education potential; productive forces; development of productive forces; digitalization.

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**Publons ID:** AAC-1918-2019

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