

СТРАТЕГІЧНЕ УПРАВЛІННЯ ІННОВАЦІЙНИМ РОЗВИТКОМ НА МАКРО- І МІКРОРІВНІ

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FEATURES OF SCIENTIFIC METHODS IN THE PROFESSIONAL DEVELOPMENT OF ECONOMISTS

A specialist engaged in complex professional activities in the field of economics should be proficient in methods of analysis and synthesis both at the theoretical and methodological levels and at the applied levels. If a specialist does not know these methods, it may affect their career growth. Such a message requires a comprehensive analysis of methods, determining their role and place in the professional development of a modern economist. Identifying the essential characteristics, content, and potential applications of analysis and synthesis methods allows, firstly, to better understand the content of professional activity; secondly, to reach the level of formation of methodological thinking. Methods of analysis and synthesis are included in the theoretical and methodological level of professional culture of an economist (culture of professional thinking and labor organization, modeling, design, forecasting) and determine his ability to analytical activity [1, p. 9].

We can present the concept of "analysis" from different positions and points of view. From the point of view of the dialectical approach, analysis is considered as a method of studying phenomena and developing theoretical knowledge about these phenomena. In science, approaches to the use of the analysis method have been formed.

So there are several types of analysis as a method of scientific thinking. Consider the types of tests:

The first type of analysis is the mental dismemberment of the whole part, identifying the structure, fixing the components, establishing connections and relationships between them. The analyzed item can be considered as a single whole

or a representative of a class of items united by the presence of common properties. This procedure allows you to reach the classification level.

Another type of analysis is the analysis of general properties or relationships of constituent elements, which allows you to reach the level of the conceptual and categorical apparatus. And here the property or relation is divided into separate components, some of which become the subject of further analysis, while others are abstracted; at the next stage, the object of study becomes what was abstracted from in the previous stages of research, etc. [4].

Types of analysis (direct, reverse, mixed) are widely used in professional activities. For example, in the activity of an economist, it is possible to use: direct analysis (from the current state of the economic system to the final planned goal); reverse analysis (from the final state to the current one), as well as mixed analysis (from intermediate goals using both direct analysis and reverse) [4].

Based on the opinion of researchers who study this issue, we can conclude that analysis is one of the stages of professional activity. Unlike other research methods, it is devoid of cognitive value, since it reveals the essence of the subject by simply dividing it into parts. An object (phenomenon, process) has ceased to be the sum of parts or a set of properties. Any part of the subject cannot be understood if there is no necessary knowledge of the whole. Therefore, the analysis is considered in an indissoluble connection with the synthesis method, which provides for the opposite order of actions to the analysis, namely, the procedure for connecting the structural elements selected during the analysis.

The synthesis method involves combining parts, properties, and relationships that have already been identified and studied in the process of their analysis into a single whole. Synthesis (from the Greek. Synthesis – connection, combination, addition), is perceived as the process of practical or imaginary reunification of the whole from parts or the connection of various elements into a single whole. The result of synthesis is a new formation, the properties of which are the result of their internal relationship and interdependence [2, p. 109-111].

According to the researchers we can distinguish between several types of synthesis:

1) reverse – the course of the study is directed from these facts obtained during the preliminary analysis to the expected or initial conditions of the causes;

2) Translational – the course of the study is directed from causal bases to consequences;

3) Direct-associated with the transition of thought from specific concepts to generic, from generic to typological (inductive generalization) [3, p. 156].

Therefore, the methods of analysis and synthesis, in the context of professional development of an economist, should be considered as interdependent. Correct and effective use of analysis and synthesis methods requires a specialist to develop abstract, logical and critical thinking, the ability to operate a professional categorical and conceptual apparatus and work at the level of generalized knowledge, the ability to model and implement the reconstruction procedure.

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VIRTUAL REALITY: DEVELOPING SOFT SKILLS AND MANAGERIAL DECISION-MAKING TOOLS

Employees have a strong impact on how successful their organizations are. On the other hand, organizations have a significant impact on their employees' ability to contribute to said success. Thus, it can be said, that Managers can indirectly affect macro-level variables like capabilities by making micro-level decisions like