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ROLE OF FLEXIBLE SKILLS IN SHAPING THE LABOR MARKET OF THE FUTURE

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Резюме – цифровизация меняет мир: чтобы оставаться экономически выгодными на рынке труда, нужны другие навыки. Переход на автоматические процессы уже наступил во многих случаях, роботизация всего и вся не за горами. В данной статье рассматривается эффективность использования навыков, которые помогут убежать от глобализации и роботов.

Resume – digitalization is changing the world: in order to remain competitive in the modern labor market, we need other skills. The transition to automated processes has already come in many areas, the robotization of everything and everything is just around the corner. This article discusses the skills which will help to escape from globalization and robots.

Introduction. Soft skills, or "flexible" skills, are something that has been talked about a lot in the last ten years and it seems that they are not going to stop at all. To understand why this trend will not fade in any way, I studied the reports of the Organization for Economic Cooperation and Development (OECD) Future of Education and Skills 2030 and Skills Outlook 2019 on the prospects for the development of skills in modern society.

The main part. In general, a robot can be taught a lot, but these are exclusively hard skills – special knowledge and skills that can be gleaned from books, textbooks or algorithms of actions. Therefore, soft skills are becoming increasingly important in the labor market – conditionally, these are all those human qualities that technology cannot be taught (at least for now): creativity, time management, leadership qualities, as well as social and communication skills, such as an ability to negotiate or a positive approach.

Soft skills in modern conditions are necessary for both an employee, an entrepreneur and any member of society. Soft skills not only help you find a job: they become a necessity for a full life in modern society. This is especially evident in connection with the already mentioned digitalization. More and more people's actions are connected with the Internet, and its full use requires the development of a large number of skills – both hard, like basic web design and programming skills, and soft, for example, the ability to find the right information, learn online or interact online. All this will be useful not only to the everyman, but also to the entrepreneur: most of the networking, for example, in connection with digitalization, globalization and the pandemic, has moved online – and this is an important element of entrepreneurship.

In addition, presenting your project in social networks and debugging online processes, including in connection with the transition to remoteing, also requires certain soft skills. Soft skills are valuable not only by themselves. They allow you to acquire other skills necessary in the work. The OECD reports state that in order to remain competitive, employees must constantly acquire new skills. This is also confirmed by what is happening due to the pandemic: the number of skills required from employees at the start has increased significantly, including because they have to combine a variety of functions.

Among other things, "flexible" skills allow you to overcome uncertainty: here lies another advantage that will help people defeat robots. Back in the 2019 report, OECD experts talked about the "future environment of increased uncertainty" – and, in general, they looked into the water. They claim that artificial intelligence, of course, can also respond effectively to some difficulties and elements of uncertainty, but if the context of the problem being solved is ambiguous or constantly changing, the program will fail. Nevertheless, a person, thanks to soft skills, is more ready to respond to the variability, ambiguity and other complexities of what is happening around: adaptation skills, the ability to accept innovations and abandon their own beliefs will be useful for this.

Conclusion. The "increased demand" for soft skills is gradually changing education: it is believed that it is more difficult to develop such skills than the more familiar hard ones. "Flexible" skills go hand in hand with several educational concepts at once: this is continuous learning, the so-called lifelong learning, and metacognition – the knowledge of the world through self-knowledge and reflection. The ability to reflect, by the way – is also a kind of soft skill.

However, higher education also plays an important role in the development of soft skills. Most university graduates, when applying for a job, declare that they have qualities such as leadership, critical thinking, teamwork, public speaking skills – all of these are among the top sought-after skills in employment, according to a study by The National Association of Colleges and Employers. However, the same study says that most employers believe that in fact soft skills of graduates are not sufficiently developed, even when there are no questions about the professional, "tough" skills of applicants. In this article, trends in the

development of the labor market and the role of soft skills in the work process were considered.

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USE OF MODERN TECHNOLOGIES IN ART MANAGEMENT

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Резюме – сейчас появляется все больше и больше организаций, заводов и компаний. Сегодня менеджмент является неотъемлемой частью построения эффективного бизнеса. С ростом рынков, с появлением новых направлений бизнеса, с высоким уровнем конкуренции появляется больше областей, которыми нужно управлять. В данной статье рассматривается такое направление менеджмента, как арт-менеджмент, определяются требования, которые должны предъявляться к специалистам в этой области.

Resume – now more and more organizations, factories and companies are appearing. Today management is an integral part of building an effective business. With the growth of markets, with the emergence of new lines of business, with a high level of competition, there are more areas that need to be managed. This article discusses such a direction of management as art management, defines the requirements that should be imposed on specialists in this field.

Introduction. There is a huge number of types of management (innovative, investment, financial management and so on). Managers of different categories perform different responsibilities, work in different companies and help people of different professions. The discipline of Arts Management combines the tools of business (such as management, marketing, planning) with the tools of audience- and community building (such as fundraising, development, education, volunteerism, etc.) to build bridges between art, artists and audiences. Many companies are currently hiring art managers. They make advertisements, promote the product, work with social networks, upload videos, photos, create post-