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**COMPOSITION OF PROFESSIONAL CULTURE OF ECONOMIC SPECIALIZATION'S PRINCIPAL STAFF AS A FACTOR OF EFFECTIVENESS, EFFICIENCY AND QUALITY OF THEIR ACTIVITY**

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The relationship between the processes of formation of the basic culture in the individual and the corresponding professional culture has been analyzed. It has been identified that higher educational establishments play an important role during the formation of professional culture among specialists of various orientation, in particular, economic ones. The reasons of changes in the internal and external environment of functioning of higher educational establishments in the present time have been analyzed. Such reasons include: the importance of improving the quality of training specialists, especially in the current economic situation in Ukraine and in the world as a whole; the need to maintain the competitiveness of higher educational establishments in the market of educational services; the significant impact of the demographic situation in Ukraine on the conditions for the functioning of the university; a significant decrease in the share of budget financing of the activities of higher educational establishments; the limited resources of the higher educational establishments, etc. The present state of coverage in the special and scientific literature on the formation of new or improved existing approaches to the professional training of specialists of economic orientation and the formation of a basic professional culture in them has been investigated. The results of which indicate that these issues require further research and development. Based on the data of the State Statistics Service of Ukraine, the structure of the distribution of students of Ukrainian universities in the branches of education over the past 5 years has been analyzed. The importance of revising the approaches to forming the components of the professional culture of specialists of economic orientation is substantiated by a significant proportion of students of economic specialties in the structure of distribution of contingent of students of Ukrainian higher education in the fields of knowledge. Based on the results of the analysis of special and scientific literature, the essence of the concept «professional culture of specialists of economic orientation» and its components (personal qualities of a specialist, a proper theoretical level of a specialist, ability to choose and use of research tools in the performance of economic works, possession of approaches to the creation of organizational, methodological and other types of maintenance of economic works and their ability to implement in practice; the ability to use information and computer technologies in economic procedures and assessments, the possession of methods for quality control of the implementation of economic works) have been formulated. The component of the professional culture of specialists in the field of economic orientation as «Personal qualities of a specialist» (personal abilities of a specialist, adherence to professional norms of business etiquette and general social requirements by a specialist in economics; the availability of creative potential by a specialist) has been detailed. The essence and content of all determined components of the professional culture of specialists of economic orientation have been analyzed and detailed.

**Keywords:** specialists of economic orientation, components of professional culture, personal qualities of a specialist, personal skills of a specialist, effectiveness of activity, efficiency of activity, quality of activity.

***Introduction and problem statement***

Under current conditions of the functioning of economic entities of various branches of the economy

of Ukraine many socio-economic systems of different levels of government, operate in uncertainty, as they are influenced by constant changes in the competitive

environment, namely: changes in external and internal economic, political and social factors. At the same time, even with a high level of automation of processes at any enterprise, organization and institution, the level of qualification of employees, to which at present considerable demands from employers, is important.

Consequently, the issue of reviewing the approaches to professional training of specialists of different orientations, in particular, economic, and complex analysis of the system of formation of their professional knowledge, skills and abilities, are becoming relevant.

In addition, it is right to note that the development of any society depends on increasing its cultural level. In turn, the cultural level of society in general is directly related to the creative activity of the individual, which characterizes the degree of assimilation of her spiritual values [1, p. 53], that is, with the formation of a basic culture in the individual, the presence of which, in the end, promotes the formation of a specialist professional culture.

The higher educational establishments, which today became full subjects of market relations, play an important role in the formation of professional culture among specialists of different orientation, in particular, economic, and, therefore, the conditions of their functioning are also influenced by the external and internal environment and are almost indeterminate. Such changes are due to a number of reasons, namely:

- the importance of improving the quality of training specialists, especially in the current economic situation in Ukraine and in the world as a whole;
- the need to maintain the competitiveness of higher educational establishments in the market of educational services;
- significant influence of the demographic situation in Ukraine on the conditions of functioning of higher educational establishments;
- significant decrease in the share of budget financing of the activities of higher educational establishments;
- limited resources of the activity of universities, etc. [2, p. 147-148].

Thus, in today's conditions of functioning of different subjects of economic the questions of revision of approaches to the formation of the corresponding components of the professional culture of specialists of different orientations, which should be carried out within the educational process in higher educational establishments, have become the great importance.

Analysis and research of publications. For today in the special and scientific literature issues of formation of new or improvement of existing approaches to the professional training of specialists of economic orientation and formation of their basic

professional culture are given attention. Thus, the process of formation of economic culture and values of entrepreneurs created through the system of higher education is considered and provides opportunities for improving the professional and moral level of entrepreneurs to provide effective and high-quality organizational and managerial activities [3], the problems of formation of economic culture among specialists of specific orientations in accordance to the requirements and challenges of the modern labor market are analyzed [4,5], the current and future realities of Ukrainian management and its organizational culture are investigated [6], the peculiarities and main tasks of the modern management of organizations are characterized and the importance of forming a professional culture among specialists of economic orientation is substantiated [7]. In addition, in separate works economic culture is considered as a structural component of lifestyle and appropriate models of its formation are proposed [8], the theoretical aspects of the role and importance of economic culture in the development of social relations are covered [9], the criteria and indicators of economic culture of future specialists of the economic sphere are given, taking into account their awareness of the value orientations of economic activity as the basis for the development of society and personality [10,11], and others.

Consequently, the results of the analysis of the current state of available approaches to the formation of professional culture of specialists of economic orientation indicate that these issues require further research and development in the indicated scientific and practical domain.

The purpose of the article. The purpose of the work is to conduct a researching of the main components of the professional culture of specialists of economic orientation as one of the factors that affects the effectiveness, efficiency and quality of their work.

Presenting main material. Today's trends in changing the paradigm of higher education in line with the challenges of the modern economic space demonstrate the benefits of improving the quality of the training of specialists and emphasize the importance of having a set of knowledge, skills, skills and the appropriate level of professional culture. The importance of revising the approaches to forming the components of the professional culture of specialists of economic orientation is substantiated by a significant proportion of students of economic specialties in the structure of distribution of contingent of students of Ukrainian higher educational establishments in the fields of knowledge. According to the results of the analysis of the data of the State Statistics Service of Ukraine, the structure of distribution of students of Ukrainian universities

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in the branches of education in the last 5 years has approximately the following form (Fig. 1) [12].

The statistics are shown in Fig. 1 indicate that the question of forming a complex of professional culture components of specialists of economic orientation as a factor of effectiveness, efficiency and quality of their activities is an actual scientific and practical task.

Based on the results of the analysis of special and scientific literature, as well as the results of the study [2], it is appropriate to note that the professional culture of specialists of economic specialization is the aggregate state of the relevant abilities, creative potential, theoretical and practical knowledge, skills and abilities of a specialist who are implemented in forms of organization and implementation of economic functions and responsibilities in the preparation of information for the adoption of reasonable weighted management decisions.

At the same time, the main components of the professional culture of specialists in the field of economic orientation are:

a) personal qualities of a specialist:

1) the availability of personal abilities in a specialist in economics;

2) adherence to professional standards of business etiquette and general social requirements by a specialist in economics;

3) the presence of creative potential of a specialist, that is, the ability to independently create new original methodological and methodological approaches, as well as methods for solving economic problems;

b) the appropriate theoretical level of a specialist;

c) the ability to select and apply research tools while performing economic work;

d) possession of approaches to the creation of organizational, methodological and other types of maintenance of economic works and the ability to implement them in practice;

e) ability to use information and computer technologies in economic procedures and assessments;

e) possession of methods for quality control of economic activities.

The main components of the professional culture of specialists of economic orientation and their details are shown in Fig. 2.

Detailing the component of the professional culture of specialists of economic orientation «Personal qualities of a specialist» is shown in Fig. 3.

To carry out economic activities, specialists must have appropriate personal abilities, which are appropriate to include:

– the ability to understand the problem in general and to distinguish its component parts;

– the ability to formalize economic processes;

– ability to concentrate attention and maintain it at a certain level for a long time;

– desire and ability to work with numbers and «feel» them, etc.

Compliance with general social requirements for specialists and professional standards of business etiquette is:

– possession of the values of a common culture;

– ability to work in a team;

– compliance of employees of economic services with the purity of professional and general scientific terminology and vocabulary with their correct use and continuous improvement;

– ability to conduct business conversations and negotiations;

– ability to conduct business and diverse specific economic documents, as well as reporting forms, etc.

The proper theoretical level of specialists in economic services implies an impeccable knowledge of the relevant theoretical foundations in economics, as well as in the humanities and general theoretical sciences.

An important feature of the proper level of

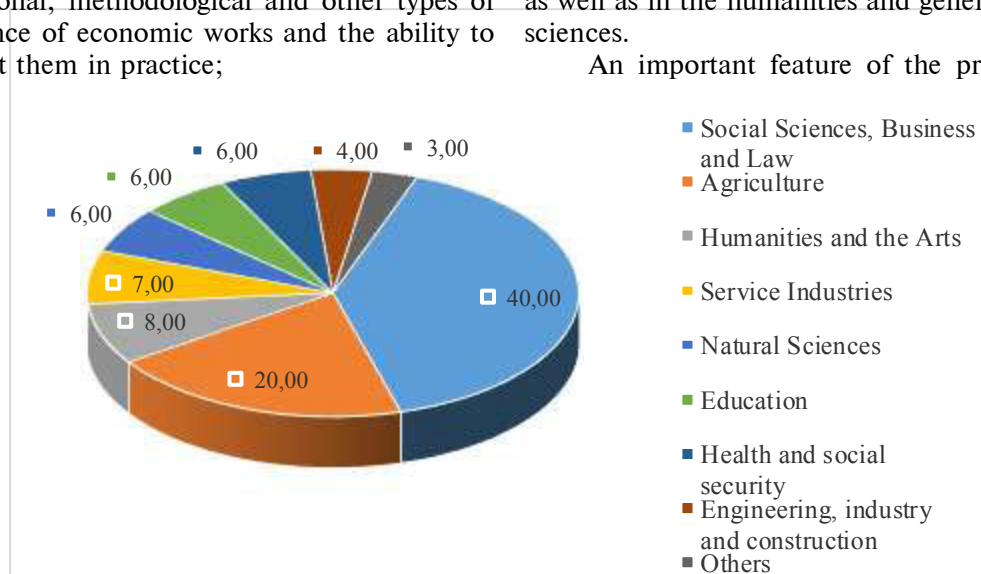


Fig. 1. Structure of distribution of contingent of students of Ukrainian higher educational establishments by fields of knowledge, %

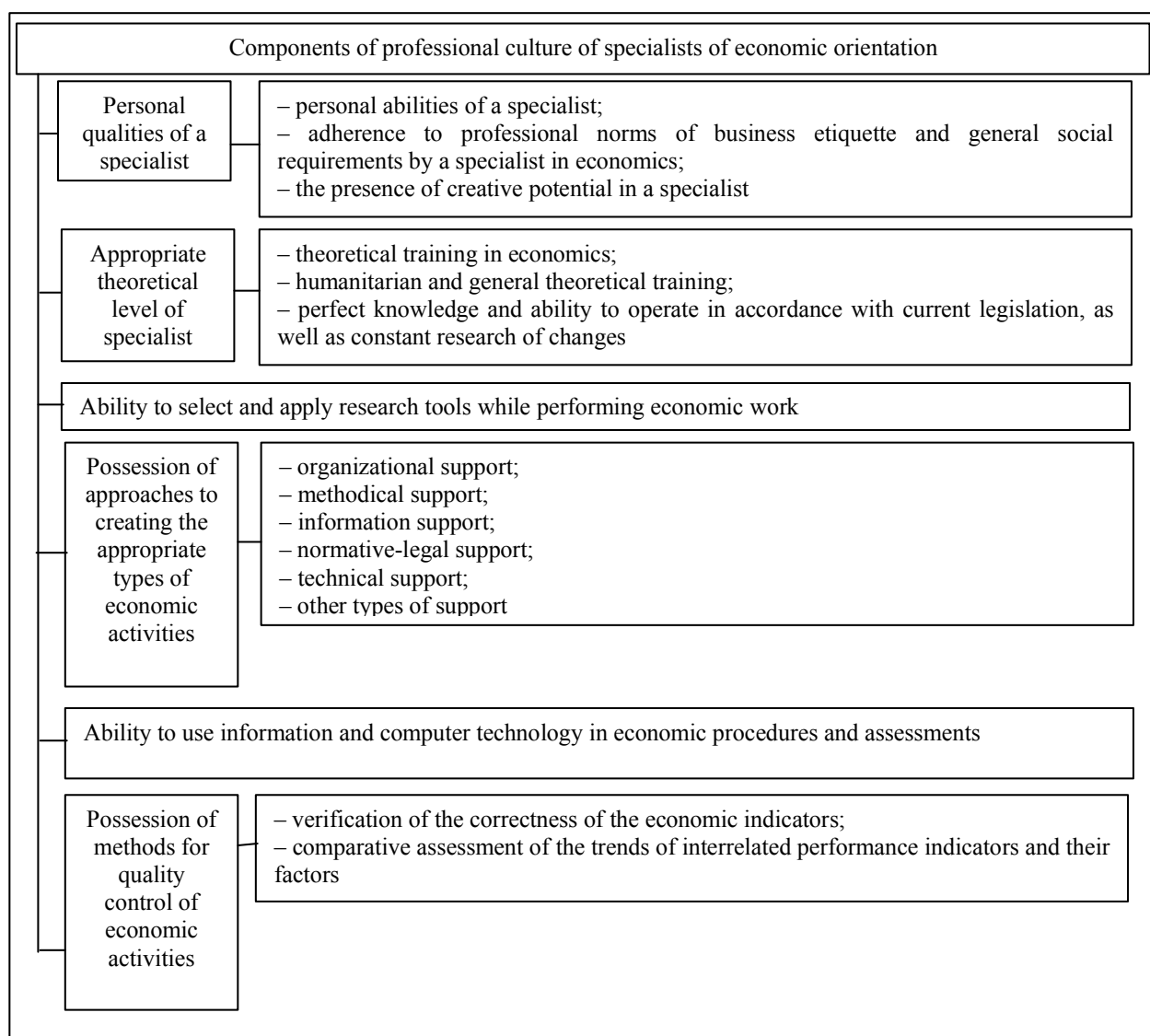


Fig. 2. Components of the professional culture of specialists of economic orientation

qualification of specialists in economics in Ukraine is the perfect knowledge and ability to operate in accordance with the rules of the current legislation, as well as continuous research on their changes.

Knowledge of the system of methods of economic research, the appropriate areas of their effective use and the ability to master this instrument in practical application, taking into account new research methods in related sciences, increase the accuracy and objectivity of economic assessments and ensure their comprehensiveness.

The use of economic methods is accompanied by observance of their principles. To such principles in modern conditions of functioning of economic entities of various branches of economy of Ukraine is appropriate, namely:

- the principle of the continuity of the formation of economic data;
- the principle of secrecy;
- the principle of comparability of indicators;

- the principle of completeness of information provided;
- the principle of the periodicity of the information provided;
- the principle of timeliness of information provided;
- the principle of the usefulness of the information provided;
- the principle of reliability of information provided;
- the principle of confidentiality of the information provided;
- the principle of observance of economic culture;
- the principle of the effective functioning of the economic service, etc. [13].

At the present stage of development of economic relations an integral part of the professional culture of specialists of economic orientation is observance of the conditions, which are dictated by

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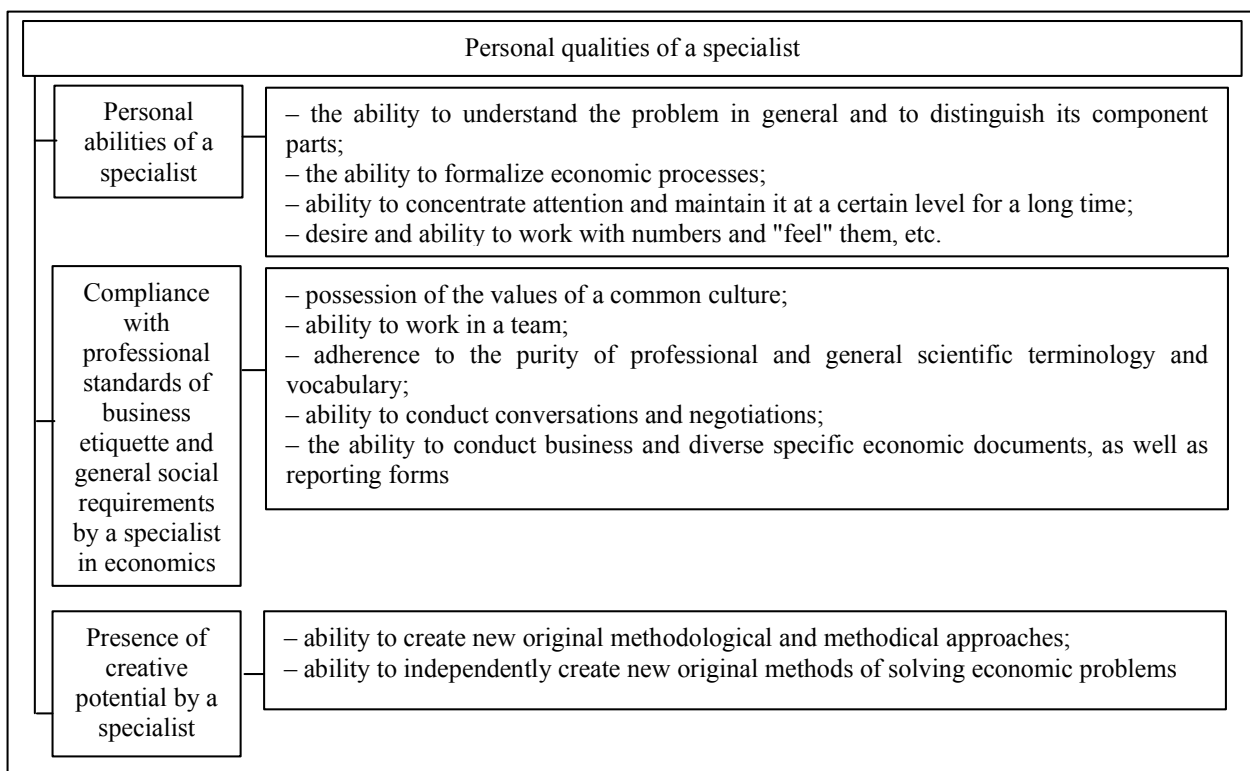


Fig. 3. Detailing the component of the professional culture of specialists of economic orientation «Personal qualities of a specialist»

the economic environment, as a result of which the set of methods and techniques used in economic work, as well as the substantive areas of their application, are constantly changing.

Proper and timely implementation of the economic work is ensured by proper adequate support: organizational, methodological, informational, regulatory, technical, etc. Therefore, the ability to create and improve the provided types of support is an integral part of the professional culture of specialists in economic specialization. The presence of such skills by specialists in economic services helps to accelerate the processes of making well-informed management decisions by management and improving their effectiveness.

With the use of automated means of collecting, processing, accumulation, verification, generalization and interpretation of all types of necessary information, the complexity of economic work is reduced, the objectivity, accuracy and efficiency of decisions made on the basis of this information increase. Consequently, the availability of computer knowledge, skills and abilities of specialists in economic services at the present stage of development is an integral part of their professional culture.

An important feature of the professional culture of specialists in the field of economic orientation is the possession of means for monitoring the quality of economic activities. First of all, it concerns the correctness of the assessment of any economic indicators, the use of two, at least, the means of

their calculation. For example, when performing a factor analysis of the factors of the profit from the sale of products, goods, works, services, the total change of this indicator is calculated initially during the corresponding period. In the future, the changes of the individual factors of this indicator (volume of sales, structure of products, goods, works, services, sales prices, prices of raw materials, materials, fuel, the level of costs of material and labor resources, etc.) and their total impact on the change in the profit from sales of products, goods, works, services. The sum of changes in the factors of the indicator over the relevant period should correspond to the monetary value of the change in the indicator of profit as a whole.

Also, in carrying out economic work, the use of such a method of quality control works, as a one-time comparative assessment of the trends of interrelated performance indicators and their factors and determining the reasons for the inconsistency of their changes.

**Conclusions**

Thus, on the basis of the notion «professional culture of specialists of economic orientation» and the substantiation of its components, it can be argued that the presence of a professional culture among specialists of economic orientation will facilitate the competent implementation of economic work within a particular subject by improving effectiveness, efficiency and quality their activities, as well as the improvement of methodological approaches to the

organization of economic activity in general.

The direction of further research in this scientific-practical domain is the elaboration of the components of the professional culture of specialists of economic orientation, the identification of the factors influencing it, and the determination of the methods for its formation and improvement.

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## СКЛАДОВІ ПРОФЕСІЙНОЇ КУЛЬТУРИ ФАХІВЦІВ ЕКОНОМІЧНОЇ СПЕЦІАЛІЗАЦІЇ ЯК ЧИННИК РЕЗУЛЬТАТИВНОСТІ, ЕФЕКТИВНОСТІ ТА ЯКОСТІ ЇХ ДІЯЛЬНОСТІ

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*Проаналізовано взаємозв'язок між процесами формування базової культури у особистості та відповідної професійної культури. Встановлено, що важливого значення під час формування професійної культури у фахівців різної спеціалізації, зокрема, й економічної, відіграють вищі навчальні заклади. Проаналізовано причини зміни внутрішнього та зовнішнього середовища функціонування вищих навчальних закладів у наш час. До таких причин віднесено: важливість підвищення якості підготовки фахівців, особливо в умовах нинішньої економічної ситуації, яка склалася в Україні та в світі в цілому; необхідність підтримки конкурентоспроможності вищів на ринку освітніх послуг; вагомий вплив демографічного стану в Україні на умови функціонування ВНЗ; значне зниження питомої ваги бюджетного фінансування діяльності вищих навчальних закладів; обмеженість ресурсного забезпечення діяльності вищів та ін. Досліджено сучасний стан висвітлення у спеціальній та науковій літературі питань формування нових або удосконалення існуючих підходів до здійснення професійної підготовки фахівців економічної спеціалізації та формування у них базової професійної культури, результати чого свідчать про те, що зазначені питання потребують здійснення подальших досліджень та розробок. На основі даних Державної служби статистики України проаналізовано структуру розподілу студентів українських ВНЗ за галузями освіти за останні 5 років. Значущість перегляду підходів до формування складових професійної культури фахівців економічної спеціалізації обґрунтовується значною питомою вагою студентів економічних спеціальностей у структурі розподілу контингенту студентів українських вищів за галузями знань. Базуючись на результатах аналізу спеціальної та наукової літератури, сформульовано сутність поняття «професійна культура фахівців економічної спеціалізації» та визначено її складові (особисті якості фахівця; належний теоретичний рівень фахівця; здатність вибору та застосування засобів дослідження при виконанні економічних робіт; володіння підходами до створення організаційного, методичного та інших видів забезпечення економічних робіт та уміння їх реалізувати на практиці; уміння використовувати інформаційні та комп'ютерні технології в економічних процедурах і оцінках; володіння методами контролю якості здійснення економічних робіт). Деталізовано таку складову професійної культури фахівців економічної спеціалізації, як «Особисті якості фахівця» (особисті здібності фахівця; дотримання професійних норм ділового етикету та загальних суспільних вимог фахівцем з економіки; наявність творчого потенціалу у фахівця). Проаналізовано та деталізовано сутність та зміст усіх визначених складових професійної культури фахівців економічної спеціалізації.*

**Ключові слова:** фахівці економічної спеціалізації, складові професійної культури, особисті якості фахівця, особисті здібності фахівця, результативність діяльності, ефективність діяльності, якість діяльності.

**СОСТАВЛЯЮЩИЕ ПРОФЕССИОНАЛЬНОЙ КУЛЬТУРЫ СПЕЦИАЛИСТОВ ЭКОНОМИЧЕСКОЙ НАПРАВЛЕННОСТИ КАК ФАКТОР РЕЗУЛЬТАТИВНОСТИ, ЭФФЕКТИВНОСТИ И КАЧЕСТВА ИХ ДЕЯТЕЛЬНОСТИ**

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*Проанализирована взаимосвязь между процессами формирования базовой культуры у личности и соответствующей профессиональной культуры. Установлено, что важное значение во время формирования профессиональной культуры у специалистов разной направленности, в частности и экономической, играют высшие учебные заведения. Проанализированы причины изменения внутренней и внешней среды функционирования высших учебных заведений сегодня. К таким причинам отнесены: важность повышения качества подготовки специалистов, особенно в условиях современной экономической ситуации, которая сложилась в Украине и в мире в целом; необходимость поддержки конкурентоспособности ВУЗов на рынке образовательных услуг; значительное влияние демографического состояния в Украине на условия функционирования ВУЗов; значительное снижение удельного веса бюджетного финансирования деятельности высших учебных заведений; ограниченность ресурсного обеспечения деятельности ВУЗов и т.д. Исследовано современное состояние освещенности в специальной и научной литературе вопросов формирования новых или усовершенствования существующих подходов к осуществлению профессиональной подготовки специалистов экономической направленности и формирования у них базовой профессиональной культуры, результаты чего свидетельствуют о том, что такие вопросы требуют проведения дальнейших исследований и разработок. На основе данных Государственной службы статистики Украины проанализирована структура распределения студентов украинских ВУЗов по отраслям образования за последние 5 лет. Значимость пересмотра подходов к формированию составляющих профессиональной культуры специалистов экономической направленности обосновывается значительным удельным весом студентов экономических специальностей в структуре распределения контингента студентов украинских ВУЗов по отраслям знаний. Базируясь на результатах анализа специальной и научной литературы, сформулирована сущность понятия «профессиональная культура специалистов экономической направленности» и определены ее составляющие (личностные качества специалиста; надлежащий теоретический уровень специалиста; способность выбора и применения средств исследования при выполнении экономических работ; владение подходами к созданию организационного, методического и других видов обеспечения экономических работ и умение их реализовать на практике; умение использовать информационные и компьютерные технологии в экономических процедурах и оценках; владение методами контроля качества осуществления экономических работ). Детализирована такая составляющая профессиональной культуры специалистов экономической направленности, как «Личностные качества специалиста» (личностные способности специалиста; соблюдение профессиональных норм делового этикета и общих социальных требований специалистом по экономике; наличие творческого потенциала у специалиста). Проанализированы и детализированы сущность и содержание всех определенных составляющих профессиональной культуры специалистов экономической направленности.*

**Ключевые слова:** специалисты экономической направленности, составляющие профессиональной культуры, личностные качества специалиста, личностные способности специалиста, результативность деятельности, эффективность деятельности, качество деятельности.