



# The Impact of Globalization and the Role of Universities in the Formation of the Intellectual and Creative Resources of Society

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<b>Received</b> 28-09-2022	<b>Abstract:</b> The article analyzes the features of the formation of intellectual and creative resources in the context of globalization. The necessity of creating a favorable investment climate and scientific and technical policy of the state to ensure support for innovative enterprises is substantiated. It is also necessary to improve the educational process of educational institutions. On the example of the development of educational activities of the Technical University in Liberec (Czech Republic), the principles of training modern specialists for enterprises of the national economy are demonstrated.	<b>Keywords:</b> Globalization, Innovations, Intellectual and Creative Resources, Competitiveness, University
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## INTRODUCTION

The processes of globalization and turbulent conditions for the functioning of economic entities are today a characteristic feature of the world economy. The instability and instability of the business sector have a significant impact on the change in the competitive environment. For this reason, a significant role in improving the competitiveness of both the national economy as a whole and its individual entities, especially the high-tech sector, is played not only by modernization, but also by the formation of high-quality intellectual and creative resources. Their growth is associated with the creation of the most significant competitive advantages of innovative enterprises. The dominant position in solving this problem is the provision of a high-quality educational process as the main factor in the improvement of human capital.

In modern conditions, the business sector is affected not only by factors inherent in the global economy, but also by traditional perturbations of an unstable external environment, such as fluctuations in demand and prices for consumed resources (material, financial and intellectual) and manufactured products, changes in legislation, etc. d. In a market environment, acting constantly, these factors are not directly related to the global financial crisis, but their negative impact is multiplied under the influence of globalization processes.

Human capital as the basis of intellectually creative resources. Thus, in the context of the ongoing global crisis, coordinated anti-crisis actions of the government are needed, based on:

- On the formation of organizational and economic mechanisms and incentives;

- Development of innovative entrepreneurship in the country;
- Creation of small and medium-sized innovative enterprises specializing in the commercialization of knowledge and experimental design and technological developments.

However, important importance in solving this problem should be given to the processes of improving the quality of intellectual and creative resources and updating the scientific and technical base. The fulfillment of these conditions will make it possible to form a reserve of resources not only to bring the national economy out of the crisis, but also for the country to become a world economic leader. In order to achieve positive effects in the national economy, it is necessary to support innovative changes in various industries at the state level. Support for the creation of conditions for the effective functioning of the national economy presupposes, firstly, the formation of a favorable investment climate in the country and the formation of a scientific and technical policy of the state. Secondly, the improvement of human capital through the development of the intellectual and creative resources of society on the basis of a high-quality educational process.

Today, in the socio-economic life of society, it is universities that occupy a significant place in the creation of human capital.

They fulfill their mission not only by providing educational services, but also by solving research problems. Moreover, these two directions should be closely interconnected. This is due to the fact that education as a process of preserving, developing and transferring knowledge from

generation to generation, as well as science and research in understanding the expansion of the spectrum of knowledge in our society, are the basis of the third component of the role of universities - the transfer of knowledge into practice.

Obviously, at present, the main factor in the development of the economic system is the process of commercialization of knowledge, which is embodied in the application of the results of science, the transfer of new knowledge and technologies to industry, as well as in the creation of innovative enterprises. However, universities and research institutions should implement this task together with all interested commercial entities and government agencies.

For the formation of the competitiveness of the national economy, only high-quality education is the basis of research, and high-quality research is the main source of innovation. Consequently, the basis for creating innovations is a developed human capital, therefore, without the improvement of intellectual and creative resources and the motivation for their formation, the continuous innovative development of society is impossible.

Competency-Based Approach in the Educational Process Central Asian and Eastern Europe, is a growing shortage of personnel of all skill levels. Within the framework of the policy of supporting the functioning of high-tech industries, the activity of universities in training specialists based on the requirements of the national economy is effective in this matter. However, today university graduates are not always able to effectively apply the acquired knowledge in practice. Business entities make fair claims that young professionals, as a rule, are not ready for teamwork and further professional development, and the desire for career growth is replaced by the concept of obtaining a managerial position. At present, employers often note that a significant part of young specialists have a low level of special knowledge, there is a lack of professional skills and abilities, and there is no idea about upcoming job responsibilities. For this reason, in university education there is a change of subject-education approach to competence.

The concept of modernization of vocational education defines the task of updating it on a competency-based basis by strengthening the practical orientation while maintaining fundamentality [2].

In this regard, the goal of the competency-based approach is not to increase the amount of knowledge, but to acquire versatile experience by students in various fields. The application of the competence-based approach in the educational process and practical activities provides an opportunity for future specialists to form a constructive position in relation to the object of their professional activity. Control of training results is based on assessment of the totality of acquired competencies - the ability to act, namely: the practical operational application of knowledge and skills in a specific situation.

The competency-based approach is fundamentally different from the subject approach, in which the development of a discipline is built in accordance with its internal logic, regardless of other courses. This difference lies in the fact that competencies are formed during the passage of a set of training modules. When training specialists, the diffusion of knowledge is carried out through case studies, trainings, business games, presentations, design work and internships at enterprises and scientific institutions. The subject approach is based mainly on lectures and seminars.

## CONCLUSION

Thus, in the context of the transition to an innovative economy, traditional views are being transformed and new social trends in the field of education are being generated. In the knowledge economy, the strategy of education and improvement of intellectual and creative resources should be based on the platform for the formation of a continuous cycle of learning, advanced training and retraining throughout the entire period of a person's active life. Therefore, in order to gain positions in a competitive market influenced by globalization processes, it is necessary to apply such approaches and principles for the training of modern specialists, which will then be fully in demand by both small and large enterprises of the national economy.

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