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## **INNOVATIVE POTENTIAL OF MODERN SPECIALIST: THE ESSENCE AND CONTENT**

*The theoretical principles concerning the substantiation of the essence and content of the innovative potential of the modern specialist have been considered. The main purpose of the article is to clarify the features of defining the innovative potential of a modern specialist on the basis of structural-linguistic and etymological analysis. The proposed concept of innovative potential of a modern specialist takes into account the constant change of the innovative potential in time – due to the results of personal and social transformations. This concept reflects the ability of a modern specialist to detect hidden efforts regarding the use of resources. The innovative potential of a modern specialist serves as a guarantee of efficiency of activity, ensures achievement of the established goals in a competitive environment.*

**Keywords:** *potential, innovative potential of specialist, resources, efforts, possibilities.*

### **Introduction**

Dynamic competitive environment puts forward specific requirements for a modern specialist, the main of which is the development of innovative ideas and their successful implementation. The source of innovative ideas, knowledge, and skills of a modern specialist is its innovative potential, which defines the perspective of innovative development of any enterprise. In order to use such a source, the essence and content of the innovation potential should be first and foremost determined. Therefore, it is important to clarify the features of the concept of innovative potential of a modern specialist.

### **Materials and methods**

In modern scientific literature on innovative management the innovation potential is considered in relation to such carriers: personnel of the enterprise, employee, and personality. First of all, we will consider the

relation between these concepts, we will define the place of a modern specialist among other carriers of innovative potential.

Each specialist has his potential, an element of which there is an innovative potential. The question of the innovative potential of personality is devoted to the concept of psychology and pedagogy. In the classical sense the innovative potential of personality is the resource of the innovative possibilities of a person, the ability of a particular person to generate ideas, and carry out innovation activities.

The innovative potential of personality is the basis for the formation of a highly skilled specialist. Every person from the moment of birth and before receiving the first workplace goes a long way, during which he develops his skills and abilities, learns, forms the competence, which becomes the basis of his own innovative potential.

Having received a job, a person becomes an employee of the enterprise; from that moment the formation of its innovative potential as an employee begins.

All employees of the company are his staff. Innovative potential of some employees of the enterprise is considered as an innovative potential of the personnel.

Proceeding from the fact that a modern specialist is a potential or real employee of an enterprise, we will consider the scientific work devoted to the interpretation of the innovative potential of the employee/personnel of the enterprise [1-11; 13-14].

In the field of economics, research on the innovative potential of the employee and the personnel of the enterprise with its own understanding of this definition was undertaken by both foreign and domestic scientists, but today there is no single point of view regarding the essence of this concept. A thorough analysis of the definitions with the separation of the essential features we conducted in [12].

The first group of scientists [1; 3; 7; 9; 10] as an essential generic feature of the concept of innovative potential of personnel determines such a characteristic as ability, readiness, ability, and the type – the production and implementation of new ideas, the realization of tasks, the use of innovative abilities and possibilities.

The second group of scientists [4; 6] as an essential generic feature of the concept of innovative potential of personnel determines the following characteristic: a set of knowledge, skills, experience, competencies, personal qualities of staff, and the type – readiness for the perception, implementation and production of innovation, the implementation of innovation activities.

The third group of scientists [2; 8; 13; 14] as an essential generic feature of the concept of the innovative potential of personnel determines

## **Psychological and pedagogical problems of modern specialist formation**

the possibilities (hidden, unrealized, future), and the type – creation of innovations, self-actualization of the employee, active actions of employees.

In a scientific article [5] the author considers the innovative potential of personnel as a socio-economic entity, in terms of a holistic approach. In this research the innovative potential of an individual employee is of interest.

The authors of the work [11] define the concept of «employee's innovation potential» as an essential generic feature such as the labor potential, and the kind – an innovative activity in generating, developing and implementing innovations.

In our opinion, the labor potential characterizes one of the spheres of activity of the employee, along with financial, marketing. Therefore, this characteristic is suitable for the formation of the elemental composition of the overall potential of the employee.

Despite the existence of certain scientific advances, the essence and content of the concept of innovative potential of a modern specialist requires a theoretical synthesis and systematization.

*The aim of the article is* to clarify the features of defining the innovative potential of a modern specialist on the basis of structural-linguistic and etymological analysis.

### **Results**

Clarification of the concept of innovative potential of a modern specialist should be based on a clear terminological definition of the actual definitions of «potential» and «innovation», the derivative «innovative».

Based on our analysis in [12], the innovative potential of the employee relies on the resources that he owns. These resources contribute to the achievement of the established goals in the innovation field.

We will analyze an essential generic feature of the definition of the innovative potential, which are found in the work of scientists [1-11; 13-14].

An essential generic feature of the first group of researchers [1; 3; 7; 9; 10] is «ability / readiness / ability». In our opinion, this characteristic does not reflect the existing internal resources of the employee in full, which reduces the efficiency of innovation activity in general.

The second group of researchers [4; 6] as an essential generic feature offers a «set of knowledge, skills, experience, competencies, and personal qualities of personnel». In our opinion, this is an important and necessary characteristic of the employee's innovation potential. However, it is not sufficiently complete because it does not reflect the ability of an employee to search for hidden efforts to use internal resources to meet the new requirements of the competitive environment.

As an essential generic feature the third group of researchers [2; 8; 13; 14] offers «possibilities» (hidden, unrealized, future). This feature does not help eliminate identified shortcomings and remains controversial.

For further understanding, we will consider interconnection between employee resources and their possibilities.

Any resource, acting as a means to achieve a certain goal, has its potential, has the property inherent in him, reflected by its internal characteristics. At the same time, the level of realization of the potential of the resource, the degree of manifestation of its properties in a competitive environment is characterized by possibilities. Therefore resources, stocks, sources that are at the moment a certain quantity and quality of an employee are considered as internal resources.

In turn, the achievement of the goal set by the employee determines the formulation and solution of specific tasks. One of them is to provide the optimal combination of their own internal resources so that their composition and size meet the needs of the tasks. In this case, the internal resources of the employee, their optimal ratio, the correspondence of the size and composition of the needs of the solved tasks constitute the resource potential of the employee. The level of the use of such potential forms the potential employee's ability to reveal hidden efforts in the use of resources and serve as a prerequisite for building up its potential.

Thus, we have defined an essential generic feature of the definition of innovation potential as a characteristic of the internal resources and efforts of the employee; the type – their use in the field of innovative activity.

The available resources of the employee are converted in the process of their use to a certain end result, changing and acquiring new qualitative and quantitative characteristics. At the same time, some of the transformed resources can no longer by definition be part of the potential from which it was isolated. Therefore, the initial characteristics of the employee's potential differ from his characteristics after the transformation so far as this transformation was deep. In this regard, we take into account the fact that the employee constantly changes the potential of the worker in time, both under the influence of the results of transformations, and as a result of self-development. At the same time self-development of the potential of the employee involves such changes that cannot be explained by the influence of various factors.

Thus, in clarifying the concept of the innovative potential of the employee, we will observe the following:

- firstly, to base on the resource position, which reflects the internal characteristics of the employee's innovative potential;

## **Psychological and pedagogical problems of modern specialist formation**

- secondly, to take into account the employee's ability to search for additional efforts, as well as the scope of redistribution of existing efforts;
- thirdly, to determine the characteristic of internal resources and efforts of the employee as an essential generic feature of the definition of innovation potential;
- fourthly, to provide the optimal combination of knowledge, skills, competencies available to the employee;
- fifthly, to group all processes of the sphere of innovative activity (creation, testing, implementation, promotion of innovations, etc.), the consideration of which characterizes a significant feature of the definition of the innovation potential;
- sixthly, to consider the change of the innovation potential in time – due to the results of personal and social transformations;
- seventhly, to take into account the new requirements formed by the competitive environment.

Based on certain provisions, we will clarify the concept.

*The innovative potential of the employee* is a dynamic characteristic of internal resources and the efforts of the employee in order to optimize their use in innovation activities in order to achieve their goals. At the same time, the employee searches for hidden or redistribution of existing efforts to use resources through their transformation and (or) as a result of self-development taking into account new needs arising from the competitive environment

An employee who implements innovative potential and uses efforts at an enterprise, which results in more efficient work, is a modern specialist in innovative activity.

A modern specialist in innovation activity at the enterprise belongs to the workers of the creative-research type, the characteristic feature of which is the scientific-search approach to solving problems with the help of various methods of creative thinking.

For the successful performance of their functions, a modern specialist must possess a certain set of competencies that are revealed through the personal and professional qualities of a specialist.

Effective innovative activity of a specialist is promoted by the following professional competences: the ability to logically accumulate, analyze, interpret the necessary information (conceptual qualification); the ability to understand and effectively interact with other people (skilled human relationships); the ability to implement their decisions methodically, with clearly defined procedures, rather than accidental (administrative qualifications); the availability of certain knowledge and abilities that allow you to meet the requirements specific to a specific position (professional qualifications).

### Discussion and conclusions

Thus, the features of defining the innovative potential of a modern specialist have been clarified. The proposed concept takes into account the constant change of the innovative potential in time – due to the results of personal and social transformations; and also reflects the ability of a specialist to detect hidden efforts in the area of resource use.

The issue of the elemental composition of the innovative potential of a modern specialist; processes of its formation, use and development; taking into account the culture of the enterprise, as well as the globalization processes in society, require further research.

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## Psychological and pedagogical problems of modern specialist formation

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### **Юрій Мельник, Ірина Пипенко. Інноваційний потенціал сучасного фахівця: сутність та зміст.**

*Розглянуто теоретичні положення щодо обґрунтування сутності та змісту інноваційного потенціалу сучасного фахівця. Основною метою статті є уточнення ознак дефініції інноваційного потенціалу сучасного фахівця на підставі структурно-лінгвістичного та етимологічного аналізу. Запропоноване поняття інноваційного потенціалу сучасного фахівця враховує постійну зміну інноваційного потенціалу у часі – внаслідок результатів особистісного та суспільного перетворень. Це поняття відображає здатність сучасного фахівця виявляти приховані зусилля щодо області використання ресурсів. Інноваційний потенціал сучасного фахівця виступає запорукою ефективності діяльності, забезпечує досягнення встановлених цілей у конкурентному середовищі.*

**Ключові слова:** потенціал, інноваційний потенціал фахівця, ресурси, зусилля, можливості.

**Jurij Melnyk, Iryna Pypenko. Potencjal innowacyjny współczesnego specjalisty: charakter i treść.**

*Uwzględniono teoretyczne zasady dotyczące uzasadnienia charakteru i treści innowacyjnego potencjału współczesnego specjalisty. Głównym celem artykułu jest wyjaśnienie zagadnienia innowacyjnego potencjału współczesnego specjalisty na podstawie analizy językowej i etymologicznej. Koncepcja potencjału innowacyjnego współczesnego specjalisty uważa potencjał innowacyjny za trwałą zmianę w czasie – ze względu na przemiany osobiste i społeczne. Koncepcja ta odzwierciedla zdolność do wykrywania ukrytych umiejętności współczesnego specjalisty w dziedzinie wykorzystania zasobów. Potencjał innowacyjny współczesnego specjalisty jest gwarancją efektywności działania, gwarantuje osiągnięcie celów w konkurencyjnym środowisku.*

**Słowa kluczowe:** potencjał, potencjał innowacyjny specjalisty, zasoby, działania, możliwości.

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