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FACTORS OF FORMATION OF GRADUATE POTENTIAL IN THE CONDITIONS OF DISTANCE EDUCATION

***Annotation.** The article deals key factors of formation of potential of the graduate in the conditions of distance education, researches of modern domestic scientists of this question are analysed, the basic aspects of development of potential of the graduate according to modern requirements are covered.*

***Keywords:** potential, distance education, factors.*

In the conditions of distance learning, direct control over the student's academic achievements and achievements is lost. On the other hand, graduates of the Free Economic Zone have additional opportunities to develop their potential as a future employee, given the personal desires and vision of the future field of employment. Formation of new information technological method of production, information and knowledge as a new production resource, which, as a form of realization and increase of human mental potential, determines the establishment of an innovative type of development, intellectualization of production and labour. New equipment and technology are changing the nature of work, along with productive qualities determine the growing development and use of civic, social and spiritual qualities of man.

Components of the potential of an individual worker are interpreted differently in the scientific literature. Thus, in particular, I. Bazhan singles out: "professional knowledge, skills and abilities that determine professional competence; working capacity (psychophysiological potential); intellectual, cognitive abilities (educational potential); creative abilities (creative potential); ability to cooperate, collectively organize and interact (communicative potential); value-motivational sphere (moral potential)" [1, p.84-85].

Another view on the structure of the potential of the employee is given in [2], where the scientist notes such components as health, morality, creativity, education, professionalism, organization, information potential, economic potential, as well as determines the activities for which, to a greater extent, one or another component is directed. In addition, the author attaches special importance to the information component, which means the ability to consume and process information from different sources.

Most scientists in the structure of human potential note the important role of creative and innovative components.

Human potential is also significantly dependent on environmental conditions and exogenous (external) factors, among which are economic, demographic, social, cultural and educational, regulatory, innovation and information.

Under personal-individual factors we will understand the ability and possibility of a person in a given situation to use and develop their potential. The professional level of the employee to some extent depends on the ability to work independently and self-organize, independently process the necessary information, identify problems and find ways to solve them rationally, generally effectively manage their activities and, accordingly, the development of their potential. A very

important role is played by the moral and ethical factor that determines the behaviour of the specialist in the performance of professional duties, taking into account the situation and professional activities.

The most important, in our opinion, among personal and individual factors is self-motivation, because the effective use of human potential is determined not so much by its presence, but by the motivation of the need to use it. The main motivating motives in this case are usually a person's desire to realize their potential.

According to S. Sardak, self-development "generally embodies the constant desire of man to develop, learn, improve their skills on their own initiative" [3, p. 9]. The process of self-development in most people occur throughout life. However, not everyone is aware of and effectively uses the ability to self-development.

Namely, this fact indicates that even with the positive effect of endogenous and exogenous factors, if a person has no internal motives, interests, respectively, does not use self-development and their abilities, it is difficult to talk about getting a positive effect from capitalizing its potential.

It should be noted that the conditions of implementation of each group of factors is interrelated. For example, the cultural and educational factor (exogenous) determines the level of education and training (personal and individual); economic factor, in some way determines the system of motivation in the enterprise, in particular its material component, as well as financial and economic capabilities of the enterprise. That is why, in combination, the factors, according to M. Mishkovets, "should form a single system complex, which can cause, including a synergistic effect, if you implement appropriate comprehensive measures synchronously, quickly and radically, providing them with adequate funding" [4].

Most corporate codes of well-known companies state that employees are the main intellectual capital of the company, the bearers of corporate values in communication with customers. For each of them, optimal conditions are created for career building, training and professional development, receiving appropriate remuneration for work, etc. By enabling employees to unleash their potential by maximizing their potential needs, business owners succeed in their industry by producing innovations that are difficult to compete with. Only by increasing the creative and intellectual potential of man, the desired effect is obtained.

Thus, the distance form of education is a trend that is intensifying and increasingly improving under the influence of environmental factors. This is a natural phenomenon and the quality of distance education is not inferior to the quality of full-time education.

Graduates of HEI study at a convenient time and in a convenient place, and it is through self-organization, constant desire to learn something new and expand their borders that the potential for its further improvement is formed. At this stage, students have a tremendous opportunity to form those habits that will motivate them to develop, be ready for change, become the best specialist outside the HEI while forming its image through their own qualifications and innovation.

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