

Название публикации:

Conceptual Model Of Training Personnel For Small Business Services In The Digital Economy

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Аннотация:

The economy of the new generation presents innovative requirements for the training of undergraduates, the process of forming professional competencies in the educational space of the university based on new methods and digital teaching aids, which determines the relevance of the topic. The purpose of the study is to build a conceptual model of training personnel for small business services in the conditions of the formation of the digital economy. The leading approach to solving this problem was the modeling method that allows to consider this problem a purposeful and organized process for the formation of digital, professional competencies, initiative and entrepreneurship, soft skills of undergraduates studying in the field of management "Management of small business services" the definition of structural components The article explores the issues of readiness of the economy and the educational process of Russia to the perception of the digital economy. The conceptual model of training of personnel for small business in the sphere of services developed by the authors in the digital economy includes such components as: the purpose, principles, methods, means, content, attestation and evaluation, the result. The practical importance of this research is that the results and proposals can be used by educationl. institutions, employers and professional communities.

Ключевые слова:

conceptual model; training; education; vocational training; small business; services; the digital economy; readiness index; perception of information and communication technologies; information environment of the university; digital competences