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WORKFORCE' DIGITAL COMPETENCIES DEVELOPMENT ACCORDING TO THE "SMART SPECIALIZATION" OF THE REGION CONCEPT

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Abstract. The necessary changes in the labor resources' competencies management practice are considered in this article in accordance with the "smart specialization" of regions concept. The "smart specialization" and "competence management" theoretical concepts analysis and their implementation practice in the European Union countries was carried out. The "growth engines" for the Sverdlovsk region were identified according to the Higher School of Economics. The study shows that for subjects of the Russian Federation with predominant employment in traditional manufacturing industries, the strategy of "smart specialization" is focused on industry competencies development with the innovative and digital component that increase labor productivity. An analysis of the Sverdlovsk region's digitalization level was made in terms of the Internet use, information and communication technologies, the electronic document management use in organizations, the personal computers provision for employees, as well as in households, which was supplemented by the sociological survey results' analysis: managers of 105 largest employers in the Sverdlovsk region were interviewed. Based on the competency development strategy, which includes 5 main areas: information literacy, communications and cooperation, digital content creation, information security and digital development, the educational environment elements necessary for the all strategy's areas implementation are identified.

Keywords: smart specialization; competence management; competence development strategy; competencies' demand and supply synchronization; digital competencies.

JEL codes: J24; O15; O35.

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