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INNOVATIVE APPROACHES TO CAREER MANAGEMENT IN THE DIGITAL AGE: POSSIBLE OPPORTUNITIES OF JOB MARKET

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Current digital age made a revolution in career management; it redefined how people plan, navigate, and advance their professional lives in a dynamic job market. The integration of digital tools and technologies transformed traditional models of career building through introducing innovative approaches that are more personalized, accessible, and adaptive to changing demands in different industries. We can state that nowadays career management is no longer a static process, it is now dynamic, interactive, and powered by data-driven technologies. The mentioned transformation was driven by the usage of artificial intelligence (AI), big data analytics, virtual reality (VR), and other emerging technologies that enable individuals to build their careers like never before [1,2].

The traditional models of development of a career usually include self-assessment, role identification, and goal-setting [3]. However, digitalization added the new dimensions to these processes. Platforms that powered by AI analyze user's skills, experiences, and aspirations to provide highly personalized recommendations. For instance, platforms such as LinkedIn Learning and Coursera allow users to identify skill gaps and offer targeted courses overcome it. The learning modules, which use engaging challenges and milestones, make the career planning process more interactive and enjoyable for people. These tools provide not only guidance but also the motivation to active career goals. The dynamic nature of these platforms ensures that people can continuously update their career plans in response to evolving market trends.

One of the most transformative aspects of digitalization in career management is its impact on identification of values of people who are building their careers. Understanding one's core values and aligning them with career goals has always been crucial, but digital tools now make this process more insightful and actionable. Well known on-line self-assessment digital platforms such as "16Personalities" and "CliftonStrengths" use psychological frameworks to help users to define their strengths, preferences, and values [4]. AI-driven feedback analysis takes this a step further by analyzing workplace interactions, performance reviews, and even communication patterns to highlight an individual's key competencies and possible areas of growth. Nowadays virtual reality simulations offer the

unique way to explore how personal values align with various professional roles, providing immersive experiences that help individuals envision themselves in different scenarios. By using these tools, professionals can better understand their values and make conscious decisions that align their careers with their personal priorities.

The digital economy has also reshaped the way how individuals used to identify their potential roles and opportunities. Staying updated on emerging trends and skill requirements is essential in a rapidly changing job market. Big data analytics has become a game-changer, offering insights into industry trends, the most in-demand roles, and the skills employers prioritize. Platforms like Burning Glass Technologies and LinkedIn Economic Graph analyze vast amounts of data to provide users with actionable insights into their careers. Meanwhile, online certification platforms such as Udemy, edX, and Google Career Certificates enable individuals to upskill and reskill in areas aligned with current market demands. Digital job shadowing and virtual internships further enhance role identification by providing firsthand exposure to various professions without geographical constraints. These opportunities allow individuals to explore their interests and gain practical insights into potential career paths.

Developing a career plan has become more efficient and dynamic with the help of digital tools. Career mapping platforms enable individuals to visualize their long-term goals and create step-by-step plans to achieve them. Tools like Pathstream and Visualize Me offer dynamic career roadmaps that adapt to changes in an individual's aspirations or modern industry trends. Automated progress trackers, such as Trello or Notion, help users monitor their milestones and deadlines, ensuring they stay on track. AI-powered mentorship programs have also emerged as a vital resource in career planning. These platforms use algorithms to match mentees with mentors based on shared interests, goals, and industry experience, fostering meaningful connections that guide individuals through their professional journeys.

Job search technology and networking changed in the digital age. Finding and securing opportunities is now a streamlined process, thanks to advanced AI algorithms that optimize resumes and match job seekers with relevant positions. Tools like Jobscan analyze resumes, ensuring applicants to meet the necessary criteria. Virtual job fairs have become increasingly popular, enabling job seekers to interact with employers and recruiters without the limitations of physical location. Social media platforms, particularly LinkedIn, play a central role in professional networking. Individuals can build robust professional networks and showcase their expertise to potential employers by leveraging features such as endorsements, recommendations, and industry-specific groups [5]. Moreover, blockchain technology has introduced the new level of transparency and security to the hiring process by ensuring the authenticity of educational credentials and certifications. Employers can verify qualifications quickly and reliably, reducing the risk of fraudulent claims.

Networking, a cornerstone of career management, has also evolved significantly in the digital era. The rise of virtual communities on platforms like Slack and Discord has created spaces for professionals to connect, collaborate, and share knowledge. These communities often focus on specific industries or skill sets, providing targeted opportunities for networking and learning. AI-powered networking tools, such as LinkedIn's People You May Know feature, use machine learning algorithms to suggest potential connections based on shared interests, skills, and career goals. Virtual reality also contributes to networking with VR-based events, offering immersive environments that replicate the dynamics of in-person interactions. These innovations ensure that individuals can expand their professional networks regardless of geographical or logistical barriers.

Despite the numerous advantages of digitalization in career management, there are some challenges. The digital literacy remains a critical issue, as not everyone has equal access to or understanding of the technologies required to utilize these tools fully. The overwhelming abundance of online resources can also lead to information overload, making it difficult for individuals to prioritize and focus on what truly matters. Additionally, the increasing reliance on digital platforms raises concerns about cybersecurity and data privacy. Sensitive personal information, such as career goals, performance reviews, and educational records, must be protected from potential breaches or misuse.

To summarize we can mention, that the digital age has unlocked new possibilities for career management, providing individuals with innovative tools and resources to navigate the complexities of a dynamic job market. By embracing digital technologies, professionals can proactively approach career planning, values identification, role exploration, and networking. However, to fully realize the potential of these advancements, it is essential to address the challenges of digital literacy, information overload, and cybersecurity. As technology evolves, so must our strategies for managing careers, ensuring that we remain adaptable, resilient, and competitive in an ever-changing professional landscape. The future of career management lies in the seamless integration of human aspirations with digital innovations, creating a world of opportunities for those who are willing to embrace the possibilities of the digital era.

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УПРАВЛІННЯ ВІДТВОРЕННЯМ ЛЮДСЬКОГО КАПІТАЛУ ІТ-ПІДПРИЄМСТВ В УМОВАХ ВОЄННОГО СТАНУ

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В умовах воєнного стану особливої актуальності набуває питання збереження та розвитку людського капіталу підприємств, особливо в ІТ-галузі, яка є однією з ключових для економіки України. Ефективне управління відтворенням людського капіталу ІТ-підприємств потребує системного підходу та врахування специфіки галузі.