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THE COMMUNICATIVE BLOCK AS AN IMPORTANT STRUCTURAL COMPONENT OF SPECIALISTS' ENTREPRENEURIAL COMPETENCE IN UKRAINE

Summary. The purpose of the research – to analyze the existing experience of discovering the structure of entrepreneurial competence and to search for approaches to its interpretation based on the allocation of areas of the entrepreneur's activity, which characterizes the features of his purpose and allows to divide personally and professionally significant qualities in the dominant areas of activity: organizational, creative, communicative and managerial. **The research methodology** based on the results of general research methods (observation, measurement and comparison) and special methods (questionnaire survey, analysis and grouping). **The scientific novelty** of the article is an attempt to comprehensively understand the phenomenon of the structure of entrepreneurial competence and an attempt to establish the importance of the communicative component in it. **Conclusions.** Based on the generalization of the results of the analysis of literary sources, we present the structure of entrepreneurial competence of future service professionals as a dynamic system which is formed by interconnected integral subsystems (blocks) based on complexes of professionally significant qualities. Professionally significant personality qualities are qualities of a person, the level of development of which before the beginning of productive activity is sufficient to ensure certain success of the implementation and realization of this activity. The most important qualities of a psychological portrait of an entrepreneur can be combined into the following structural components: intellectual, communicative and motivational-will blocks. Such structuring is based on the identification of the main areas of the entrepreneur's activity, which shape the features of purpose: organizational, creative, communicative and managerial. Given the fact that entrepreneurial individuals (according to the nature of entrepreneurship) enter difficult economic situations, quickly seek and receive information, and this allows them to form a survival technique and to identify opportunities that others have missed, we can say that the communication block is an important structural component of specialists' entrepreneurial competence.

Key words: *entrepreneur, entrepreneurship, entrepreneurial competence, professionally significant qualities, business qualities, communicativeness, sociability.*

КОМУНІКАТИВНИЙ БЛОК ЯК ВАЖЛИВИЙ СТРУКТУРНИЙ КОМПОНЕНТ ПІДПРИЄМНИЦЬКОЇ КОМПЕТЕНТНОСТІ ФАХІВЦІВ В УКРАЇНІ

Анотація. Мета дослідження – проаналізувати наявний досвід розкриття структури підприємницької компетентності та здійснити пошук підходів до її інтерпретації на основі виділення сфер діяльності підприємця, що характеризує особливості його цільових установок і дозволяє розподілити особистісно та професійно значущі якості за домінуючими напрямками діяльності: організаційна, творча, комунікативна й управлінська.

Методологія дослідження спирається на результати загальнонаукових методів дослідження (спостереження, вимірювання і порівняння) та спеціальні методи дослідження (анкетне обстеження, аналіз і групування).

Наукова новизна статті полягає у спробі цілісного осмислення феномену структури підприємницької компетентності та встановленні значущості комунікативної складової в ній. **Висновки.** На основі узагальнення результатів аналізу літературних джерел структуру підприємницької компетентності майбутніх фахівців сфери обслуговування презентуємо як динамічну систему, утворену взаємопов'язаними цілісними підсистемами (блоками) на основі комплексів професійно значущих якостей. Професійно значущими є такі якості особистості, рівень розвитку яких до початку продуктивної діяльності є достатнім для забезпечення певної успішності виконання й реалізації цієї діяльності. Найважливіші якості психологічного портрета підприємця можна об'єднати в такі структурні компоненти: інтелектуальний, комунікативний і мотиваційно-вольовий блоки. Така структуризація ґрунтується на виділенні основних сфер діяльності підприємця, що формують особливості його цільових установок: організаційна, творча, комунікативна й управлінська. Беручи до уваги той факт, що підприємницькі індивідууми за самою природою підприємництва вступають у складні економічні ситуації, швидко шукують і отримують інформацію, і це дозволяє їм формувати техніку виживання й виявляти можливості, які інші пропустили, можемо стверджувати, що комунікативний блок є надважливим структурним компонентом підприємницької компетентності фахівців.

Ключові слова: *підприємець, підприємництво, підприємницька компетентність, професійно значущі якості, ділові якості, комунікативність, комунікабельність.*

Problem statement. The problem of the structure of the entrepreneur' personality for scientists has been urgent since the 18 century – the first studies belong to A. Smith (Smith, 1962, p. 13). In the future, the structure of the entrepreneur' personality in the historical and cultural plane was in the focus of J. - B. Sey, whose subjects of scientific exploration were professionally significant qualities of business entities. In the second half of the twentieth century, Austrian economists L. von Mises and F. Hayek, based on a deep analysis of the culture of market relations, identified several of individual and personality traits that are important for entrepreneurial activity. Continuing the ideas of J. Schumpeter and J. - B. Sey, they considered entrepreneurship as a common human behaviour aimed at finding the latest economic opportunities for self-realization. Studying the scientific achievements of researchers in the post-Soviet space shows that there is increased attention to the social aspects of the phenomenon of entrepreneurship. According to scientific sources, the thesis is that entrepreneurship aims not only at the desire to maximize income but also at maintaining and expanding the satisfaction of the people engaged in it.

Taking into account the multidimensional of the above mentioned phenomenon and new approaches that consider it's as a type of personality behaviour and the kind of human activity, let's refer to the problem of research of the structure of entrepreneurial competence as relevant and timely.

The analysis of sources and recent researches. The author's vision of the problem is based on the interpretation of the results of the scientific works of V. Kosinova, O. Sulaeva, Z. Varnalii and V. Sizonenko, who distinguish in the structure of competence: attitude, conviction, knowledge, ability, skills. And also we have researched D. Meshcheryakov work, who (in this context) focuses on abilities, knowledge, experience. The works of A. Batarshv, A. Busigin, A. Karpov, L. Kotogov, V. Novikov, T. Obukhova, A. Smirnov, M. Tutushkin, R. Macho, D. Ray, M. Moltz, U. James, etc. represent the results of scientific searches, the main purpose of which was to identify and to characterize entrepreneurial qualities. N. Masiuk, T. Konyukhova, V. Chechko identified in the structure of entrepreneurial competence such qualities as information, communication, design competencies and professionally significant. Y. Masleshova and Y. Bilova emphasize the expediency of distinguishing such components of competence as motivational-targeted, substantive and regulatory.

Based on the generalization of above-mentioned researches, we present the structure of entrepreneurial competence of future service professionals as a dynamic system created by interconnected integral subsystems (blocks) based on complexes of professionally significant qualities. Despite the fact that the structure of competence is the subject of scientific research of many national and foreign scientists, the results of the review of the literary source make it possible to conclude that the personal and professionally significant qualities defined in it are insufficiently studied and structured, and grouping of these qualities on different grounds into sub-systems within competencies is not substantiated.

The publication's purpose – to analyze the existing experience of discovering the structure of entrepreneurial competence and to search for approaches to its interpretation based on the allocation of areas of the entrepreneur's activity, which allows to divide personally and professionally significant qualities in the dominant areas of activity: organizational, creative, communicative and managerial.

Statement of the basic material. In determining the structural components of the entrepreneurial competence of future professionals in the service sector, we take as a basis the understanding of the structure as a set of interconnected and interplaced components of the whole in the presence of internal stable relationships between them, which ensure the preservation of the basic properties of the object under different external and internal influences, as well as the ideas of scientists about the multifunctionality of competence (Sokhan, 2003, p. 67). This general determination gives the possibility to distinguish in the general structure of any kind of competence the components that ensure the effectiveness of the activity of specialists in the service sector. The complexity and inconsistency of establishing a structure of specifically entrepreneurial competence in the research of scholars in the post-Soviet space is a consequence of the lack of researches of the business relations culture. In particular, business qualities are understood as a set of creative, performing and organizational qualities, through which a person optimally self-fulfils in work, namely: creative approach to the case, initiative, diligence, accuracy, integrity, capacity, efficiency, responsibility, communicativeness (Fukson, 1994, p. 54).

Another problem is the view of scientists from countries where entrepreneurship has always been a natural component of the economy. Thus, D. Ray, by the results of his own research in identifying the characteristic features of prominent USA entrepreneurs, identified self-control, self-confidence, urgency, competence, realism, conceptual thinking, desire for prestige, sociability and emotional stability (Rye, 1994, p. 105).

Summarizing the researchers work created in different socio-economic conditions, allows to combine the most important qualities of the entrepreneur's psychological portrait in the following structural components: intellectual block (competence, combinatorial gift, developed imagination, ability to fantasize, developed intuition, perspective thinking); communication block (talent of coordinator of employees efforts, ability and willingness to socially-loyal communication with other people, ability to go «against the flow»);

motivational-volitional block (the tendency to risk, the desire to fight and win, the need for self-actualization and recognition, the predominance of the achievement motive over the avoiding failure motive). It should be noted that these qualities can be distinguished as professionally important since the level of their development before the beginning of productive activity is sufficient to ensure a certain success of the implementation and realization of this activity (Shadrikov, 1982, p. 23).

Other researchers believe that the quality of the activity, its success and the level of goals achievement depend on the ability (person's individual-psychological characteristic), which is a condition for the successful performance of the productive activity by a human (Petrovsky, 1998, p. 366-367). Concerning specifically entrepreneurial abilities, V. Bykov and A. Borisov distinguish nine stages of the process of their formation: 1) awareness and idea formation; 2) creating your own intention; 3) turning the intention into the project; 4) turning the project into a specific program for its implementation; 5) drawing up an organizational plan for project implementation; 6) drawing up a business plan; 7) examination of the business plan; 8) project implementation; 9) analysis of project development results (Bykov, 2000, p. 11).

At least five of the nine above mentioned steps are related to community communication processes. The results of the poll of Poltava, Chernigov and Kharkov region students are interesting: 17,46% of them identify entrepreneurial competence with communicativeness; 20,63% believe that pushfulness (enterprise) as a key competence is needed by modern people for building effective communication in society and business; 26,98% consider the communication block to be very important in the entrepreneurial competence structure. For comparison: 24,59% of students of Kharkov Trade and Economic Institute of KNEU consider the communication block to be the most essential in the structure of entrepreneurial competence of a specialist.

Having considered the papers of national and foreign scientists, we conclude that the qualities that determine entrepreneurial behaviour have no clear systematization nowadays. Thus, the identification of the main areas of an entrepreneur activity, which shape the features of his target settings, allows us to distribute entrepreneurial qualities according to the dominant areas of activity: organizational, creative, communicative and managerial. Taking into account the purpose and objectives of the study, let us consider in more detail the qualities that ensure the entrepreneur's ability to communicate effectively because the communication process – it is not only the movement of information but also its active exchange.

Based on the widespread approach in science (B. Ananiev, L. Bozhovich, L. Vygotsky etc.), which defines three basic spheres in the structure of personality (cognitive, affective and behavioural), we distinguish in the structure of entrepreneurial competence the communicativeness as an element of its value-motivational component. A. Katkova interprets communicativeness as the ability of the individual to adapt to the conditions of the new social environment (Katkova, 2002, p. 114).

The individual's ability to communicate is conditioned by communicability – the ability to communicate freely; to adapt in a certain social and psychological environment; to display of empathy. Communicability is considered by O. Charushina as a basis for initiative formation (a creative component in the structure of entrepreneurial competence) and organizational qualities (activity component). According to the researcher, about 60% of the students she surveyed believe that communicability as a personality trait makes a person goal-oriented and enterprising (Charushina, 2006, p. 25).

T. Bedareva emphasizes that the most important qualities (in the structure of entrepreneurial competence) are the skills of speaking activities, the ability to speak in public, to be fluent in the rhetoric and culture of speech, propaganda and journalism skills, the ability to formulate their own thoughts in oral and written form correctly and logically, discussion skills (Bedareva, 2002, p. 62).

Significant role in business communication is played by the element of contact as the ability to begin acquaintance, to maintain a conversation, to find the right form of address to another person, to cause people's affection to yourself, to listen, to understand and to persuade them, to see yourself «from the outside» and to look at the conflict situation through the eyes of the interlocutor. It involves the skills of right gesture, the appropriateness, and richness of facial expressions, expressiveness of intonations. The entrepreneurial ethics is an important component of communicative activity because it regulates internal corporate relations and relationships within a single economic space. The moral factor is significant in the organizing of the teamwork: people's relationships are based on mutual respect, mutual assistance and attention to the individual.

Therefore, the considered qualities ensure the establishment of effective business communication and the implementation of projects conceived by entrepreneurial.

Conclusions. Summarizing above mentioned ideas, we note that M. Ron (in his research) emphasized that entrepreneurial individuals by the nature of entrepreneurship enter the difficult economic situations, quickly seeking and receiving information and that allows them to create survival techniques and to identify opportunities that others have missed (Ron, 2006, p. 5). Agreeing with him, based on the study results we conclude that the communication block is an essential structural component of the entrepreneurial competence of specialists.

Of course, it is impossible to cover all aspects of the described problem. We link further scientific research with the development of a detailed structure of the specialist' entrepreneurial competence.

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