

at summer camp and forgot their bathing suits and toothbrushes, the car could bring them the missing items. You could even send your dog to a veterinary appointment.

But the real promise of autonomous cars is the potential for dramatically lowering CO2 emissions. In a recent study, experts identified three trends that, if adopted concurrently, would unleash the full potential of autonomous cars: vehicle automation, vehicle electrification, and ridesharing.

By 2050, these «three revolutions in urban transportation» could: reduce traffic congestion (30% fewer vehicles on the road), cut transportation costs by 40% (in terms of vehicles, fuel, and infrastructure), reduce urban CO2 emissions by 80% worldwide, provide those who can't drive – the blind, the disabled, the mentally vulnerable – with a very attractive alternative solution to taxis and public transport, reduce crashes, prevent injuries, save lives, improve walkability and livability.

The *results* of the research are the following:

1. Google projects are going mainstream as the idea of Global Humanism in the XXIst century is becoming increasingly actual.

2. The modern social and cultural situation is giving birth to Global Humanism aimed at the human activities, and culture in all its aspects to be more and more survival-oriented in the environment and the renaissance and support of the humanistic social values created by the humankind.

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PROFESSIONAL SELF-DEVELOPMENT OF A MANAGER IN A SOCIO-CULTURAL ENVIRONMENT

Профессиональное саморазвитие менеджера в социокультурной среде

Professional self-development of a manager in a socio-cultural environment is an important aspect of a successful career. In today's rapidly changing business world, managers must constantly develop their skills and knowledge in order to be effective and progress in their work with people.

Thus, the purpose of the research is to study the role of professional self-development of a manager in a socio-cultural environment and to identify the most effective methods of self-development.

The term "self-development" is defined, as the process of self-initiated and directed development of skills and knowledge to improve the efficiency of the organization's resource management.

The manager is responsible for managing a team of people and an organization and has high requirements for abilities and skills, which means the need for constant self-improvement and readiness for a quick and timely solution of emerging work tasks.

Consequently, every manager who wants to develop his skills and abilities professionally, first, needs to define specific goals that he wants to achieve in the process of self-development.

A key element of professional self-development is ongoing and continuous learning through attending trainings, lectures, seminars related to the socio-cultural environment and conducted by professionals in their field.

Equally useful for the self-development of a manager is taking part in conferences or a professional development program, professional program courses, where he can not only gain valuable experience, but also be aware of the latest trends and socio-cultural changes in the behavior of consumers, manufacturers and competitors. It will also allow the manager to monitor current trends in political, economic and social spheres, thereby allowing you to predict future trends and possible risks, and when certain events occur, be able to make appropriate decisions.

An important stage of a manager's professional self-development is working with an skillful mentor or receiving mentoring support, since a mentor is able to share his knowledge, experience, valuable advice and help in the development of personal and professional skills, such as delegation of authority, team motivation, conflict management, decision-making, etc.

Regular reflection on their work and introspection, as a way of self-development, will help the manager to identify their strengths and weaknesses, as well as areas and nuances that should be paid attention to [1, 100]. This will allow you to focus on specific problems that require correction and develop appropriate measures to level them.

The results of the research are an understanding of the importance of self-development for a manager in a socio-cultural environment, since, realizing the importance of constant development of himself and his abilities, as well as the need to acquire new knowledge. The manager thereby increases not only his competitiveness in the modern labor market, where human intelligence is one of his main advantages, but also the competitiveness of that organization in which works.

References

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