

ambiguity and other complexities of what is happening around: adaptation skills, the ability to accept innovations and abandon their own beliefs will be useful for this.

The “increased demand” for soft skills is gradually changing education: it is believed that it is more difficult to develop such skills than the more familiar hard ones. “Flexible” skills go hand in hand with several educational concepts at once: this is continuous learning, the so-called lifelong learning, and metacognition – the knowledge of the world through self-knowledge and reflection. The ability to reflect, by the way – is also a kind of soft skill.

However, higher education also plays an important role in the development of soft skills. Most university graduates, when applying for a job, declare that they have qualities such as leadership, critical thinking, teamwork, public speaking skills – all of these are among the top sought-after skills in employment, according to a study by The National Association of Colleges and Employers. However, the same study says that most employers believe that in fact soft skills of graduates are not sufficiently developed, even when there are no questions about the professional, “tough” skills of applicants. In this article, trends in the development of the labor market and the role of soft skills in the work process were considered.

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CULTURAL DIVERSITY AS A PROBLEM OF INTERNATIONAL MANAGEMENT

International management is a special type of management, the main objectives of which are the formation, development and use of the competitive advantages of the company due to the possibilities of doing business in different countries and the appropriate use of the characteristics of these countries and cross-country interaction [1].

The purpose of the research is to consider one of the important problems of international management – the existence of a large cultural diversity, which is necessary to take into account when doing business with foreign partners.

The wide variety of national cultural differences and their spread to all spheres of life is one of the problems that international management may face. But it is the features of communications that largely determine the specifics of decision-making. What is accepted in one culture as a model of rational decision-making, in another may be considered simply unreasonable behaviour. Everything, from the peculiarities of language barriers to non-verbal communication, bears the imprint of the specifics of a particular culture.

Ignorance of culturally determined differences in the spatial zones of different people can also easily lead to misunderstandings and incorrect judgments. So, the distance at which people can talk during a business conversation varies from one nation to another. A decrease in the accepted distance may be taken by some as a violation of personal boundaries, excessive familiarity, while for others an increase in distance may mean coldness in relations, too much formality. Similar cultural conflicts can happen in relation to time, money, religious characteristics, etc.

A difficult problem for international management is to determine the approach in the company's activities and the correct formation and development of the company's relations in the country of its residence. Also, the management of an international company is forced to make complex decisions related to taking into account political, socio-economic and other risks in various countries.

It would be a big mistake to take a false stereotype for a real cultural feature. Stereotyping can be called the rejection of perception and analysis of information, replacing it with a kind of national stamps [2].

Therefore, one of the most important tasks of international management is to take into account national stereotypes of behaviour characteristic in the nation as a whole and its business sphere.

Thus, we can make a conclusion that one of the key roles in international business is attributed to the knowledge and understanding of the cultural characteristics of the country and the behaviour of its population. The knowledge of value systems, behavioural models and stereotypes, understanding of the cultural characteristics of people's behaviour in different countries significantly increase the effectiveness of management. In addition, cultural awareness can help businesses gain benefits and avoid rude mistakes when building a business.

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