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ИНСТИТУЦИОНАЛЬНАЯ ТРАНСФОРМАЦИЯ ЭКОНОМИКИ: ЧЕЛОВЕК И СОЦИУМ (ИТЭ-ЧС 2021)

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– there will be major changes related to the intensity, efficiency and effectiveness of medical and social services for the elderly [2].

Thus, in modern conditions of society development, culture of aging of the population should be formed, in which an elderly person should be considered as a resource of society (and not as a burden) in order to expand freedom of action and increase the potential of the population of older age groups, ensuring the realization of their opportunities, who wants to have a decent standard of living and medical care, and who opens up the possibility of a constant increase in the level of education and continuation of work by the elderly.

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DEVELOPMENT OF THE HUMAN CAPITAL OF THE ORGANIZATION BASED ON COMPETENCE APPROACH

Keywords: human capital, competencies, personnel, management

Human capital is viewed as an intensive synthetic and complex productive factor in the development of the economy and society, including creative labor resources, an innovation system, highly productive accumulated knowledge, systems for providing professional information, tools of intellectual and organizational labor that ensure its effective functioning.

For the development of the organization's human capital, it is advisable to focus on the management of personnel competencies [2, p. 68]. Competence is understood as a complex of knowledge, skills, attitudes and personal qualities of a person, without which his effective work in a specific position or in a specific company is impossible [1, p. 251].

Competencies are not valuable in and of themselves, but only insofar as they help the organization achieve results. Competencies are a characteristic of a person, not a position, therefore they are transferred from one workplace to another together with the employee. An individual's willingness to demonstrate competence in practice serves as the basis for his recruitment, job transfer, remuneration, or other decisions in the field of personnel management.

The obvious difference between the competence-based approach to personnel management is the increase in labor productivity and organizational changes that increase the competitiveness of the organization and the effectiveness of management as a whole [4, p. 3]. Insufficient attention of many companies to the issues of competence development causes various problems. So, during the crisis, not all of them were able to avoid staff reductions. This became the reason for the deterioration of the moral and psychological climate in the teams, the loss of trust in management and owners, and increased competition between employees. Nowadays, in the conditions of the information society, qualified specialists have the opportunity to find a new job without much time and money. In such situation, the likelihood of losing experienced employees increases significantly. To prevent and correct the problem, management must create an attractive environment and a specific corporate culture that meets the demands and needs of employees.

Competencies are formed in the process of training and professional activity, and require constant monitoring and adjustment. They can and should be controlled; and then the team will ensure

the solution of the organization's problems. It is advisable to develop and supplement various types of activities aimed at developing employees and optimizing the use of existing potential [3, p. 114].

The personnel, who are constantly undergoing advanced training, work more efficiently, are able to quickly and efficiently solve professional problems.

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SERVICE DOMINANT LOGIC: WHAT WE CAN LEARN FROM FOR GLOBAL COMPETITIVENESS OF REGIONS

Key words: Service Dominant Logic (SDL); Global Competitiveness of Regions; emerging countries, Siberia

Service Dominant Logic framework (SDL) (Vargo and Lusch, 2004) is widely used to explain the value creation through the interaction of actors. In particular, the framework presents the concept of service like the application of competences to create benefits to other parties and, at the same time, every actor involved in the process obtains benefits through service-for-service exchange. In the last years the framework has been applied in many research areas (Vargo *et al.* 2020) and the application to the study of territories is a recognized opportunity to approach to the territorial systems dynamic, analysing the relevant resources (operant and operand) and applying the ecosystems approach (Koskela-Huotari *et al.* 2018; Mele *et al.*, 2018), within the SDL research stream.

Global Competitiveness of Regions was studied in different aspects, such as spatial theories (Audretsch, D. B. and Feldman, M. P., 1996; Baptista, R., 2003; Boudeville, J.-R., 1966; Krugman, P. R., 1999; Christaller, W., 2009) and it has been developed for economic growth theory (Nelson, R. 1993; Platteau J. P., 2000; Radosevic, S. 2003; Cooke, P., 1996); as sustained by authors in field of territory marketing (Vargo, S. L., & Lusch, R. F., 2008; Musterd, S. and Murie, A., 2010), it is necessary to approach to the Global Competitiveness of Regions to understand the level of competition of the territories and, at the same time, to afford the limits and opportunities in countries development.

This work presents limits and opportunities in adopting the SDL approach to study the Global Competitiveness of Regions in emerging countries and it presents a case study about the Siberia region (Russia).

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