

indicate the most important goals for competence, which allows for the existence of cognitive, functional, behavioral, and ethical competence that together determine professional competence. Holistic approach to competence considers the complexity of the integration of knowledge, abilities, and skills.

Therefore, professional competence is the ability to solve problems of a professional nature, based on the totality of subject knowledge, skills, abilities and values acquired during the training, and promote self-identity in the professional activity. The task of modern education is the formation of modern professional, who is characterized by special and universal human qualities. Competence of personnel is not limited to purely professional framework; modern specialist should possess all the key competences. The analysis of the above models indicates that the competence model of the staff should consist of various components: professional, intellectual, creative, moral, communicative, informational and personal. The models utilizing a holistic approach to competences consider the complexity of the integration of knowledge, abilities, and skills. It acknowledges that the individual is permitting himself to have or not have a successful performance. It incorporates ethics, values, and reflective practices as elements of a successful performance.

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INTERNET–MARKETING AS AN INSTRUMENT OF MODERN ENTERPRISE DEVELOPMENT

Andrew Grew, chief executive officer of Intel, mentioned that in five years' time there won't be any Internet companies. All companies will be Internet companies or they will be dead. [1]

Now we can see that he was right. In time of rapid development of information technologies companies have no choice, they must use the internet if they want to survive. That is why internet marketing is widely used now.

Internet marketing (also called online marketing) is the process of promoting a brand, products or services over the Internet. Its broad scope includes email

marketing, electronic customer relationship management and any promotional activities that are done via wireless media. [2]

Internet marketing grows at a rapid pace. The research shows that every few months a lot of new inventions are going down in the world of online marketing. It's such an action-packed industry that it's often easy to miss some of the awesome content and major milestones that occur in the field.

There are several strategies which allow us to promote companies in the internet, such as: Search Engine Optimization (SEO) (helps to get your company found on the Web), Content Development (provides people with helpful information they are searching for), Calls-to-Action (encourages website visitors to do something on your site, like download a free offer), Website design strategies, Social Media (using sites like Facebook, Twitter, Google+, Yandex, Vkontakte and Instagram), Link Building and Email Marketing.

The Internet as a global information system gives a lot of benefits for company owners and consumers. Firstly, it allows to automate the process of service potential clients, providing the right service at a convenient time. The Internet helps the company to organize effectively feedback from the customer, to explore market needs, current supply and demand. The Internet is a powerful tool for extracting fresh marketing information, exceeding press, TV and radio. It also allows you to find potential partners and investors. The internet saves time and money. Also, it reduces cost for products and services promotion. The effectiveness of advertising is high.

Online marketing gives a lot of benefits not only for company owners, but for buyers too. Most consumers shop online because of main advantages:

- convenience – consumers can order products 24 hours a day, no matter where they are;

- information – buyers can find a large number of comparative data about companies, products and competitors;

- less experience – using online services customers do not have to communicate face-to-face with a seller, without emotional factors and persuasion.

The internet has transformed business marketing. No matter what you do, the internet is likely to be at the heart of marketing strategies. The tendency is that in the nearest future the internet will become inalienable to use for consumers and companies. Judging the situation, the internet marketing turns into modern communication tool.

References:

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