

INFLUENCE OF NEW EDUCATIONAL TECHNOLOGIES ON TRAINING OF ECONOMICS SPECIALISTS

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The modern world is changing rapidly. Therefore, the approaches to educating and training specialists in various fields, including the economics, are changing as well. New educational technologies, such as digital platforms, online courses and simulators are fundamentally influencing the way economics specialists are trained. They provide students with access to state-of-the-art tools and resources that allow them to acquire knowledge and practical skills in real time. In addition, the introduction of innovative technologies into the study process promotes the development of critical thinking, analytical abilities and creativity, necessary for a successful career in the field of economics. Furthermore, these technologies contribute to the personalization of education, providing an individual approach to each student and improving the quality of future specialists training [4].

New educational technologies also open opportunities for the globalization of education, allowing students from different countries and cultures to interact and exchange experiences within the same course or project. It promotes the development of intercultural communication skills, which is especially important for economics majors, as today's economic landscape requires an understanding of international markets and global economic trends.

Besides this, the introduction of technology into the educational process contributes to more effective monitoring of students' progress and adaptation of training to their individual needs. For example, the use of educational analytical tools allows teachers to timely identify problems in student learning and provide the necessary support [3].

In addition, new technologies contribute to the development of students' skills in working with large volumes of data, which is critically important in modern economy. They can learn to work with data, analyze it and use it to make strategic decisions.

The development of the economy and science largely depends on the ability to introduce new technologies and improve existing products and processes. Innovations are the result of innovative activity in the form of new or improved products or technological processes, which are characterized by high quality and advantages during their use, design, production and sale. They find application in practical activities and benefit society.

According to O. Melnikova, innovations in higher education should be considered as new or improved competitive technologies, products and services, as well as organizational and technical solutions of a production, administrative, commercial or other nature, which significantly increase the quality, efficiency and effectiveness of the study process. At the same time, the key components of educational innovation include its initiator, who has an innovative idea and conducts experimental research; the consumer of the innovation – a student or a group of students who

acquire knowledge in a certain discipline; as well as organizations introducing innovations into the study process, such as higher education institutions, education management bodies, scientific and methodical institutions and scientific and industrial enterprises [5].

The modern innovation system in higher education consists of the following elements:

1. Technological innovations, which include new learning technologies, educational programs, study duration, student selection criteria, educational and methodological materials, etc.
2. Pedagogical innovations involving new methods of teaching and learning, new forms and organization of educational classes, such as interactive methods and multimedia learning tools, the use of telecommunication approaches to learning, simulation technologies, case methods, video training methods, computer modeling and virtual reality technologies.
3. Organizational innovations, which include the development of new organizational structures and forms of institutional activity in the field of education, such as various types and kinds of educational institutions, reorganization of the structure of the higher education system, and other changes.
4. Economic innovations, including new economic mechanisms in the field of education, in particular, the diversification of sources of financing educational institutions in accordance with the tasks of innovative development, the introduction of new forms of payment for educational services, the creation of modern mechanisms for tax and credit obligations, as well as new mechanisms for payment of labor in the field of education, etc.

Scientists claim that the low level of implementation of real educational innovations in Ukraine leads to non-compliance with the requirements of modern society and reduces the competitiveness of Ukrainian higher education institutions in comparison with foreign ones.

In global practice, there are a number of innovative education systems that have not yet become widespread in our country [1]. In particular, they are:

- Inverted classes. This approach assumes that students independently study the theoretical material online at a time convenient for them, and in the classroom they have the opportunity to discuss the studied material in groups, solve problems and participate in discussions.
- Electronic textbooks. These are interactive textbooks developed by teachers, which can be supplemented with video lectures, Internet videos, presentations, audio files and other content. These textbooks are an innovative alternative to traditional publications, reducing the cost of accessing information, increasing its relevance and ensuring constant updating.
- Massive open online courses. These are online courses with open registration and free participation, with a public curriculum and available to students from different countries. The courses are created by the world's leading teachers, ensuring access to quality education without geographical restrictions.
- Creation of specialized computer games and simulations that provide students with the opportunity to undergo virtual practice or study certain material in the game form.
- "Big data». Due to "Big Data», integrated databases are created increasing the scientific potential of higher education institutions and ensuring copyright protection through automated plagiarism checking.
- Mobile applications. These applications contain all the necessary data, files and information for the daily work of a student, including grades, class schedules, communication with teachers, university news, e-textbooks and more. Students can access this information anytime, anywhere through their smartphones, tablets, or laptops [2].

The use of active learning methods should stimulate students to master accounting disciplines. It largely depends on the teacher's competence, his ability to convey information in an accessible and interesting way, as well as to create favorable conditions for students so that they can effectively learn the skills and abilities provided by the program and curriculum.

Conclusions. Summarizing the issue of the impact of new educational technologies on the training of economics specialists, we can conclude that modern educational innovations are

important for ensuring the quality and effective training of future economists. Through the integration of digital technologies, online courses, simulations, and other innovative learning methods, students gain access to modern tools and resources that expand their opportunities for hands-on learning and in-depth study of disciplines. This contributes to the formation of students' necessary competencies, analytical skills and the ability to make informed decisions in a dynamic economic environment.

In addition, innovative approaches to education contribute to personalization of the study process, which allows taking into account the individual needs of students and facilitates more effective learning of the material. Given the rapid changes in the world economy, new educational technologies are the key to training specialists able to successfully face new challenges. Therefore, the introduction of innovative teaching methods in the training of economics specialists is an important step towards the development of modern education and economic prosperity of the country.

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