

From a theoretical point of view, the category of «knowledge management» is quite multifaceted, due to the complex nature of the integrity of its internal structure. The long way of comprehension by a person of the art of knowledge management crosses borders of the formation of: 1) the acquired knowledge, formed abilities and skills; 2) value orientations; 3) professional competence. In addition, the successful mastery of the art of knowledge management opens to the individual the door to a world of perfect professional culture, the top of which seeks to reach every subject of cognition.

We define the concept of «knowledge management» as the integration unity of personal qualities that provide a systematic dynamic exchange of information, through professional competence and experience.

As modern processes of globalization and informatization of society have updated the formulation of new requirements for professional training in higher education, the problem of knowledge management has acquired a new pedagogical meaning. Largely, this applies to the training of future professionals; the key to the success of their professional activities is the ability to use their own knowledge in typical and atypical situations.

In modern Ukraine, the problem of seeking modern specialists with the functional potential of an analyst, practitioner-organizer, and manager remains unsolved. Specialists of this level who consider the practical side of their own knowledge management the norm of everyday life can meet such social demands.

The argumentation of the above-quoted position is evidenced by the content of the term «highly qualified specialist», which states that he must have special training and possess the knowledge in a wide range of fields, including economics, business, social psychology, etc. This quote prompts the idea that the practical projection of professional manifestation of the individual's ability to manage his own knowledge is based on deep interdisciplinarity, which involves the knowledge components from different fields.

The art of managing one's knowledge for a future specialist is the key to further professional success. The effectiveness of this pattern is partially reflected in the personal understanding of the mechanisms of self-organization of society and its units, the effectiveness of cooperation of available labor resources, which are aimed at achieving the appropriate level of social performance. Thus, a future specialist faces an extremely difficult professional task – to learn to professionally manage his knowledge in a harsh competitive environment of the market system of relations.

To implement the above-mentioned professional tasks, according to David Skyrme, future professionals must possess the ability to innovate, constructive thinking, rich imagination, and skills to create original projects and teach subordinates.

Following the ideological integrity of the positions of this Western scientist, it becomes clear that a sufficiently reasoned approach to the organization of knowledge management development is a creative philosophy of work, which would guide potential managers and their subordinates to approach tasks in a creative way, take justified risks, and perform entrepreneurship. Achieving such a result by the future specialist is possible due to the availability of a high level of education and

intelligence, as well as the ability to operate in the rapidly changing modern conditions.

The lack of modern market-oriented education and personal experience in the knowledge management seriously hinders the development of the country's competitiveness on the world arena. The usual course of study in specialized higher educational establishments and short training in schools of marketing, management, and business are not able to solve these problems. First, special attention should be paid to the profound gradual educational training of young specialists in educational establishments of various forms of ownership. This approach, in turn, will allow improving the quality of education in the state in the shortest possible time without additional burden on the state budget.

In the projection of the national strategy for the knowledge management development, the task of training and additional training of available specialists and managers is actualized. Such actions are taken due to the consequent effectiveness of the impact on society made by the current economic realities of the transition type, which once again confirms the unwillingness of the available personnel to confidently «take charge» of this complex process.

Professional training of future specialists under modern conditions is conditioned by the need to clarify the qualitative characteristics of the specialist; the availability of a model of his training in the context of educational activities of the educational establishment provided that appropriate pedagogical conditions are created for the successful training of a specialist in this field. It is worth noting that the effectiveness of each task directly depends on the level of knowledge management development at the personal, as well as social levels in general.

An urgent requirement of modern society is the formation of a professionally competent person able to adapt to the changing modern conditions. Under the market conditions, the young generation is faced with increasingly progressive requirements for prompt management of their knowledge. In this context, the issue of creating optimal organizational and pedagogical conditions for the formation of a competitive specialist able to properly present his homeland in the international arena becomes especially relevant.