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INTRAPRENEURSHIP AS A FORM OF HUMAN CAPITAL MANAGEMENT IN THE EDUCATIONAL SPACE

Summary

In this article the author considers the use of entrepreneurship as conceptual teaching methods in higher education. The analyzing problems of youth migration and competitiveness of higher education institutions in Ukraine revealed the need to study educational activities in terms of entrepreneurship. There is an urgent need to integrate new learning methods for the digital world, due to the need to be innovative and creative. That is why, the most relevant innovative technologies are identified, which require modern educational process: structural-logical technologies, integration technologies, professional-business game technologies, training tools, dialogue-communication technologies.

The use of unconventional teaching methods will increase the level of educational services provisions. Since innovation requires new ways of thinking in the working environment, intrapreneurship is the optimal solution to this process. In this research, the development of intrapreneurship is examined from two perspectives: an intrapreneur-teacher and an intrapreneur-student.

The conducted SWOT analysis of the intrapreneurship using in HEI demonstrates the quantitative advantage of the intrapreneurship positive characteristics. This gives the opportunity for comprehensive development of the teacher-intern and student-intern and will create a competitive advantage of HEI. As a consequence, such positive changes will attract more entrants, which will reduce the outflow of intellectual youth abroad.

The main elements that influence the development of intrapreneurship in higher education institutions are identified: managerial support (when recruiting staff to give preference to intrapreneurs over regular teaching staff; creating conditions and giving access to resources that foster innovative ideas; support at the stage of innovative development), freedom in the workplace (granting autonomy to employees' decisions; - delegating authority and responsibility for decisions made; encouraging decentralization), remuneration (tangible and intangible motivation for the introduction of an intrapreneur), time (the ability to plan your daily routine). Measures for the effective implementation of intrapreneurship in the domestic educational space are proposed.

Keywords: innovations, innovation, intrapreneurship, migration, educational process, entrepreneurship.

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