

counterparts.

The relationship between training and productivity is further mediated by organizational culture. Learning-oriented cultures that actively support knowledge application show substantially higher returns on training investments. When leadership visibly champions professional development and creates systems that reward skill application, productivity gains from training initiatives increase by approximately 35 % (Salas et al., 2012).

Technological advancements continue reshaping training methodologies, with virtual reality, augmented reality, and AI-driven coaching systems demonstrating particular promise for productivity enhancement. These technologies enable realistic skill practice in safe environments, accelerating proficiency development while reducing costly on-the-job learning curves. Organizations leveraging these advanced training technologies report 28 % faster time-to-competency metrics compared to traditional training approaches.

For maximum impact, training initiatives should be strategically aligned with organizational objectives and regularly evaluated against productivity metrics. This ensures resources are directed toward development activities with the highest potential return on investment.

As labor markets continue evolving, ongoing professional development becomes increasingly essential for maintaining competitive workforce productivity in knowledge-based economies.

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## PROSPECTS AND RISKS OF WORKING IN THE GIG ECONOMY

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The gig economy, characterized by short-term contracts and freelance work, has grown significantly in recent years. According to a 2023 report by the World bank, approximately 12 % of the global workforce engages in gig work, with projections suggesting further expansion due to digitalization and shifting labor preferences [1]. Enabled by digital platforms, this model offers flexibility and autonomy for workers, but it also presents notable risks. This article examines the key prospects and challenges associated with gig work.

One of the primary advantages of the gig economy is the flexibility it provides. Workers can choose their hours, select projects that align with their skills, and often work remotely. A 2023

McKinsey survey found that about a quarter of independent workers in the U.S. and EU cited flexibility and autonomy as their main motivation for gig employment [2]. Additionally, digital platforms facilitate access to a global market, allowing freelancers to secure opportunities beyond local constraints.

However, gig work also entails significant risks. The lack of employment benefits, such as health insurance, paid leave, and retirement plans, leaves workers financially vulnerable. A 2023 study by the International labour organization [3] revealed that only about 40 per cent of online platform workers have health insurance, less than 15 per cent have protection in the case of work accidents and unemployment, and about 20 per cent have protection for old age. Income instability is another concern, as gigs are often irregular and subject to market fluctuations. Furthermore, the absence of labor protections exposes workers to potential exploitation, with limited recourse for unfair treatment.

Another critical issue is the classification of gig workers. Many platforms classify them as independent contractors rather than employees, exempting companies from providing traditional benefits. This has sparked legal debates worldwide, with some jurisdictions mandating reclassification to ensure worker protections. For example, California's Assembly Bill 5 sought to reclassify gig workers as employees, though enforcement remains contentious.

In conclusion, while the gig economy offers unparalleled flexibility and opportunities, it also poses substantial risks related to job security and worker rights. Policymakers must address these challenges to create a sustainable framework that balances innovation with fair labor practices.

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## THE CONCEPT OF A COMPETENCY-BASED APPROACH IN HUMAN RESOURCE

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In conditions of global competition in the world and domestic markets, the success of an organization largely depends on the personnel potential of the enterprise. It is the staff that is the main element of the internal environment, which is capable of creating and realizing the