

COMPETITIVENESS IN THE KNOWLEDGE ECONOMY: DEVELOPMENT OF KEY COMPETENCES AND DYNAMIC CAPABILITIES

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The article substantiates the need to choose a strategy based on the development of key competencies and dynamic abilities as the most preferable to achieve sustainable competitive advantages in the knowledge economy. A system of measures for its implementation is proposed. It is stated, that in order to ensure competitiveness, top management should be clearly focused on the constant growth of management efficiency of key personal, communicative competences, business competencies and dynamic abilities.

Keywords: knowledge economy, competitiveness, long-term competitive advantages, core competencies, dynamic abilities, intellectual capital, innovations.

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