risks of «human intellectual potential loss», uncertain transformations of ideas about its role in the development of civilization. This raises the issue of knowledge, innovations and traditions interaction, preservation of historical and cultural values, multiplication and transmission of accumulated intellectual heritage to the next generation.

The organization of intellectual potential effective use and development is a strategic direction of Ukrainian economy modernization and transition to a knowledge-based economy depends on the speed of achieving its quality. However, let’s highlight the features of these processes in Ukraine:

1) the level and scale of science, education financing continues to be insufficient and, as a result, the qualitative parameters of labor resources qualification and professional characteristics reduce, that leads to insufficient reproduction of intellectual potential, creating serious fears of losing the most important source of economic progress. In this context, the share of public spending on education was decreased from 6.3% of GDP in 2018 and 6.2% in 2019 to 5.6% of GDP in 2020. Let’s note that, according to the law, the total allocation for education must be at least 7% of GDP [21]. At the same time, in 2020 the total amount of state support in the field of science was only 0.17% of GDP and, compared to 2018 and 2019, remained at the same level (according to Ukrainian law, this index should be at least 1.7%) [21];

2) intellectual resources involvement is incomplete, which indicates a lack of incentives for innovative thinking and motivation in the processes of knowledge exchange, low level of economic and entrepreneurial culture;

3) low efficiency of scientific and technical activities, which indicates the export-raw material economy and technological import dependence orientation;

4) financial investments low profitability in the intellectual potential formation and use, as well as their disproportion to the results of innovative production, low indicators of intellectual income both for business entities (low intellectual rent) and for the population (low salary, actual receipt of compensation payments is a rare case);

5) the intellectual potential and intellectual capital using processes development blocking by institutional factors, in particular, the influence of legislative, financial and organizational institutions. As a result, national intellectual achievements do not turn into working capital, do not cause business interest in national investors and do not bring significant income to their creators.

In this regard, the development of Ukrainian intellectual potential can be ensured by competitive education, leading science, innovative technologies, cultural and spiritual heritage of the nation. Strategic priorities for the intellectual potential development will be outlined in the interdependent dominants context of this potential and taking into account national and global challenges.

Higher education as a carrier and driver of intellectual potential, a highly productive force in society requires appropriate financial support and urgent attention from the state, namely:

– the education content renewal and the transition to a new generation of higher education standards that provide training for professionals capable of independent research, design, innovation, analytical and management activities;

– improvement of different educational programs levels on the basis of fundamentality and interdisciplinarity, as well as effective educational standards national base, scientific, educational and scientific and methodological literature creation;

– expanding highly qualified specialists training in priority specialties that ensure the development of higher standards high-tech industries, taking into account the latest advances in science;

– educational sphere transformation on the basis of competence formation modular system development (digital, permeable and continuous — lifelong learning system);

– modernization of forms, methods, technologies of educational process on the basis of problem research strategies, active, collective training, expansion of technological opportunities for self-education;
– population awareness formation due to the need to constantly improve their educational level;
– focus on expanding the age groups totality that are educational services consumers;
– transition from the «memory paradigm» up to the ability to generate new ideas and set original problems, find non-standard solutions, work in a dynamically changing environment, create and implement innovations in production and the social sphere;
– creation of organizational and legal conditions for the leading scientists’ involvement, including foreign ones, in the training of highly qualified specialists and highly qualified scientific personnel;
– new dynamic education financing model formation, diversification of sources of financing of higher education, involvement of private business structures in the training of future specialists;
– entering the global educational space and its economic segment in the context of new alternatives to develop a national strategy for a new economic education quality formation;
– transformation of leading domestic higher educational institutions into world-class research centers;
– research universities network expansion, creation on their basis educational and scientific-innovative complexes, science parks, innovation incubators, etc.;
– formation of infrastructure for revealing the creative potential of children and schoolchildren, which stimulates the mastery of scientific and technical knowledge, and practical skills of communication, competition, initiative and self-learning;
– initiating the practice of identifying talents and realizing their creative potential.

Science is the systemic basis for the extended reproduction of new high-level knowledge and developments, advanced technologies, innovative models of economic growth, and an integral component of ensuring sovereignty and national security. In this context, the development of the society intellectual potential depends mostly on changes in the scientific field, as science, being the main knowledge producer, in conjunction with the real economy contributes to the introduction of innovative management mechanisms.

The most important, in our opinion, vectors of scientific sphere development in Ukraine, as a structural component of intellectual potential, are the following:
– creation of a national single scientific space, uniting university, industrial and academic sciences (public scientific associations), the main task of which is to organize and conduct joint research in priority areas agreed with national economic interests and approved by the Verkhovna Rada of Ukraine;
– constructing of a modern organizational and functional science structure, which will provide conditions for new research and development, due to the high competitiveness of scientific products in the global and domestic markets; involvement of private business in R&D;
– introduction of highly qualified scientists targeted training mechanism in domestic and foreign educational institutions and scientific organizations in priority scientific specialties and in accordance with the needs of knowledge-intensive and high-tech industries development;
– a number of world-class research centers creation with the involvement of the most talented young scientists from Ukraine (public scientific associations) and emigrant scientists who would conduct priority basic research;
– development of academic, university, industrial and corporate science on priority directions of scientific and technical activity taking into account regional features;
– a highly qualified foreign teachers’ database formation, including also scientific and pedagogical workers — natives of Ukraine working abroad, in order to ensure their most effective involvement in the national educational process and in joint research activities;
– organizational and legal conditions creation for the involvement of leading foreign scientists into the highly qualified specialists and the highest qualification scientific personnel training;
– improving the measures system to increase the motivation and social security of young scientists, creating opportunities for their professional growth; development and state support of invention, technical and engineering creativity;
– state program adoption to increase the prestige of intellectual work, innovative culture of society;
– activation of scientists’ role in the national innovation model building processes, support of Ukrainian scientific elite;
– providing highly qualified specialists with a decent salary according to the world living standards level;
– creation of a comprehensive financing scientific activities system, increasing annual expenditures on science from the state budget and encouraging business structures to invest in science, development of multi-channel sources of funding for research and development.

In order to create a comprehensive system of financing research and innovation activities, the following measures should be implemented:
– increasing investment in research and development at a faster pace than GDP dynamics, including through a systematic increase in the knowledge intensity of GDP, ensuring its value at the level of 1.7% in 2025, 2.5% in 2030, 3% in 2040;
– providing priority funding for research and development, innovative projects aimed at forming the national economy high-tech sectors;
– projecting and implementation of a flexible mechanism for financing research and development based on the combined use of budget funds, national centralized and local innovation funds, including the direction of innovation funds unused costs to finance research programs, scientific and technical programs;
– purposeful accelerated development of Ukrainian scientific and educational institutions material and technical base that perform scientific research in accordance with the priorities of scientific and technological development;
– venture financing system development, in particular, creation of joint venture organizations (funds) with foreign partners;
– funding of applied scientific research, experimental and development work aimed at creating new technologies, goods, works, services that are promising in terms of potential commercial effect and high-tech economic development through grants;
– financing volume increase of joint scientific, scientific-technical and innovative projects at the expense of costs (funds) of the EU, other international integration associations;
– ensuring targeted financing of legal industrial property protection in the intended export countries within the funds allocated from the budget to finance scientific and technical programs (state, industry, regional);
– current preferential tax regime maintaining and expanding for innovation entities and innovation infrastructure.

It should be noted that the prospects for innovative development of Ukrainian society provide a number of cultural events, on the basis of which intellectual potential, as the most important economic resource, crystallizes. Effective measures to increase the general cultural level of the nation by the state should be:
– strengthening the cultural and historical identity of the Ukrainian people; achieving the effect of Ukrainocentrism in the process of Ukrainian nation development;
– ensuring the preservation, development, dissemination and promotion of Ukrainian national history, culture and language;
– directing the cultural sphere to the development of innovative culture, in the context of which innovations are recognized as basic values in human self-consciousness;
– state support for cultural and artistic journals publication, replenishment of library funds with new scientific, educational and methodological literature on aspects of society humanization and strengthening the humanitarian security of the state;
We propose to consider the intellectual potential of Ukraine development and effective use processes through the prism of spirituality. The intelligence must harmonize with spirituality in order to mutually enrich cultures, languages, traditions, moral values, which contributes to spiritual, national revival and development, otherwise it is not a driving force, but a destructive force. In this context, important areas for raising the level of spirituality should be:

– affirmation in citizens’ minds and feelings of deep Christian, spiritual, cultural traditions, high moral and ethical values;

– socialization of spirituality, which is based on the principles of humanity and continuity, provides the introduction of high social standards in all spheres of society;

– using of church potential in the context of society spiritual revival, harmonization and development of state confessional and inter-confessional relations, ensuring strict compliance of religious organizations equality principle, believers and religious organizations rights protection, humanitarian sphere religious tolerance approval, promoting the development of spiritual (theological) education and the spreading of the Christian worldview [22].

Thus, the definition of cultural and spiritual development at the state level, awareness of its impact upon the processes of effective intellectual potential use, guarantee the integration of national spiritual and cultural values in the world, which contributes to the best examples of national culture and international cultural ties.

The elite as a social group with a differentiated internal structure, which is considered a leading force in the sphere of public life, where there is a combination of competencies, awareness of their social responsibility and devotion to public interests, has a positive impact on the development of intellectual potential of society. Increasing the intellectual elite role of in the socio-political life of Ukraine means its real involvement into the process of state decision making, development of priority areas of social and economic, scientific and technological or other much needed public policy.

**Conclusions.** Building a knowledge-based economy should become a national goal for Ukraine. The paradigm of this economy is based on a new quality of knowledge, as well as increased responsibility for the individual to society, future generations and the environment for the consequences of their own business. The philosophy of knowledge-based economics should present a human as the main goal (while avoiding the extremes of holistic and individualistic attitudes), and all forms of activity — reasonable and humane.

We consider intellectual potential as the basis of knowledge-based economy as an integrating indicator of internal sources, a tool for realizing opportunities and means of social, political, ideological, cultural, scientific and technical issues rational and effective solution. Thus, the definition of priorities in science, education, culture and spirituality spheres, awareness of their impact upon the development and effective use of Ukrainian intellectual potential, the formation of values in society, will contribute the knowledge-based economy formation. Under these conditions, it will be formed a highly educated and intelligent society, in which the needs of every citizen and society as a whole will be harmonized to maximize public goods, as well as: there’ll be constant network interconnections of people, industries and trade flows, reducing transaction costs and comprehensive personification (customization), spheres of life will be integrated on the basis of digital technologies with industrial technologies and the external environment, thus providing solutions to environmental problems, on the platform of historical heritage, humanistic traditions embodied in the achievements of material and spiritual culture, formed the ideological basis of society, where science is a force, a key element and driving force of a democratic, culturally rich society will be a highly intelligent man creator, who is constantly increasing his creative and professional potential.

**Література**


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TARGET ADVERTISING TECHNOLOGIES: ESSENCE AND EFFICIENCY

Abstract. The article develops and substantiates the areas of evaluation of the effectiveness of targeted advertising, clarifies its essence, and identifies key technologies for targeted advertising in modern business conditions. Targeted advertising is considered to be one of the types of advertising used in the Internet environment, aimed at a specific audience, the parameters of which are set by the advertiser. The following factors of targeting advertising are substantiated: demographic data about consumers (age, sex, marital status), geographical data of consumers (country, city, region), social status of consumers (place of work or study, position), interests, hobbies, programs, communities consumers. The results of the effectiveness of targeted advertising are determined, which include: increasing the loyalty of visitors; increase conversions; saving the advertising budget. The key technologies of targeting advertising are the following: keyword targeting, geographic targeting, time targeting, socio-demographic targeting, thematic targeting, behavioral targeting, dynamic retargeting, search retargeting, CRM-retargeting. The following algorithm for determining the effectiveness of targeted advertising is proposed: calculating the cost of transition, determining the price of ice, calculating the size of the savings the advertising budget. The key technologies of targeting advertising are the following: keyword targeting, geographic targeting, time targeting, socio-demographic targeting, thematic targeting, behavioral targeting, dynamic retargeting, search retargeting, CRM-retargeting. The following algorithm for determining the effectiveness of targeted advertising is proposed: calculating the cost of transition, determining the price of ice, calculating the size of the

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