

GAME TECHNOLOGIES AS A MEANS OF FORMING THE READINESS OF FUTURE MARKETERS FOR TEAM INTERACTION IN THE PROCESS OF PROFESSIONAL TRAINING

Olha A. Hrom, Postgraduate student at the Department of Innovative Technologies in Pedagogy, Psychology and Social Work at Alfred Nobel University (Dnipro).

E-mail: olha.hrom@gmail.com

ORCID ID: 0000-0003-1107-1229

DOI: 10.32342/2522-4115-2020-1-19-17

Key words: participants, group, team interaction, game technology, result.

The article is devoted to the formation of readiness of future marketers for team interaction by using the game technologies. The meanings of such concepts as “game technology” and “team interaction” was analyzed.

The use of game technologies in order to form the readiness of future marketers for teamwork is considered in the work as a system of measures aimed at developing effective interaction in a group of people in the organization, which allows to form and activate social and psychological competence, psychological readiness of both the leader and employees to team interaction with the aim of optimization of their activity.

The expediency of using game technologies to form the readiness of future marketers for teamwork in the process of professional training was substantiated which contributes to the stability and duration of the acquired cognitive activity, increases the effectiveness of learning not due to the amount of information, but due to the degree of its assimilation.

Attention is drawn to the fact that in the process of selecting game technologies it is necessary to be guided by the features that are related to the methodological aspects of psychological and pedagogical research in education. The author presents a list of socio-psychological conditions for the effective introduction of game technologies in the practice of HEI.

References

1. Andreev, A.K. (2007). *Komandoobrazovanie v sovremennykh organizatsiiah: mezhdistsiplinaryi sintez psikhologii i menedzhmenta* [Team building in modern organizations: an interdisciplinary synthesis of psychologists and management]. Moscow, Smysl Publ., 84 p. (In Russian).
2. Venger, L.A. (1978). *Siuzhetno-rolevaia igra* [Role-playing game]. Moscow (In Russian).
3. Volkova, N.P. (2018). *Interaktyvni tekhnologii navchannia u vyshchii shkoli* [Interactive learning technologies in higher education]. Dnipro, Universytet imeni Alfreda Nobelia Publ. (In Ukrainian).
4. Diachenko, M.I. & Kandybovich, L.A. (2006). *Psihologicheskie problemy gotovnosti k deiatelnosti* [Psychological problems of readiness for activity]. Minsk, BGU Publ. (In Russian).
5. Karamushka, L.T. (2004). *Formuvannia konkurentozdatnoi komandy suchasnoi orhanizatsii* [Formation of a competitive team of a modern organization]. Kyiv, Midenium Publ. (In Ukrainian).
6. Kattsensbakh, D. & Smit, D. (2013). *Komandnyi pidkhid: stvorennia vysokoefektyvnoi orhanizatsii* [Team approach: creating a highly effective organization]. Moscow, Alpina Publ. (In Ukrainian).
7. Kashlev, S.S. (2011). *Interaktivnye metody obuchenii* [Interactive teaching methods]. Minsk, Tetra Systems Publ. (In Russian).
8. Krichevskii, R.L. & Dubovskaia, E.M. (2014). *Sotsialnaia tehnologiya sozdaniia komandy v organizatsii* [Social technology for creating teams in the organization]. Moscow, Aspekt Press Publ. (In Russian).
9. Petrovskiy, V.A. (1996). *Lichnost. Deiatelnost. Kollektiv* [Personality. Activity. Collective]. Moscow, Pedagogika Publ. (In Russian).
10. Romashchenko, I. (2009). *Pedahohichna tekhnologiya formuvannia inshomovnoi komunikatyvnoi kompetentsii maibutnikh marketolohiv* [Pedagogical technology of formation of foreign language communicative competence of future marketers]. *Vyshcha shkola* [High school]. (In Ukrainian).

11. Startsev, M.V. (2007). *Kategoriia "vzaimodeistvie" v filosofskoi, sotsiologicheskoi, psihologicheskoi i pedagogicheskoi literature* [The category of "interaction" in philosophical, sociological, psychological and pedagogical literature]. *Haudeamus* [Gaudeamus], no. 1 (11). (In Russian).
12. Filindash, P.V. (2009). *Sotsialno-psihologicheskie determinanty komandoobrazovaniia* [Socio-psychological determinants of team building]. Moscow. (In Russian).
13. Fopel, K. (2005). *Komanda: konsultirovanie i trening organizatsii* [Team: consulting and training organizations]. Moscow, Genesis Publ. (In Russian).
14. Denison, D.R. & Young, J. (1998). Organizational culture and effectiveness: Validating a measurement model. Working paper. University of Michigan Business School.

Одержано 16.11.2019.