

interdisciplinary collaboration, ethical responsibility, and human-centered principles, designers can harness the transformative power of design to address pressing global challenges and create a more inclusive, sustainable, and equitable future for all. As we navigate the complexities of the 21st century, let us recognize the significance of design as a catalyst for innovation, progress, and positive change.

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PROFESSIONAL DEVELOPMENT OF LIGHT INDUSTRY EXPERTS IN THE ERA OF GLOBALIZATION: CHALLENGES AND OPPORTUNITIES

The modern light industry sector in Ukraine is a powerful complex that produces various goods for mass consumption. It is one of the few sectors of the economy with rapid capital turnover. Globalization is a process that significantly influences the development of the economy and industry worldwide. It creates new opportunities but also brings numerous challenges for various sectors, especially for the light industry. For professionals in the light industry, globalization opens up new opportunities in the global market but also intensifies competition and demands high

competitiveness from them. Therefore, the professional development of light industry professionals takes on new meaning and requires adaptation to new conditions.

In addition to adapting to changes in the professional field, education should become a continuous process of personal development for professionals, acquiring knowledge and skills, as well as fostering readiness to understand and accept changes and make decisions about future actions. The process of personality development in professional activities involves qualitative changes that lead to a new level of its integrity. This means that personality transforms established attitudes, orientations, and motives under the influence of changing social conditions. According to L.I. Antsyferova, development is the main way of existence of personality, which has no restrictions at certain periods of life. Personality develops throughout life, and maturity is not a final state but a guarantee of further development. This constant incompleteness is a characteristic feature of the socio-psychological organization of personality and implies its ability for continuous growth. (1, 104)

Analyzing scientific sources (2,3), professionals in the light industry face a number of challenges, among which increased competition is particularly important. Globalization opens up new opportunities, but along with this, the intensity of competition grows. To function successfully in such an environment, professionals in the light industry need to have professional skills in their activities. This means not only understanding global trends in their field but also the ability to adapt to changes and quickly respond to new challenges. Also, due to rapid changes in technology, technological progress constantly transforms production processes in this industry, requiring professionals to constantly update their skills and learn new technologies. One of the key aspects of this challenge is the need to master new

software and hardware used in production processes. Professionals need to constantly improve their skills in using computer software, automated production systems, and material processing. It is also important to study new materials and processing methods that can provide a more efficient production process and higher product quality. To successfully adapt to rapid changes in technology, professionals must be flexible, open to learning, and always ready to implement innovations in their work.

Despite the challenges mentioned above, the era of globalization offers numerous opportunities for professionals in the light industry. One of the important perspectives for professionals is the opportunity for international cooperation. Globalization opens the doors for cooperation and knowledge exchange between professionals from different countries. This creates unique opportunities for mutual learning and improvement, stimulates the development of innovative methods, and improves product quality. Through international cooperation, professionals can participate in international projects and programs, where they can exchange experience and ideas with colleagues from around the world. This allows them to learn best practices, familiarize themselves with different cultural approaches, and gain new knowledge in their field. Encouraging innovation and creativity is also a key advantage of the era, as professionals create a professional environment that encourages young people to be creative. For example, involving young professionals in certain research activities, such as writing scientific articles, participating in conferences, and projects where they can conduct their own research and experiments. Additionally, professionals can help develop technical skills by organizing practical sessions using state-of-the-art technologies. For example, they can organize projects where young people work on real tasks in the light industry.

This will allow them to acquire the necessary practical skills and prepare for the challenges of the job market.

As a result of the analysis, it can be determined that the modern light industry in Ukraine, in the context of globalization, faces complex challenges but also has a wide range of development opportunities. Professionals in this industry need to actively adapt to changes, improve their skills, and learn new technologies. The key to success becomes a continuous process of education and personal development for light industry professionals, which helps them adapt to the demands of the global market. International cooperation opens up new opportunities for knowledge and experience exchange, contributing to the creation of innovative solutions and improving product quality. Thus, the era of globalization, despite its difficulties, provides an incentive for the continuous professional growth of professionals in the light industry, and their flexibility and readiness for change become key factors in this process.

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