

**Conclusion.** In 2017 the Government approved the Export Strategy of Ukraine “road map” of strategic trade development for the period 2017–2021. The document provides for the creation of conditions for the exports development in all sectors of the economy. First of all, thanks to the creation of an enabling environment that stimulates trade and innovation for the diversification of exports, development of business support services and trade, capability of increasing the competitiveness of enterprises, in particular, small and medium-sized enterprises, improving their skills and competencies which are crucial for participation in international trade.

Over the past few years, a powerful program has been created to stimulate exports and export-oriented gallezoos. The nearest future prospect is the creation of two institutions and a web portal to support exporters.

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## FACTORS FOR THE DEVELOPMENT OF LONDON SMART CITY

**Introduction.** Globalization and rapid technological transformations are changing the world economic structure. They cause significant transformations in the driving forces of regionalization and contribute to the formation of Smart City. They change the structure of connections between the leading centers of the world economic system. The topic is particularly relevant, as the world has recently begun to implement Smart City policies.

**Review of recent publications.** The topic of development and existence of Smart City was popularized by the following scientists: Mohammed A., Ammosov Y., Amirdzhanyan A., Achkasov E., Kochia A. and others. Significant contributions to the Smart City study were made by such scholars as Su, Setis, Hull who gave definitions to key concepts. However, there was no research of the actual indicators of existing smart cities and their impact on competitiveness.

**Objectives of the paper** is to investigate the impact of economic indicators on London Smart City's competitiveness and determine the practical aspect of city development.

**Results of the research.** Cities form the main economic strength of the country. According to the UN, about 85% of the world's population will live in cities by 2050 [1]. With the trend of urbanization, new types of cities, or Smart Cities, have begun to emerge.

Within the framework of the European Research and Technological Development Program, a rating of Smart Cities was developed based on 6 key characteristics [2], in particular: Smart Economy, Smart People, Smart Governance, Smart Mobility, Smart Environment, Smart Living. That is, Smart City is a city that actively cooperates in 6 key areas of urban activity using information, digital and telecommunication technologies, for the benefit of its residents and businesses, and is built on their “smart” cooperation. The strategy is to improve the quality of life of the population, to create a green environment and to innovate in order to maintain competitiveness at the global level, with services, infrastructure and social capital playing a role.

The strategies are additionally aimed at solving a number of non-economic problems, in particular the Smart City concept development strategies: mobility of the population, problematic urban infrastructure, environmental problem, preservation of culture, public interest in solving city problems.

Six indicators were used for the analysis of sharing of the population with higher education, sharing of households with access to the Internet, employment in the high-tech sector, spending on R&D, registration of EU trade marks, volume of passenger traffic by air.

London's economy accounts for 23.27% of UK GDP. The biggest limitation in this study is the inability of quantitative data to express the structure of London production, which is one of the most important aspects of competitiveness. For ease of entering data into the statistical program and for analysis in general, all indicators are assigned with a code name.

First, we will analyze the correlation matrix of metrics for the City of London. The study found a high correlation between the independent indexes X1 and X2, X3, X4, and other indicators among themselves, and observed a high positive correlation of indicators X3 and X6 with each other. Further, because of cross-correlation, paired models were tested to find the optimal independent variable, which explains the dependent variable.

Based on the analysis of multiple regression models, we can conclude that the significance of the third model (R&D), which has a high value of R<sup>2</sup> and the highest predicted value, is appropriate. The best values are underlined in the table. For the third model, we also observe one of the lowest values of the Akayke information criterion. Although this criterion value is not the best, the loss of information is still not significant, which makes it possible to opt for this model.

*Table 1. Results of multiple regression analyzes for the City of London*

	Model	R <sup>2</sup>	F-statistics	p-value	AIC
	Y~X1+X2+X3+X4+X5+X6	0.9694	43.22 on 6 and 2 DF	0.02279	-55.355
	Y~ X3	0.7665	26.27 on 1 and 8 DF	0.0009014	-39.489
	Y~ X4	0.9473	162.6 on 1 and 8 DF	1.347e-06	-55.276
	Y~ X6	0.5565	12.29 on 1 and 8 DF	0.008003	-33.985

London is the technological capital of Europe in terms of size and level of investment. Today, there are more than 47,000 technology companies in London, employing around 240,000 people. The number of high-tech companies is projected to increase by three times and another 44,500 jobs will be created by 2026 [3].

London is a global hub for CleanTech, GovTech, Digital Health, EdTech. The city is also the European capital of Artificial Intelligence, and has a leading position in the world, unique research and development (R&D) advantages.

The London-based Datastore is an internationally recognized open resource with over 700 datasets to help solve urban problems and improve public services [4].

Technologies that are in full control of the transportation sector from controlling the movement of trains to designing future streets using virtual reality. Recently the city's government has increased access for residents to a program that enhances the training of digital professionals with new industry courses for 16-24 year olds to provide young people with job-seeking skills.

**Conclusion.** Thus, based on the analysis, the key factor in maintaining London's competitiveness is the innovation process. Smart cities foster innovation and help improve the urban economy, mobility, the environment, quality of life and urban governance. Smart City's innovative infrastructure will also help improve decision-

making through strong interaction and fast data sharing. The innovative indicators have a profound impact on the London economy.

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## SOFT SKILLS DEVELOPMENT AS THE NUMBER ONE PRIORITY FOR THE 21st CENTURY

**Introduction.** In the 21<sup>st</sup> century, it is not sufficient to have an honors bachelor's or master's degree to find an interesting and well-paid job for students. Today every graduate should have soft skills, not only professional specialization. It is vitally important to learn such forms of skills at student's time, because it is the beginning of the most active period of personality development.

**Review of recent publications.** The issues of soft skills values have been covered in publications of such scientists as B. Palmar [2], K. Koval, K. Johnson [3], R. Villasenor [4] and others and in the report of World Economic Forum analysts [1].

**Objective of the paper** is to study the importance of soft skills development in modern world finding ways of its development among Ukrainian students.

**Results of research.** In 2016, in Davos the World Economic Forum was held. This meeting brought together about 2,500 senior business executives, international politics leaders, intellectuals and journalists to discuss the most actual words topics. Analysts of Forum present own research of top-10 keys skills in 2015 and 2020 (table 1).