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ІНТЕРКУЛЬТУРНА КОМПЕТЕНТНІСТЬ ТА КОМПЕТЕНТНІСТЬ УПРАВЛІННЯ РІЗНОМАНІТТЯМ В ФОКУСІ СОЦІАЛЬНИХ ІННОВАЦІЙ

INTERCULTURAL AND DIVERSITY COMPETENCIES IN THE FOCUS OF SOCIAL INNOVATIONS

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Nowadays the intercultural and diversity competencies in the focus of social innovations to be considered in the wide context. The modern society with its processes of globalization, forced migration, caused by military conflicts worldwide, internationalization of labor market and education sufficiently forces the intercultural competence development. It stimulates the process of intercultural communication and, accordingly, the problem of mutual understanding, unific format of the cultural values understanding and principles of social interactions [2]. This is extremely in demand, especially in the context of mass migration, other social unrest and conflicts that may be caused by local military conflicts and/or acts of terrorism. It can be seen that these types of conflicts are triggered by a lack of trust in interpersonal (trust in others) and social hierarchy (trust in institutions) communication [3]. Value-based foundation of social innovations could be found exactly in social cohesion processes. For social cohesion development it is necessary to establish the relations of trust, responsible and active citizenship. And we can consider trust as a cognitive mechanism of social cohesion in communities, in particular, in educational communities [4].

These practices can be observed in very complex intercultural context. For example, in the framework of research concerning Aboriginal Knowledge. This is very important direction of cross-cultural and intercultural research of communities. Very often this kind

of the cross-cultural research led to unexpected findings, and provided some outstanding examples of how Aboriginal people's knowledge had not only informed but led science questions [1]. This knowledge mainly based on holistic principles of diversity, concerning, and stating the main principle – unity in diversity. And this principle sufficiently implies on management and leadership in communities.

One of the important tasks for the researchers is to develop the diversity and intercultural competencies. And for this purpose, we must find their cognitive foundations and visual applications. Emotional competence of individuals and social cohesion of society to be the signs of the whole diversity mechanism - social dynamic balance. Obviously, the effective intercultural communications (based on emotional competence) are key factors of social cohesion and civil society's sustainable development accordingly. It means the social innovations as important demand from the society should be based on the common values platform for dialog, for social cohesion. In the education and other sphere of social innovations the significant space should be occupied by values as a driver of human behavior, impacting opinions, deeds, and performance of an individual. The social communications to be correspondent to the modern world, which is very fast and unpredictable changing complex system. And humans need to change its adaptation strategies because of different cognitive and evolutionary niche [3].

There are new demands to the modern leaders - they must be able to change themselves and their organizations (communities) in the right way. And it is means being able to ensure not only effective change management, but also diversity management. But it is necessary to trace the changes in the understanding of diversity. The first changes in the concept of diversity management started in the early 1960s. The primary understanding of diversity and diversity management used to focus on historically disadvantaged groups such as women and minorities. Then, the concept of diversity management has expanded as awareness of differences has grown and become more visible (i.e., sexual and gender diversity, age, and other grounds of discrimination) [5]. And more progressive understanding of the diversity appeared from the understanding that differences can be considered as advantages not difficulties. It leads to the new understanding of diversity competence – ability to manage the communication process in the complex multicultural

environment, with complex network of intercultural relations and interactions. Fast moving and non-linear social reality demands this kind of competence for all its active social actors as a subjects and providers of social innovation.

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