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ВОЙНЫ ЗА ЛУЧШИЕ УМЫ МЕЖДУ СТРАНАМИ И МАКРОРЕГИОНАМИ

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WARS FOR THE BEST MINDS BETWEEN COUNTRIES AND MACROREGIONS

In the modern world, intellectual capital is becoming one of the key factors for the success of countries and macro-regions. Wars for the best minds are becoming increasingly acute, as competition for specialists, professionals and smart employees intensifies. In this article, we will consider the main aspects of this struggle, analyze the causes and consequences, as well as possible solutions to the problems that arise. The intellect and intelligence of specialists play a decisive role in innovation, technology development and economic growth. Countries and regions that are able to attract and retain talent gain a significant advantage. Professionals with a high level of qualification are in demand not only in the domestic market, but also abroad, which leads to global competition for their services [2].

With the advent of zoomers (Generation Z), the situation is becoming even more competitive. Young professionals who grew up in the digital age have unique skills and fresh ideas. They are attracted not only by the best offers from employers, but also by the opportunity to work on innovative projects, which helps to lure talent from other regions and countries. Different regions of the world demonstrate different levels of competition for intellectual resources. Developed countries and macro-regions such as North America, Europe and Asia actively attract the best specialists, offering them attractive working conditions, high salaries and opportunities for professional growth. At the same time, regions with less developed economies face lagging behind, which leads to a decrease in the quality of the workforce and degradation of the professional level [3].

The outflow of talent from less developed regions leads to stagnation in their development. A reduction in the number of qualified specialists weakens the economy, reduces the quality of services provided and limits opportunities for innovation. This creates a vicious circle, where the lack of investment in education and development leads to further lagging behind and deterioration in the quality of life. Poaching

specialists is becoming one of the common methods of competition between countries and macro-regions. High rates of offers, improved working conditions and the opportunity to work on advanced projects attract the best professionals from other regions. Many talented professionals consider relocation and emigration as a way to improve their career prospects and improve their quality of life [1;2].

Overseas offers play an important role in the decision of professionals to change jobs or move to a new place of residence. Better conditions, an emphasis on professional development and the opportunity to consume high-quality services make overseas offers especially attractive. This contributes to increased global competition for intellectual resources and intensifies the fight for the best minds. In order to retain and attract the best professionals, countries and regions should focus on improving the quality of education, creating favorable working conditions and providing opportunities for professional growth. Investments in innovation, infrastructure development and support for entrepreneurship can significantly increase the attractiveness of a region for professionals [2].

In addition, it is important to develop talent retention programs, such as competitive salaries, flexible working conditions and opportunities for continuous learning. Creating an ecosystem that supports creativity and innovation will help prevent the outflow of specialists and reduce the risks of stagnation and degradation. The wars for the best minds between countries and macro-regions continue to intensify, reflecting global trends in economics and technology. Competition for intellectual resources requires regions to take a strategic approach to attracting and retaining talent. Only by investing in education, creating attractive working conditions and supporting professional development can we prevent lagging behind and ensure sustainable growth in today's global competitive environment.

List of references

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