

## ABSTRACTS

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### **VIRTUALIZATION OF INTELLECTUAL WORK IN THE CONDITIONS OF POSTINDUSTRIAL ECONOMY FORMATION**

It is substantiated that the distinction of post-industrial economy formation period is the virtualization of market and entrepreneurship institutions. The processes of virtualization are also extremely active in the labor relations sphere. The rapid development of innovative technologies contributes to this process on which basis primarily the intellectual work is virtualized.

The peculiarities of intellectual work in the conditions of the economy virtualization lie in the fact that intellectual work is carried out through the usage of innovative technologies; is unlimited in time and space; is implemented in the ICT system; is intended for employees of intellectual and creative professions; transforms consumers into the employees of the company and vice versa; personalized; individualized and collective at the same time; multifunctional; is oriented on self-organization and self-control; is characterized by the modified motivation; creates equal conditions for all employees of the company; is focused on the result, allows employees to earn more, and employers to spend less.

Virtualization and technological complexity of business processes require from the companies to attract highly qualified specialists of a new type (intellectual e-workers). Intellectual e-worker is an individual who performs intellectual work remotely from the employer and employees by interacting with them through the usage of ICT in the Internet. Processes activity of transforming the labor relations in the virtual space creates the demand for labor with new professional and qualifying characteristics and contributes to the emergence of new jobs by creating new opportunities and at the same time putting the requirements that should be met by modern intellectual worker.