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TRENDS IN PROFESSIONAL TRAINING OF RESEARCH

ADMINISTRATORS IN THE US UNIVERSITIES

As university research has become more complex and specialised, the need for proper management of research activities in the university environment has become more urgent. In the US universities, proper research management and administration (RMA) contributes to improvement of the institutional research profile and plays a key role in generating university income and taking competitive advantages.

The higher educational and in-service training institutions provide Master's programmes (Master of Science) in Research Administration and Management, which seems to be a trendy speciality nowadays (Bound et al., 2015; Virágh et al., 2020).

The university websites represent the career in research administration as a 'research-grant-application manager' (Reardon, 2021; Sbruiev, 2014), who assists researchers in raising funds, communicates requirements to comply with research ethics, regulation, and intellectual property law, develops and manages proposals, negotiates awards and is involved in efforts to obtain certifications (UCF online, 2022; New York University, 2022). Not only US higher educational institutions offer Master's degree in research administration and management but there are professional societies and organizations involved in the administrators' career development and networking. The need for administrative relief for researchers is widely recognised, as they are unable to cope with the increasing variety of administrative tasks and regulatory burdens, driven by the desire of universities to attract external funding. In Europe, and therefore in Ukraine, the RMA profession has a relatively short history compared to the USA. It lacks legal or institutional recognition and visibility. Research has become an incidental part of the university profession. In addition to research and teaching, university staff and postgraduate students are often involved in research administration and do not have the appropriate skills to deal with research ethics, grant writing, project management, research compliance, strategic planning, leadership and other issues. Thus, they need a wide variety of skills, competencies as well as extensive knowledge in the field. US universities have a number of positions that reflect research management and

administration responsibilities, such as grant manager, project manager or director, research programme manager, scientific review officer, research analyst, compliance officer, research contract manager, etc. Their functions cover different parts of the research process (cycle), namely: before the proposal activity (identification of funding opportunities and dissemination of them); pre-grant activity (preparation of a proposal); contracting activity (negotiating and signing grant contracts); post-grant activity (management of administrative and financial duties, dissemination of research findings, reporting the results) (Shambrook & Roberts, 2011). Kerridge and Scott (2017) claim that funders became more demanding in terms of researcher collaboration, researcher impact reporting, researcher self-assessment, research governance and transparency, which placed a heavier and more time-consuming administrative burden on researchers, resulting in more paperwork and the need for a specialist in research administration able to manage this burden effectively. This situation gave rise to university training programmes in research administration and management in the USA.

It was found that Master's programmes in research administration and management in the US universities are open to graduates and postgraduates and people from diverse backgrounds (business, industry, government research, funding councils, accountancy, etc.) or professionals already working as research administrators.

It was also discovered, that the typical curricula of university programmes in research management and administration in the USA are focused on training graduates in financial management, intellectual property law and project management, as well as developing their leadership and soft skills. Because of the ever-changing knowledge required in research administration and management, any training programme in this field in American universities focuses on developing skills and competencies, such as communication skills, team building, interpersonal skills, multitasking, English language skills, problem solving and information management skills. The curricula embrace the strategic and operational competencies of research administrator and includes the disciplines such as “Essentials of Research Administration”, “Understanding Your New Award”, “Research Administration Data: Visualisations and Reports”, “Sponsored Project Budgets”, “Award Administration: Fiscal Compliance”, “Preparing for Audit”, “Internal Controls in Purchasing”, “Salary & Cost Transfers and Compliance”, “Managing Cost Share”, “Governance and Regulatory Issues for

Sponsored Programs”, “Leadership and Organisation Models in Research Administration”, “Intellectual Property, Technology Transfer, and Commercialization”, “Research Integrity for Research Administrators”, “Building University-Corporate Relations” etc. Discipline list shows that the Master’s programme in research administration curriculum covers the areas of research management and administration basics, legal foundations of managing grants, awards, and contracts. It also focuses on training in leadership, strategic planning and management, HR management, managing finance, commercialization of the research results, audit, reporting, intellectual property law, and methods of assessment of the state-subsidized research projects.

In the Ukrainian research environment, research organizations are experiencing serious difficulties in recruiting staff with the necessary knowledge and skills. In light of the competitive and changeable nature of the research work environment, there is an urgent need for professional formal training of the researchers as research administrators. It is therefore worth exploring the experience of the USA, whose achievements in university research have enabled the country to reach outstanding levels of development, social well-being and prosperity.

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THE ROLE OF MOTION DESIGN IN BRANDING AND ADVERTISING

Introduction. Modern world is filled with all kinds of digital content: videos, texts, photos or images and others. And one of the most common things people see today on their devices are ads. They changed through history, morphing from texts in newspapers to giant screens all over cities. But, because of so many options a question appears: What's the most efficient way to advertise products in twenty-first-century? And the answer is – motion graphics.

The aim of the article is to dive in role of motion design as one of the most important instruments for today's advertising.

Motion graphics in other words are “graphics with movement”. This term firstly appeared in 1960, used by John Whitney (Cone, 2015). When it comes to motion graphic design people are usually referring to use of technologies in order to set in motion combined elements of text and images.

In order to create successful project with that technique, it's substantial to operate with both design principles and animation principles (Lottie, 2022)

In advertising motion graphics play major role in attracting and keeping attention of the audience. That's why it's massively used for promoting products and services, brand communication, increasing website traffic, generating sales leads (Norman, 2013).

According to Nexcess (a web brand which manages host services) video content on electronic commerce websites can increase conversion rates up to 80%. Another