

**THE ROLE OF INFORMATION AND COMMUNICATION
TECHNOLOGIES IN INCREASING INNOVATIVE POTENTIAL AND
ACTIVITY AMONG YOUNG PEOPLE**

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ABSTRACT

The current stage of development is based on a complex organic connection of social and economic processes, as a result of which there is a growing need in society for creative, intellectually developed individuals. This article analyzes the role of national values in the formation of intellectual potential.

KEYWORDS: *Potential, Intellectual Potential, Human Capital, Mentality, Spirituality, Values, Upbringing, Education, Culture, Cultural Heritage.*

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