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PECIFICITY OF ECONOMIC CULTURE IN UKRAINE

The realities of present-day Ukraine indicate that modern Ukrainian society continues to undergo complex processes of socio-economic transformation. The dependence of the nature of changes in Ukrainian society on the powerful economic phenomena and relevant social forces that operate in the socio-economic space and accumulate in social time is obvious. The complex processes of conditioning the domestic socioeconomic environment with the characteristics of the national economic culture of Ukraine require appropriate conceptual analysis, understanding of the phenomena, influences and interactions of which lead to the current state of affairs in Ukrainian society. At the same time, it is necessary to take into account both the general world tendencies of development of the economic culture of mankind as such (since the Ukrainian society in the period of transformation does not stay away from the general tendencies of modern civilizational development), as well as to certain specificity that characterizes the domestic economic culture [1].

The concept of economic culture can be revealed through its structural elements, in particular, national stereotypes and lifestyles, the level and structure of needs, organizational forms of economic culture, value-motivational attitude to work and wealth, the degree of realization of the economic purpose and the intensity of mastering the economic space. All the above elements (in different combinations) are included in the list of definitions of economic culture given by different authors. However, it is common for them to be a product, carrier and creator of economic culture [2].

Economic culture acts as a regulator of people's economic behavior. Knowledge, as well as spiritual and social values, which are elements of culture, are also included in the mechanism of motivation of economic behavior, influence the choice of ways of economic behavior. Through the mechanism of motivation, spiritual values and cultural norms regulate people's economic behavior, influencing

the choice of economic behavior. The following are the basic types and forms of people's economic behavior.

The first type – nonmarket – is characterized by the formula “guaranteed income at the cost of minimum labor costs” or “minimum income at the minimum of labor costs”. In general, carriers of non-market-based behavior are characterized by careful attitudes to the market, unformed own perceptions of a market economy, and commitment to previously developed social and economic conditions and stereotypes of behavior. For this category of economic entities, the main threats are job loss, the need for retraining and prospects for new employment; stable poverty is more acceptable than activity and risk.

The second type – the type of market behavior – is characterized by the formula “maximum income at the cost of maximum labor costs”. It offers a high degree of economic activity for the individual, understanding that the market provides individual freedom of economic choice, inextricably linked with personal responsibility, as well as understanding that the market provides opportunities to improve material standards of living through the use of effort, knowledge, skills, skills. Economic entities characterized by a market type of economic behavior are aware of the need for economic risk and are prepared to take risks. They can adapt, quite easily adjust the value system, in a new "rank" values, building a motivational chain.

The third type – the pseudorandom type of economic behavior – is characterized by the formula “maximum income at the cost of minimum labor costs”. Its carriers are psychologically unprepared for the risk and in order to rationally calculate the risk, they rather tend to “buy cheaply, sell expensively”[3].

The economic behavior of the social individual is a form of realization of individualistic social activity (and accordingly individualistic economic mentality). The main criterion for designating the initial essence of economic behavior as a social phenomenon is economic individualism. “Individualism” should be understood as the principle according to which the “primacy” and priority of the individual in society, based on the opposition of individual individuals to society, the recognition of the

independent existence of individual human units, which are not absorbed or destroyed in the whole or destroyed its (whole) form.

As with other countries of the world, there is a specificity of national culture in relation to the individualism of collectivism in Ukraine. For Ukrainian history, especially socio-political, the dualism of collectivism-individualism, opposition of community and collectivism, on the one hand, individualism, on the other, is very characteristic: Cossacks as a community, society – the election of the chieftain, the individual leader; the village as a community, the community as a farm as an individual farm (the emergence of a class of so-called fists in early Soviet history); the dominance of Soviet-era collectivism – dissidents, percussionists, and other forms of assertion by the individual of his / her self; contrasting the prosperous individualistic Western market society with the collectivist socialist in the post-Soviet period. By the way, therefore the study of the Ukrainian mentality, economic, in the aspect of “individualism – collectivism” seems very interesting [4].

The competitive advantages of a country largely lie in its ability to innovate and effectively utilize new technologies, which usually reflect the ability of the population to create new technologies and integrate them into the production process [3]. The state of the economy reflects the level of culture that can represent the individual and society. Determining the economic development policy of our country and the specific steps of economic reforms should also consider the peculiarities of economic culture, which has historically developed, as the basis on which the system of the latest technologies of economic culture in Ukraine should be formed.

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