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**SECURITY MANAGEMENT OF THE XXI  
CENTURY: NATIONAL AND GEOPOLITICAL  
ASPECTS. ISSUE 4**

Collective monograph

In edition D. Diachkov, Doctor of Economic Sciences, Associate Professor



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## PREFACE

In the early 21st century, the world faces with cardinal transformations accompanied by changes in geopolitical configurations, integration processes and other changes that affect the state of national and geopolitical security. The events of the last decade have revealed an exacerbation of the problems of global security and the ambiguous impact of the processes of globalization on the development of different countries. Under the circumstances, the rivalry between the leading countries for redistribution of spheres of influence is stirring up and the threat of the use of force methods in sorting out differences between them is increasing. The global escalation of terrorism has become real, the flow of illegal migration and the probability of the emergence of new nuclear states are steadily increasing, and international organized crime is becoming a threat. In addition, in many countries there is an exacerbation of socio-political and socio-economic problems that are transforming into armed conflicts, the escalation of which is a real threat to international peace and stability. These and other factors have led to the fact that the potential of threats to global and national security has reached a level where, without developing a system state policy to protect national interests and appropriate mechanisms of its implementation, there may be a question of the existence of individual countries as sovereign states.

The threat of danger is an immanent, integral component of the process of civilization advancement, which has its stages, parameters and specific nature. Obviously, the problem of security in general, and national one in particular, should be objectively considered in terms of its role participation in the development process, that is, to set it up as both destructive and constructive functions (as regards the latter, it is necessary to emphasize the undeniable fact that the phenomenon of safety is based on counteraction to the phenomena of danger, the necessity of protection from which exactly stimulates the process of accelerating the search for effective mechanisms of counteraction).

Taking into account the fact that the traditional means of national and geopolitical security as a mechanism in its various models, forms, systems have reached their limits, since they do not contribute to solving the problems of globalization of the civilization development, there is an objective need to form a paradigm of security management in the 21st century, which aims to confront destruction processes; to harmonize activities of socio-economic systems: society, organization, the state, the world. The joint monograph «Security management of the XXI century: national and geopolitical aspects. Issue 4» is devoted to these and other problems. The progress in the development of the theory of security management on the basis of the analysis of theoretical and methodological works of scientists and the experience of skilled workers presented in the joint monograph creates opportunities for the practical use of the accumulated experience, and their implementation should become the basis for choosing the focus for further research aimed at improving the security

management system at the national and international levels. In the joint monograph, considerable attention is paid to solving practical problems connected with the formation of the organizational and legal mechanism of organization of the security system in terms of globalization by developing methods, principles, levers and tools of management taking into account modern scientific approaches.

In the monograph, the research results and scientific viewpoints of the authors of different countries are presented in connection with the following aspects of security management: national security, food, environmental and biological security, economic and financial security, social security, personnel and education security, technological and energy security, information and cyber security, geopolitical security. The authors have performed a very wide range of tasks – from the formation of conceptual principles of security management at the micro, macro and world levels to the applied aspects of management of individual components of national security.

The monograph «Security management of the XXI century: national and geopolitical aspects. Issue 4» consists of four parts, each of which is a logical consideration of the common problem.

The structure of the monograph, namely the presence of particular parts, helps to focus on the conceptual issues of the formation and development of national, economic, financial, social, food, environmental, biological, personnel, educational, technological, energy, information, geopolitical security, and problems of the maintenance of the practical process of application of the developed cases.

The results of the research works presented in the joint monograph have a research and practice value.

The advantage of the joint monograph is the system and logic of the structure, the simplicity and accessibility of the material presentation, the presence of examples and illustrations.

We believe that the monograph will become one more step towards a scientific solution of the problems concerning the formation of an effective system of security management under trying circumstances of globalization.

Publication of the monograph «Security Management of the XXI century: National and Geopolitical Aspects» is scheduled to be annual. Currently, Issue 4 is offered to our readers.

*With best regards Dmytro Diachkov,  
Doctor of Economic Sciences, Associate Professor,  
Poltava State Agrarian University,  
Poltava, Ukraine*

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**«Looking into the eyes of danger  
boldly and calmly is the best way to  
protect yourself from it»**

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## **ECONOMIC CULTURE AND ITS IMPORTANCE IN SOCIETY**

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**Abstract.** The aim of the study is to study the state of transformation of economic culture in Ukraine in the context of globalization processes, to outline the tendencies of increasing the level of economic culture of society. To achieve this goal, the following tasks were set: to define the essence of the concepts of "culture", "economic culture"; to reveal the factors of influence on the state of economic culture in Ukraine; determine the impact of structural components on assessing their weight in society; to outline the tendencies of raising the level of economic culture in Ukraine. To achieve this, it is necessary to analyze the role of the economy in human life. The main problem is that the disadvantages of economic theory are most clearly manifested in times of crisis. The economy gives us the opportunity to analyze the events that have already taken place, to take the necessary measures to prevent similar mistakes in the future and to move on. Economics provides us with an effective and not necessarily sophisticated set of analysis tools that can be used to look back and explain why events unfolded in a different

way, and to comprehend the world around us, and to look into the future so that we can anticipate the consequences big changes. There is no single correct answer in the economy, so it is impossible to give it to experts only.

The decisive condition for improving the life of the individual, his family and society is the increasing need for high quality products in the process of human employment. As a result, everyone can receive more and more goods and services from society to meet their needs. Thus, the well-being of a person and his family depends crucially on the results of his or her economic activity. Hence the deep interest of the people in the economy. Economy has always been an integral part of human life and society. Since the appearance of humans on Earth, economic relations arise as well, since man is different from the rest of the living world precisely by the fact that he can change the world according to his needs and adapt to the surrounding living conditions. A person is aware of the motives of his behavior, sets himself specific goals and objectives and acts in accordance with these goals and his own capabilities, trying to achieve the best result. This is the main task of the economy. In the process of economic activity, a person expands his / her outlook.

Key words: economic culture, economic behavior, economic culture principles, professional, management culture, culture development, economic education, economic consciousness

Introduction. The current state and further development of world civilization is determined by the complex globalization process. Integration transformations in all spheres of society, in particular, the formation of a single economic space, the unification of economic relationships and the emergence of universal economic interdependence are the result of this process. Awareness of this fact necessitated the consolidation of efforts to overcome the planetary challenges facing modern mankind.

The adoption in 2015 at the 70th session of the United Nations General Assembly of new guidelines for sustainable development until 2030, were the result of the desire to take constructive steps to the direction of solving the most pressing problems. In Ukraine, which is part of the United Nations, an inclusive process of adapting the Sustainable Development Goals for our state was founded too [4].

It should be noted that the solution of problems that are specifically related to the economy of our country – overcoming poverty and hunger, reducing inequality and innovative industry, ensuring decent work and economic growth, creating responsible consumption and production are of priority importance for the implementation of the main objectives of the strategy sustainable development of Ukraine.

The study of the concept of "economic culture" is quite effective in this context. From our point of view, the socio-philosophical approach to

the study of economic culture has not found sufficient implementation in modern scientific discourse. However, it is precisely this approach that acts as a reference point in the boundless labyrinth of existing definitions [1].

However, it is precisely this approach that acts as a reference point in the boundless labyrinth of existing definitions, which allows one to see the most important, the most significant in this phenomenon, has methodological and system-forming purposes, and takes scientific research to another level.

Therefore, the socio-philosophical understanding of the essence and role of economic culture as an integrative form, which acts as the spiritual quintessence of economic life, the study of individual and supra-individual modes of its existence, the transformation of its contextual content, the definition of the ways of realizing the cultural and economic ideals of modern times at the social and individual levels is quite relevant, principles. According to M. Weber, this is precisely what contributed to the formation of capitalist production relations [6].

It should be noted that the problem of the interaction of economics and culture, in particular the understanding of the phenomenon of economic culture, is still of fundamental importance in both theoretical and practical terms. This is of particular importance in the context of the need to eliminate factors that determine the crisis of the modern economy and the search for ways to improve the economic situation in Ukraine.

The changes that have been taking place in the educational system of Ukraine are aimed primarily at the personal development in a dynamically changing world. In line with this, the requirements for students' training also change. A modern educator should be not only a qualified specialist who has a good knowledge of the subject, but also be capable to perform a range of professional and socio-cultural activities, including creative self-development.

Economic culture is an important component of the economic activity of society. It largely determines the level of economic activity in the country, its economic development and the rate of economic growth. Without a substantial renewal of the economic culture, it is impossible to overcome the imbalanced development of the economy during its transformation into a socially oriented sustainable economy [2].

The problem of economic culture is relatively new in economic theory and therefore is poorly investigated both in Ukraine and abroad. Thus, in Ukraine, economic culture has been investigated only since 2000's, while business culture, which is now treated mainly as business etiquette, even later. The problem of economic culture is becoming even more significant due to the growing role of professionals as subjects of economic behavior [5].

Economic values are generally accepted ideas about the goals that an

individual strives for in economic activity. They function in the form of an ideal, the basic principles of thinking and are ideal criteria for assessing economic events, phenomena and processes.

Economic values are based on the concepts of "wealth", "money", "income", as well as relatively more abstract categories such as "capitalism", "socialism", "individualism", "economic freedom", "equality" etc. Any society and any social group have their own hierarchies of values. For some groups of the population, wealth can be valued as the highest good, for others it is a "pure conscience". In some societies, private property can be regarded as a condition for the realization of the individual's economic and social freedom, and in others as a social evil that generates social inequality and conflicts.

Analysis of recent research and publications. Some aspects of economic culture have been studied by economists, sociologists, psychologists and educators (V. Lagutin, I. Bekeshkina, T. Efremenko, V. Pylypenko, A. Suryak, G. Assonov, O. Khutoryanenko, T. Zaslavska, V. Shcherbyna, Ye. Suimenko, E. Shchablii, E. Golovakha, S. Makeev) and other representatives of different schools. But today there is no studies on the business culture of society and its characteristics in comparison with economic culture: there is no systemic analysis, theoretical generalizations and practical developments regarding the state and dynamics of the economic culture of Ukrainian youth and the role of youth economic culture in the development of the Ukrainian economy, which would form theoretical foundations for and innovative methodological approaches to the development of a state strategy for the formation of the economic culture of professionals as a means and goal for the development of the national economy [11].

Results and discussion. Some aspects of economic culture have attracted the scientific interest of sociologists, economists, psychologists, educators and other scientists, whereas business culture has been left out of the researchers' interest.

Economic ideals are generalized ideas about perfection in economic life that is produced by economic consciousness. Therefore, economic ideals are not completely achievable; they are a dream and a model which people seek. For example, the modern mechanisms of a market economy in the Western world arose by approaching the ideal. Today they are present in legal and economic legitimate norms that regulate the behaviors of the economic process agents.

Ideals reflect the practical economic experience of a particular society and are socially and historically specific. The ideas of social equality, economic freedom and justice are established as values, although the social circumstances, "materialized forms" and understanding of equality, freedom

and justice have changed. It is necessary to distinguish real social values from ideals, which are ideological constructions.

In a sociological study of the economic culture of P. Berger, it was emphasized that economic institutions do not exist in a vacuum, but in the context of social and political structures, cultural forms and, of course, in the structure of self-consciousness: in systems of values, ideas, beliefs. Therefore, they must be viewed through the prism of cultural and even axiological approaches [6].

On the other hand, it should be noted that the economy also has a significant impact on culture. Just as the objective conditions of life gradually, but purposefully form certain mental features of the nation, the current level of economic development sets objective parameters for the formation of culture of both individuals and social groups, and society as a whole. According to T. A. Petrushina, in the dialectical relationship of economy and culture, a constitutive role belongs to the material basis - the economy. The method of labor and production determines the coordinate system in which culture is formed and developed. It, in turn, is able to actively influence and determine further changes in the economic basis in the process of its development [10].

Thus, the question of ascertainment of the determining role of one of the forms of social being of a person in the pair "economy-culture" remains open and even more relevant. Undoubtedly, the economy has cultural and even social roots; the available models of economic development depend on the type of dominant economic culture. The values and norms that constitute the content of this culture guide the economic development of society. In addition, the qualitative state of culture of the subject of economic activity, the level of formation of cultural and economic imperatives at the individual level, significantly affect the process and results of labor, both of an individual and the entire economic system as a whole. But the economy, in turn, determines the state and the further development of culture in its various manifestations. So, the economic component plays an important role in the possibility of implementing various cultural projects and preserving the cultural heritage, is a repository of the spiritual and material values of our people. Another aspect of this issue is that the economy in a certain sense acts as a "legislator", which determines the value content of the existing economic culture.

Economic norms are common patterns that regulate economic behavior in a particular direction. This is a system of behavioral expectations about how people should act in the economic sphere.

Economic norms are born in the economic sphere and serve a certain economic relationship.

Economic culture plays an important role in the functioning of the

economic system, as it shapes the social base and a specific type of economy. It determines how and who forms the image and behavior of various socio-economic agents. There are areas in which the role of economic culture is decisive. In our opinion, they include: economic self-consciousness of the society and the formation of peoples' economic thinking and behavior; the reflection and assessment of various aspects of economic activity; identification of the most significant problems followed by the development of appropriate of economic programs to solve them; creation and accumulation of economic values and norms that regulate the entire system of economic relations; generalization of economic laws and models that form the basis of people's economic consciousness and behavior; the accumulation of all social experience; the economic integration of society based on certain value systems; consolidation of economic ties and forms of communication; personal socialization and development in various economic activities [19].

Economic culture manifests itself in people's economic interactions filling them with special content. Economic culture reflects the most persistent and repetitive elements of these interactions that contribute to the reproduction of their institutional and personal forms. Economic culture records certain patterns of economic interaction according to the rules, norms and methods of formation of individual and collective consciousness and behavior.

Socio-economic changes and the socially oriented Ukrainian economy set the objective of formation a market economic culture among young people, which would promote their economic activities and allow assessing them in terms of social orientation and moral value, rather than economic value.

The transition of Ukraine to market relations promotes personal freedom, facilitates the satisfaction of peoples' social, economic and spiritual interests and forms the basis for the growth of national wealth. In this process, the leading role is played by the education system, because human culture is the result of education and training.

Economic culture is a crossover phenomenon, which borders on the economic and social realities. From the perspective of sociology, economic culture is considered as a social value, which requires a corresponding theoretical and methodological approach [16].

In the works of Ukrainian scholars, economic culture is defined as: a social value characterized by a combination of economic knowledge, economic thinking, professional and practical skills, law-abidingness and the degree of inclusion in economic activity, which determine the business features (initiative, entrepreneurship, respect for others' property) [4]; as a set of material and spiritual achievements of people in various socio-economic activities [6]; as a result of material and spiritual creativity, the realization of material interests, improvement of living conditions and spiritual growth

of man [4].

The problem of economic culture development lies is due to the contradiction between: the low economic culture of entrepreneurs and the lack of methods of economic culture development among future professionals; the general and vocational education, the earlier problems and the integrative problem of economic culture development, which combines such sciences as pedagogy, culturology and economics. The integrated measure of students' preparedness for the work in the new socio-economic conditions is their economic culture (Fig. 1).

Economic culture is the result of general economic practice and leads to the formation of stable norms and rules of economic interaction, which facilitate the transfer of accumulated experience. Thus, economic culture is a mechanism for the reproduction and development of economic relations of society and an individual in a variety of activities and forms.

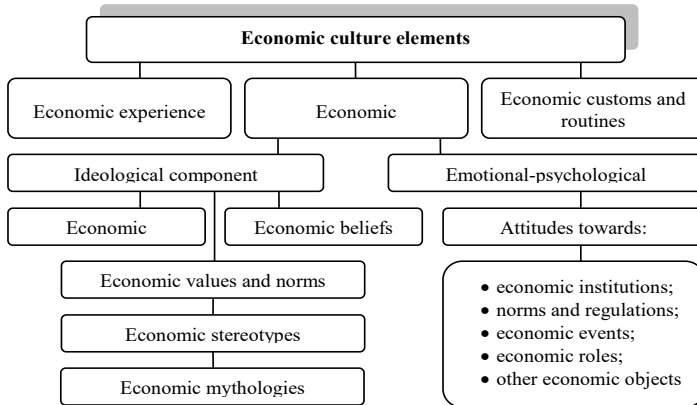


Fig. 1. Economic culture structure

Economic culture is dissolved in the whole set of economic relations, which are not only the manifestations, but also the ways of existence of culture. Therefore, economic culture characterizes the economic relations, which determine the nature of the individual and their activities, rather than the level of the individual's economic development or activities [8]. Economic culture is a system of values and incentives for economic activity, respect for any form of property and commercial success as a major social achievement, the creation and development of a social environment for entrepreneurship, etc.

Economic culture is a historical category of universal human and social-class character. An integral part of economic culture is economic education, so that is why so much attention is currently given to students' economic education.

Economic values are generally accepted ideas about the goals that a person must strive for in economic activity. They function in the form of an ideal, the basic principles of thinking and are ideal criteria for assessing economic events, phenomena and processes.

Economic ideals are the generalizations of perfection in the economic life that are produced by economic consciousness. Therefore, they are not completely achievable, but represent a dream and a model which people seek.

Economic norms are common patterns that regulate economic behavior. They are a system of behavioral expectations about how people should act in the economic sphere.

Economic stereotypes are simplified, sketchy, deformed and value-oriented concepts of economic objects, phenomena and processes. As a rule, economic stereotypes summarize the experience of a particular group in a simplified and deformed way. In everyday consciousness, stereotypes can replace knowledge of economic processes, greatly simplifying the process of orientation and decision making in a complex and controversial world.

Economic habits and routines determine the choice of the most convenient and fairly common means of group economic activity.

An economic mythologem is a static image that is based on beliefs and allows structuring and interpreting facts and events that are not quite clear in terms of content and structuring the collective ideas of the present and future.

That is why mythology flourishes mostly during the periods of social upheaval, deep social crises, wars, revolutions, etc. Economic myths, which are becoming widespread, have a powerful effect on the course of social and economic transformation [5].

The development of a European state requires better self-identity and education of university graduates. Therefore, today the society faces the problem of quality education of the younger generation. The main burden of solving this problem is on educational institutions, in particular, institutions of higher education, which must train mature, conscious professionals who understand their role in the country that wants to take the right position in the world community. Modern professionals must be ready to work and live in the conditions that differ considerably from those in which their parents lived and were brought up.

The current state of the national economy, which is characterized by serious transformations, necessitates innovations in the overall structure of economic relations. Such transformations call for finding new approaches to the scientific interpretation of the transformation itself and the development of new methods of regulation of the national economy. The labor market, as one of the main elements of the development of industrial relations,

and hence the national economy, also undergoes both external and internal changes. The introduction of innovations in the Ukrainian labor market allows creating a competitive labor environment and making a quality transformation of the national economy [17].

Today, young people account for almost 40% of world unemployment. According to statistics, Ukraine ranks second in Europe in terms of unemployment among young people. The international staff portal research has found that the number of employers' inquiries regarding students compared to the pre-crisis period has dropped by half, while the number of successful job-seekers without previous experience has dropped by 80% [4].

The above-mentioned changes necessitate the educational reform and modernization of vocational training. At the forefront is the problem of training competitive professionals to meet the labor market demand who are professionally independent, flexible, adaptive to the changing professional environment, self-assessing, competitive and able to construct their own professional career.

The purpose of economic education in institutions of higher education is students' development of economic thinking and mastery of the system of economic knowledge as elements of economic culture.

Developed countries have considerable experience in addressing similar issues. The educators and psychologists of these countries have concluded that business training should begin as early as pre-school age, since people have a life-long interaction with business environment that values entrepreneurship as a human characteristic [6].

The main tasks of economic education are:

- development of students' economically important qualities that increase their professional adaptation;
- formation of students' economic knowledge and skills to make them highly competitive at the labor market;
- transformation of students' economic knowledge into economic thinking;
- ensuring the proper level of economic training.

Today, Ukraine creates a new system of economic education that best meets the needs of real life.

An important component of economic culture is economic consciousness, i.e. the knowledge of the basic laws of the of a market economy, production efficiency, production restructuring, production relations as well as management system and management methods. Economic consciousness provides an understanding of the economic life of society, the transformation of employees into active and creative participants of the production process. In the conditions of economic reforms, the formation of professionals' economic consciousness becomes common and binding.

The constituent of economic consciousness is economic thinking, that is the individual's ability to comprehend the phenomena of economic life based on the achievements of science and technology. It contributes to the individual's creative solution of economic problems and labor tasks.

Economic culture implies the formation of students' moral and business qualities necessary for their future work, These qualities include social activity, entrepreneurship, initiative, economic attitude to the public good, resourcefulness, responsibility, quality production orientation, careerism and focus on personal success and well-being.

Thus, the main objectives of the economic culture-centered education are:

- education of an integrated personality who possesses natural features (health, good thinking and reasonable behavior), social qualities (being a citizen and a worker), properties of an economic culture agent (humanity, spirituality, creativity), universal values (honor, conscience, goodness, freedom, justice);

- realization of students' needs in professional self-determination;

- development of students' positive attitudes to their educational and professional activities.

- promotion of values and moral ideals held by the world's best entrepreneurs.

The formation of economic culture should be supported by general conditions (social, economic, cultural) and specific conditions (active mood, interest). The basic elements of economic culture formation include appropriate education (personal and social components of economic culture), individual characteristics of economic culture, integral educational process (education, training, development), specialization and the economic culture developing activities.

High economic culture allows professionals to easily enter any organizational culture, to quickly determine the content of new organizational culture, to make good decisions in different situations and to realize themselves. In market conditions former students can quickly become leading managers. Being highly economically cultured, they will honestly run businesses, pay taxes, be fair towards their partners, consumers and suppliers [10].

The economic culture of the individual, which is formed through training and education, is a set of his/her psychological and economic qualities that represent the normative model of the economic man and ensure his/her entry into the world of economy. Therefore, the economic culture of the individual is not just economic knowledge, financial literacy and relevant skills, but, above all, personal qualities, which enable a professional to operate in the economic space. In these conditions, the mission of economic education

is the formation of the type of economic culture that would meet modern market requirements.

Given that personal economic culture characterizes an individual of an economic type, the study of the market economy culture requires making a normative model of the respective economic personality.

A number of literature sources describe the entrepreneurial personality based on the "spirit of capitalism" as inherent in a market economy (M. Weber). M. Weber considered the main features of entrepreneurial spirit the readiness to take risks, spiritual freedom, will and persistence, richness of ideas and the ability to unite people for joint activities [6].

V. Zombart, who was among the first to create a psychological portrait of an entrepreneur, argued that the spirit of entrepreneurship was the main characteristic of the capitalist spirit. The important qualities of an entrepreneur include: competence, combinatorial talent, developed intuition and perspective thinking (the intellectual block); the talent of coordinating the employees' efforts, the ability and readiness for socially loyal communication with other people and the ability to go against the current of opinion (the communicative block); the propensity to risk, the inner locus of control, the desire to win, the need for self-actualization and public recognition, the leading role of the motive of achievement as compared to the motive for failure avoiding (the motivational block) [6].

The economic aspect of social value of education is the possibility for an individual to internalize (to use for his/her good) the significant benefits provided by the process of knowledge acquisition. Higher education implies better labor productivity, which brings about higher individual's income. The higher the level of education of the employed, the higher the potentials for increasing productivity in the national economy and the greater the aggregate income of society. Thus, there is a close link between education and economic growth, which manifests itself in the rate of growth of the general economic indicators: gross national product (GNP), gross domestic product (GDP), etc [16].

The economy and the economic culture of society are phenomena that mutually condense each other, interconnected with the help of subjects of economic activity, which in turn is a practical reflection of the economic consciousness of individuals. Therefore, a progressive change in the economic culture of society, first of all, determines the need to increase its level in each individual and the formation of the image of an "economic person" corresponding to the existing economic situation.

The search for ways of forming the economic culture of human, in particular its axiological component, necessitates the study of the process of the emergence of value orientations of a person. Cultural and economic values are to some extent the result of our own experience, on the basis of

which we evaluate, build a hierarchy, reevaluate and even devalue obsolete values. According to D. Dewey, certain preferences can receive the status of values if a person pays attention to them – is able to evaluate their desires. Thus, a certain phenomenon can turn from a value opportunity into a value reality only in the process of a person's self-cognition [14].

It should be noted that the process of forming the axiosphere of an individual's economic culture takes on a more active form under the influence of external factors. These are the availability of adequate institutional conditions – the political stability of society, the innovativeness of management structures and their reorientation to support market relations, relevant legal regulation that can guarantee the safety of new economic activities – as well as the implementation of an effective system of economic education of the population that should carry out educational, upbringing and ideological functions. The most significant components of the educational system, as a set of channels for transmitting knowledge, which can change the individual's value orientations and increase the level of economic culture, are the educational institution, the family institution and the mass media.

The rational functioning of economic culture requires highly professional and moral businessmen in order to ensure efficient organizational and managerial activity. It is necessary to combine individuals' high professional competence with the ability to organize and run a business, to be perspective-minded, energetic, persistent and innovative, since entrepreneurs are expected to be civic, competent, objective, concrete and efficient in business organization and management, that is, be highly professional.

Higher education has a tremendous impact on the human mind. In favorable conditions, university students develop their mind at all levels. To be a successful university student an individual needs a fairly developed general intellect, good perception, imagination, erudition and a wide range of interests. Poor intellect can be, to some extent, be compensated for by strong motivation and/or diligence. But there is a subjective limit for this compensation, which is different for different universities [17].

For a successful study of humanities in a university, a student should have a developed verbal intelligence. Humanities students should have a wide range of interests, erudition, a rich active vocabulary and a developed abstract thinking.

Economic education borders on the two humanitarian and technical types of higher education. In other words, students of economics should have both verbal intelligence, and non-verbal, or practical, intelligence [1].

Economic culture is a multidimensional phenomenon that consists of both rational and irrational components and is based on economic values and norms, economic stereotypes, ideas, concepts, beliefs, traditions, as well as

people's attitudes towards the existing economic system as a whole, «rules of the game» and the principles of the relationship between the individual and economic institutions.

Economic culture:

- acquires (eliminates, preserves, accumulates) the values and norms necessary for survival and development of the economy;
- collects the standards of the corresponding economic behavior and economic activity (e.g. preserves the traditions of craftsmen, the traditions of mutual economic assistance within the group, relations with the administration, the attitudes towards various instructions, orders, commands, etc.);
- passes down from the past into the present the values and norms that are the basis of labor, consumption, distribution and other economic actions and relations;
- updates the values and norms that govern the development of the economy, being the source of new ideas and behaviors.

Thus, the objectives and mechanisms of the development of organizational and economic culture as an economic activity factor constantly change and improve under the influence of environment. Organizational culture allows identifying the drawbacks in the work of a company and their causes, producing the ways of problem resolution to improve the company efficiency and to win in the competition [12].

Conclusions and prospects for future research. The interests and needs of a modern entrepreneur cover the whole range of social interactions from purely professional activities to daily routine work and leisure time. The moral motivation of an individual has several important components, which, besides the economic needs, include such spiritual and moral needs as the needs for self-expression, self-realization, social recognition, social contacts and public evaluation of their work. These motives stem from the natural human needs for respect, high self-esteem and social prestige, etc.

The personal qualities that make an individual competitive at the labor market can be formed in the national system of education and culture development. It is the system of education that can convince young people and the whole society of the necessity to be guided by certain moral, cognitive, ethical and aesthetic, etc. principles in their professional and personal self-realization.

Economic culture depends on people's consciousness and behavior as well as the social conditions, which include the political stability of the society; reorientation of the old and/or the creation of new management structures to support market relations; the legal acts that protect different forms of property and new economic structures and promote capital investments; moral recovery of the population.

In general, personal development of students takes place through:

- the development of students' ideological and professional orientations and necessary competences;
- the improvement of students' mental processes, states and development of experience;
- the development of students' sense of professional responsibility;
- the increase in students' professional standards;
- students' personality development as a result of their intensive social and professional experience acquisition and the formation of necessary qualities;
- the increased role of self-education in the development of students' profession-relevant skills and experience;
- the development of students' professional independence and work readiness.

Thus, the above-mentioned aspects also form the requirements for the educational process in institutions of higher education. Nowadays education acts as the most complicated field of social practice, a social institution whose main function is the recreation of students' intellectual, spiritual and professional potential, as well as the formation of a socially responsible personality. The rapid development of modern technologies, labor market competition put forward new requirements for employees' professionalism and information competence, which facilitates their orientation in difficult professional situations encountered in modern production.

The strategic mission of higher education is not only giving the students the relevant professional knowledge and skills, but also the development of students' economic culture and promotion of their professional and personal self-realization.

The economic culture of society, which is a synthesis of the material and spiritual, forms the economic behavior that combines the material, economic and spiritual aspects of human life; it is the result of creative activity of people in the process of production, exchange, distribution and consumption of material and spiritual goods.

Thus, the transparent, clear and moral business is a guarantee of high economic culture.

The need to take into account the individual and social levels of economic culture formation, in particular its value dominants, when planning the future strategy of economic development of Ukraine is the result of the determinism of the economy of our society by economic culture. Sociological data indicate an insufficient level of moral and ethical component of economic culture, in particular, a low degree of economic responsibility and economic justice. This can be a significant obstacle to the progressive development of our state as a worthy representative of the European community.

The desire to improve the state of the axiosphere of morality of modern Ukrainian society and the need to adjust the low level of development of the moral component of the economic culture of representatives of the Ukrainian ethnic group necessitates the search for optimal ways to implement moral and ethical values at the individual and social levels.

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## **MODEL OF ORGANIZATIONAL AND ECONOMIC MECHANISM OF CAPACITY MANAGEMENT IN THE STRATEGIC DEVELOPMENT OF THE ENTERPRISE IN TERMS OF DIGITALIZATION AND FORMATION OF THE MARKETING SYSTEM**

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To build up existing capabilities and improve the efficiency of usage of the company's resource potential, there is a need to combine the organizational and economic aspects of the entity's mechanism. Both organizational and economic mechanisms are closely interlinked, and the effectiveness of an enterprise depends on the level of this relationship. The organizational and economic mechanism of the resource potential is developed at the enterprise to control the resource base, assess and predict the development of opportunities.

We define the organizational-economic mechanism as a differentiated combination of the organizational and economic component of the enterprise