

SOCIO-CULTURAL ASPECTS OF UKRAINIAN ECONOMIC CONSCIOUSNESS

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Research methodology. The study is based on interdisciplinary approach comprising scientific principles of economic theory, social studies, psychology and cultural studies to determine the interconnection between inner impulses of a human being in economic activities and their results. Specific methods used are as follows: comparative analysis to compare social and psychological settings of Ukrainian people from different regions of Ukraine, standard methods of social studies to poll the population, mathematical statistics methods to process the results of the opinion poll, method of general and specific to determine the interconnection between social and psychological settings of the Ukrainian people and directions of national economy modernization.

Results. The stereotypes of economic behaviour of average Ukrainians are determined in the course of O. Potiomkina analysis of social and psychological orientation of Ukraine’s population in motivation and consumption sphere; characteristic features of its economic consciousness are given. Low egoism and domination of altruism and are determined, orientation at both the result and the process of labour (tendency to creative collective activities) is pointed out, participation in the labour process without orientation at monetary remuneration and strong orientation at freedom are diagnosed.

Novelty. Social and psychological settings of the Ukraine’s population in the motivation and consumption sphere are determined, their correlation with characteristic features of post-industrial society consciousness is analysed. It is shown that the majority of social and psychological settings of the Ukrainian people foster national economy to transfer to post-industrial stage of development.

Practical value. The results of the research can be used to develop recommendations as to fostering the processes of institutional environment reformation in Ukraine.

Keywords: economic consciousness, motivation and consumption sphere, value system, social and psychological orientation, economic behaviour, economic growth.

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