

**UKRAINIAN MENTALITY IN G. HOFSTED'S RESEARCH
PROGRAM DIMENSIONS**

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Research methodology. The research results are obtained by using the following methods: standard methods of sociological investigation – for implementation of the survey of the Ukrainian population by G. Hofstede VSM 08 method; methods of mathematical statistics – for processing the survey results; historical and logical – for identifying the features of the Ukrainian mentality based on the historical conditions of economic development; comparative – to determine the regional differences in the Ukrainian mentality.

Results. The results of the study of Ukrainian mentality according to technique by G. Hofstede VSM 08 have shown the dominant values of the Ukrainian population. The study was conducted in the framework of the research project «Economic consciousness of Ukrainian society for the period of transformational change», SHEI «National Mining University». It was found that Ukrainians are characterized by both low power distance (PDI 22.79) and low individualism (IDV 31.49) and have a negative indicator of masculinity (MAS – 8.67), rather low values of uncertainty avoidance index (UAI 4.81) and long-term orientation (LTO 4.08).

The meaning of the new dimension measured by the VSM 08 «Monumentalism» and «Indulgence versus Restraint» indexes is interpreted. The Indulgence versus Restraint index showed the prevalence of tolerance (36.13) for Ukraine. This means that our country has quite an open society that is able to exhibit high tolerance and positively perceive changes and foreign economic experience. According to «Monumentalism» (MON 9.34), Ukrainians are proud people, who appreciate their dignity, and their ethnic distinct from other nations.

Novelty. The depth of the basic values of differences between the different regions of Ukraine has been determined. Western Ukraine (17.94) and Prychornomorsky (18.69) regions have the lowest PDI index value. North-Eastern region has highest scores on IDV and UAI indices and negative value on LTO. Monumentalism has the most serious deviations for various regions of Ukraine. The

MON of Western Ukraine is the highest and for Prychornomorsky and Donetsk-Prydniprovsky it is negative. According to the analysis of data on individual areas for Donetsk-Prydniprovsky region, only Dnipropetrovsk region has positive MON index.

Practical value. Consideration of identified characteristics of the Ukrainian mentality will allow the government to develop more effective ways to modernize society and to give greater efficiency to institutional reform.

Keywords: the mentality of the Ukrainians, the technique by G. Hofstede VSM 08, G. Hofstede's indexes for Ukraine, monumentalism, tolerance against self-restraint, regional differences mentality of the Ukrainians, specific features of the mentality of Donetsk and Lugansk residents.

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