

## SPECIFIC FEATURES OF BELARUS MENTALITY

*B. E. Ksenzova, Ph.D (Econ.), Ass. Prof., ksenzova@list.ru, S. V. Ksenzov, Ph.D (Hist.), Ass. Prof., sksenzov@mail.ru, E. V. Kryzhanovskaya, Senior Lecturer, trade-economy university of Belarus*

**Research methodology.** The study is based on a concept of institutional matrix by S. Kyrdyna, which enabled determining the Belarus' attachment to the ethno society with the basic X-matrix. To identify the mental similarity and difference between the X-matrix countries the G. Hofstede «Values Survey Module 2008» method was used. Features of the Belarus' mentality are determined on a basis of A. Pylypenko and N. Litvinenko methods. The comparative analysis was used while comparing the countries.

**Results.** The results of the Belarus mentality study, based on the using of G. Hofstede VSM 2008 method, are presented. The indexes of power distance, individualism, masculinity, uncertainty avoidance, long-term orientation, tolerance to restraint, monumentalise are calculated. On the basis of the A. Pylypenko and N. Litvinenko methodology the specific of Belarus' economic mentality has been revealed. The features of mentality of the Belarus, Russia, Ukraine, Poland and Lithuania population are shown through the interstate comparison with the use of G. Hofstede indicators.

Complex cross-cultural analysis showed that there is a disposition to save the basic values and institutes, while simultaneously there is a tendency of loyalty to changes on the basis of the complementary institutes' implantation in Belarus society. This dualism doesn't mean the inner mismatched system of the worldview. Probably it is a consequence of the close Belarusians' communication with residents of neighbouring countries. The part of neighbours (Ukraine, Russia) are X-societies with their own quite strong specific of the basic institutes' implementation forms, and another part (Lithuania, Latvia, Poland) are typical representatives of Y-societies. With the help of the results of the Belarusians' mentality research on the basis of G. Hofstede methods it is established that, according to all indexes, Belarus is closer to Ukraine than to Russia, although both these countries are ethno societies with the basic X-matrix.

**Novelty.** It has been determined that the identity of the institutional matrixes does not necessarily mean the societies' identity and their similar worldview: the same external political, economic and spiritual factors are perceived in different ways in such communities. The absence of the unified mechanism of implantation of complementary institutes into the basic matrixes is proved – it means that each society should find its own specific mechanism that should take into account specific features of the historical period of social evolution, the influence of neighbouring countries and the potential reaction of its own population to different «implantations».

**Practical value.** The study has the high pragmatic constituent because it is important to submit both possible touch points on the basis of the mental installations' commonality and problematic touch «zones» (where successes of the integration, for example, can be originally open to question) while forming the interstate unions and conducting the cross-country politics in different areas of society's vital activity.

**Keywords:** mentality of Belarusians, G. Hofstede method, G. Hofstede indices for Belarus, G. Hofstede's indexes for Eastern Slavic peoples, the economic mentality of the Belarusians.

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