



www.ehs-ss.pl



Viktoria Parkhomenko

Economic culture of personality: it's natural and structural components

Problem setting. An important factor in the stability and further growth of the modern economic Ukrainian system is the state personnel policy, particularly the scientific ground for the training of qualified personnel.

The analysis of the economic education has revealed some inconsistencies such as: lack of communication between university and labor market requirements; regulation and economic conservatism of professional education content, its discrepancy to the aim of staff competitiveness providing; lack of branch coordination due to educational institutions interaction both within the system and outside (employers or socio-professional environment); complications according to the graduates employment.

It should be noted that the system of economic education has a significant social and pedagogical potential, providing a new type of specialist to contemporary social and economic reality. It should be targeted to the coherent scientific world view and values, culture, professional activities formation, human relations in various sectors of the population, abilities, experience emotional value attitude to reality and to

others. This will provide a consistent, continuous and gradual student engagement into the process of his professional development.

According to the Concept of economic education in Ukraine economic objective of education is to prepare competent professionals, a competitive one in the labor market, the formation of the personality capable of intellectual and social initiative, productive communication, making creative and innovative solutions, being ready to social and professional mobility, being responsible for self-determination, self-development and fulfilment in the profession and in life in general [6]. Modern worker should take high professional, a comprehensive and cultural level, multifunctional and dynamic training, and versatile personality development. This requires a new economic thinking formation, workers realizing own living standards and future generations living standards depend on one's work results.

The wrong point such as educational system separation from the socio-economic and socio-cultural environment in theory and practice of professional education has not been overcome yet. This detachment from national foundations, national culture, regulation and conservatism of educational content, methods and forms uniformity of the educational process organization, faculty prevention from creative research performing, teacher's separation from the student, the deficit of general and professional culture, lack of skills development in co-creation and collaboration, doesn't makes it impossible to provide real development skills and talents of young people and prospects of their complete socialization. Social and historical processes dynamics has caused the necessary of cultural content, the search of innovative technologies and organizational forms in the educational system. This will facilitate the development of social processes due to humanization and socialization, national identity, economic activities targeting to living standards improvement and welfare of the Ukrainian people. Formation and development of economic knowledge should be based on its historical, cultural, spiritual and moral traditions focused on profound economic processes analysis.

Informative saturation, effective management skills and gained social and economic experience makes the foundation of economic behavior, determines the level of economic culture in society. Modern economist must recognize the necessity of maintaining his own relevance through constant updating and renewal of professionally significant qualities not to be at the "obsolescence".

The purpose of the article. The essence of the concept of “economic culture” of the future specialist in financial and credit sphere based on the analysis of different scientific views is revealed, its basic structural components are determined.

The foundations of theoretical research. Analysis of research due to economic culture of future professionals identifies different approaches for consideration. The economic system of society requires a fundamentally new consideration in the context of social and cultural approach, the awareness of it as an anthropological phenomenon. Culture is strongly shifted to the social life centre and it is regarded as the primary activities in the system and the characteristics of the person. Culture priority begins with the fact that its being an effective factor in the creation and assimilation mechanisms for the multi-faceted world improving, a mean of cultural awareness, cognition and cultural man self-creation as a person, a higher degree of his morality and responsibility, it is an instrumental in establishing contacts and dialogue between the people and the social and economic structures (institutions) of society. Universal context is considered to be the moral health of the entire economic system, it's targeting to people, to assistance to people in the new living conditions formation, in the sustainable forms assertion of spiritual self-determination and self-shaping and strengthening of social and individual consciousness. A new mission of economic education as a widespread social and cultural movement associated with the intellectual, moral and ethical foundation is being performed. The increasing role of cultural approach in the development of economic education due to its focus on the formation of a scientific world view, the foundations of professional ethics, values, culture, professional and human relationship between students. Such economic education understanding proves that the basis of its concept is the cultural identity formation of a specialist. Social and cultural approach, due to research of future specialist economic culture, are serving as integrative factor of whole humanities complex being a methodological basis of human knowledge. Humanistic sounding of this approach manifests itself in the possibility of creating and maintaining an enabling social and cultural society. This concept of cultural task is studying the cultural assimilation of surrounding world by personality, and thus a creation of valuable cultural basis of the economy and society as a whole. A. Arnoldov emphasizes that civilization creates humanity, culture creates personality. A man with his involvement in the surrounding world, with his spiritual yearnings and moral needs and dreams of the

future is in the centre of world cultural movement. Describing the social and economic situation in the Soviet era the author reasonably observes "... the leitmotif of modern life is a social salvation of man, the salvation of his freedom and his moral world, liberation from spiritual servility, social hypocrisy ...; salvation of the poor life with its cares and poverty, meagre wages, with poor nutrition and even more bad environment. ... Human life is drastically devalued, not valued nor for a farthing" [1, 9].

Man can not be understood severing him from the general cultural context of life, ignoring the casual link between his needs and culture direction. Only a person who is endowed with will and aimed to spiritual values achieving can create a micro and macrocosm, to make, according to Berdyaev, "the eighth day of creation," is, to reveal his own creative uniqueness.

On notion defining "economic culture", we have proceeded with the concept of the notion "culture", regarded by us as an integrative quality characterizing the changes and developments in society. Following this position, we have tried to differentiate two related aspects in the development of economic culture. The first aspect provides a general understanding of the economic culture of the society as the embodiment of the total creative activity of people in various spheres of economic life. In this case, the criterion for determining the economic culture in favor of flexibility achieved by man in the process of the material world cognition. The second aspect in the economic culture considering provides empirical emphasizing and its elements description in economic activities both of society and the individual, the manifestation of all social features, norms of everyday behaviour in economic life. Mentioned aspects, both as theoretical as empirical, complement each other. So, discussing the results of the economic culture formation process in the society such empirical indicators such as economic minds of the people, culture management, culture of division and others should be allocated.

Economic culture problem is seen as a holistic socio-economic and socio-cultural phenomenon. Thus, the economic culture of a society is a system of values and motives of economic activity, the level and quality of economic knowledge, estimations and actions performed by the person and the content of traditions and norms regulating economic relations and behaviour. Due to investigations, B. Angelova in "Economic Culture and Labor Activity" indicates that the economic culture is a complete social system, which includes economic consciousness, creative economic activity, social development and human economic values [2, 13].

The notion "economic culture" in economic dictionary is presented as a system of values and motives to economic activity, respective attitude to any form of property and commercial success as a great social achievement, success and failure refusing feelings of "leveling" the creation and development of the social environment for entrepreneurship, etc. [4].

It should be noted that research on the economic culture in the context of social science are currently dominating (L. Asa, D. Bohinya, W. Wroblewski, E. Golovakha, T. Zaslavskaya, T. Efremenko, V. Pylypenko, R. Ryvkina, E. Suyimenko and others). The authors highlight that economic culture can not be regarded indifferently as separate individual part of culture, because it is a projection of culture in its broadest sense, the sphere of social and economic relations. T. Efremenko in her scientific work "Economic Culture as a Sociological Concept", analyzes the theoretical concept of economic culture as an important category of economic sociology. The author formulates the basic theoretical and methodological principles that form the basis of a complex multifaceted concept. Economic culture is seen as a unity of economic knowledge, the ability of their using and values regulating economic behaviour. [5]. In general sociological approach economic culture is represented as a set of social norms and values, which is a behaviour regulator and acts as social memory of economic development. They affect the translation, selection and values updating, norms and requirements functioning in the economy and steer its subjects to various forms of economic activity. Among the valued standards of economic culture leading place belongs to the value of work and related to it professional ethics, which is understood as the ratio of people to work (norms and values of prevailing morality in society, reproduced in samples of culture and implemented in the field of professional activity).

According to the statement of M. Weber's world religions in many ways define the essence of economic activity, but labor morality occupies an important place in the system of religious values. According to this view, the Protestant ethic, which originated in some countries of Western Europe in the XVI-XVII centuries after the Reformation, emphasized the role of good work, careful attitude towards economic activity, it became a moral impetus for the emergence of "rational spirit of capitalism."

The main problems of modern economic culture at the level of values –is the uncertainty of market ideology foundations uniting society around the ideas of economic efficiency, liberty and private property. The economic culture level associated with normative regulation of economic

activity has certain peculiarities. Thus, institutionalized valuable and normative complex regulating status and role behaviour of different social and professional groups includes the following interrelated areas: professional standards and professional ethics; role guidelines referring to different types of economic behaviour (business, banking, advertising, etc.); market mechanism.

The works of Russian scientists (A. Arnoldov, L. Buyeva, V. Mezhujev and others) are of particular interest because they reveal various aspects of economic culture (its nature, structure, function), they deal with the development of consciousness and culture of a person's behaviour. At the same time the issue of the future professionals economic culture forming in the economic sphere is considered fragmented. There is no comprehensive analysis of the transformation mechanism of the economic culture of the society in economic personal culture.

The economic culture of personality represents an organic unity of consciousness and practice. It defines the creative direction of economic activity of man in the production, distribution and consumption. The economic culture of the individual can correlate with the economic culture of the society, being ahead of it, but it can fall behind, slowing its development.

Analysis of contemporary research on economic culture of future professionals can identify different approaches to be considered, particularly in the social and cultural context. Most scientists (V. Zorina, F. Sokolova, V. Hmil, V. Tsvetkov, G. Schekin et al.) associated this problem solution with the necessity to study the basics and trends in society's culture, accepting that economic education is provided in difficult conditions of economic, political, social and cultural reality. Thus, the study of economic sociology (S. Matveeva, L. Lyasota) observes economic culture as a set of ideas, beliefs, attitudes and habits of behaviour implemented in the economic sphere of society and connected with economic activities. These cultural patterns, traditions, social ceremonies help to reproduce designs and models of socio-economic activities existing in society. Simultaneously, the authors underline the fact of the economic culture not only in economics but also in social relations. "Market relations is both economic and social, when people realize their own behaviour on the market of goods and services and make purchases of various goods; on the labour market; when taking part in competition for new work places for their self-determination and getting income; on finance market, when money operations are performed., etc. "[7]. In psychological and

educational research (J. Balyahina, M. Bogorad, G. Kovalchuk , etc.) economic culture is defined as the reflection of economic life, a set of acquired knowledge and skills, gained social and economic experience of society in the minds of people. The major structural constituents are the level of economic knowledge and skills of management, economic thinking and economic awareness, social and economic experience [3, 34].

Some scholars (J. Stasiuk, A. Krupsky, S. Medyantseva) the concept of economic culture are trying to reveal through its structural elements, national stereotypes and norms lifestyle, level and structure of needs, organizational forms of business culture, values and motivational attitude to work and wealth degree of realization of economic goals and intensity of economic space awareness. Thus, S. Medyantseva characterizes economic culture of students as structural quality, developing in the process of training and bringing up and it synthesizes some knowledge of the economy basic and the individual ability to use that knowledge in the life [8, 74].

Economic culture is represented as “axiological unity, technological, creative and personal components that enable productive professional activity in the economic sphere” in the scientific research of L. Tandoor [10, 60].

Analysis of the survey findings. These mentioned elements by different authors in different combinations reveal the concept essence of economic culture. All scientists share a common vision that “... a person is simultaneously acting as product, carrier and creator of the economic culture” [10]. On the basis of theoretical concepts and results of the experimental work nature and content of economic culture of students of economic specialties as integrative personal growths made up of professional and personality traits and specialist characteristics, providing effective professional activity in the economic sphere are specified. We have developed economic structure of cultural identity, which consists of motivational, cognitive, technological, communicative and intellectual components containing certain qualities and properties of the individual:

- cognitive component, as a basic element of economic culture including special economic knowledge (knowledge of economic laws of the market economy, the characteristics of a market economy, competence in economic changes in the country and understanding of economic phenomena and their relationship) and economic values (commodity-money relations, property that defines the state as an individual, and the state of the world, moral

and ethical values of professional activities, etc.);

- technological component - describes the availability of essential skills and knowledge of economic activity and contributes to economic behavior (active participation in economic activity, the ability to efficiently organize their activities, search for the optimal solution of problems, etc.).
- motivational component - encourages professional activities aimed at meeting the requirements of the individual due to the formation of economic culture. Educational reasons should be allocated particularly as a system of attitudes to various aspects of the educational process, economic requirements, interests and social prospects. These motifs serve as a means of cognitive activity, forming volitional qualities, behavioural image of attitude toward economic culture as a value.
- communicative component - describes the students ability to establish the relationship between the subjects of business and it includes the ability to communicate clearly, to express ideas, to listen, to argue, to prove position, to participate in meetings, perform presentations, reports.
- intellectual component - economic thinking and economic consciousness (a process denoting mediated and generalized reflection of economic phenomena and economic development of their essential properties and relations, the ability to economic analysis, economic values accepting and their correlation with the universal, critical attitude to reality etc.). The development of future professionals' productive economic thinking is determined to be important where the intellectual abilities of the individual, its creative possibilities are revealed.

Thus economic culture is considered as a system of education, containing professional knowledge, abilities, skills, special abilities and intellectual qualities, moral principles and values of the individual standards required for professional adaptation in the current economic environment.

Conclusions and prospects for further research. Theoretical analysis of reference sources and studying the experience of specialist in economy sectors has envisaged the following conclusions:

- economic culture of the individual is an individual form of reflection state of economic life and the results of the social and economic impact of society on the individual in his mind, as well

as the results and the degree of assimilation of his universal and national cultural values gained social and economic experience level lessons of economic knowledge, beliefs, skills and acquiring methods and means of individual social and economic activities..

- economic culture acts as an development indicator of social and cultural characteristics and qualities formed during the life of the individual in terms of macro and micro socio-economic environment. As cumulative formation, economic culture provides specific forms quality in the individual activity and behaviour, level, completeness and integrity. The defining qualities of the individual is the internal organization, discipline, responsibility to the community, as well as being adventurous, thrift, to respond quickly to the social and economic changes and external circumstances.
- economic culture of students determines the concrete historical forms of relationship between the concepts “Economics and identity” options for the modification and differentiation, and it is a constituent of professional training and at the same time being a condition as for effective economic activity as for future professionals improvement that determine the level and forms of individual revealing in professional education.

Considering the economic culture as the foundation and regulatory factor of economics it should take into account a wide range of social and practical sphere of personality in the socio-political, socio-cultural and professional areas. In this regard, the structure of economic culture ethical and psychological components of professional orientation must be supplemented.

Transliteration of references:

1. Arnoldov, A.I (1996) *Socialnaya pedagogika i kulturologiya*: [Social Pedagogy and Cultural Studies] Moskva; Center social'noy pedagogiki,28 [in Russian].
2. Angelova, B. P. (1983) *Ekonomicheskaya kul'tura i trudovaya aktivnost' lichnosti* [Economic Culture and Labor Activity of Personality]. Extended abstract of candidate's thesis. Moskva: Akademiya Social'nykh nauk,21 [in Russian].
3. Balyagina, I. A., Bogorad M.A., Kovalchuk G. O.; (2006). *Metodologiya vykladannya ekonomiky: navch. metod. posib. dlya r samost. vivch. discipl.* [Methodology of Economics Teaching] Kyiv. Min osvity Ukrainy, Kyiv nats. ekonom. univ. - KNEU, 341 [in Ukrainian].
4. Borisov, A.B. 2003 *Bolshoy ekonomicheskyy slovar'* [Great Dictionary of Economics

-] Moskva: Knizhny mir, 895. [in Russian].
5. Efremenko, T.O. (2005). Ekonomichna kul'tura yak sociologichne poniattya [The Economic Culture as a Sociological Concept]. Sociologiya: teoriya, metody, marketing - Sociology: Theory, Methods, Marketing, 3, (pp123-141).
 6. Kontseptsia ekonomichnogo rozvytku v Ukraini sichen' 23, (2004). [The Concept of Economic Education in Ukraine] Osvita v Ukraini. Kyiv. [in Ukrainian].
 7. Matveeva, S.O, Lyasota, L.I (2006). Ekonomichna Sociologiya. [Economic Sociology]. Sumy: Universytetska knyha, 184.
 8. Medyantseva, S.G., Kavkaeva, C. G. (2005). Ekonomicheskaya kul'tura studentov v usloviakh rynochnoy ekonomiki [Economic Culture of Students in Terms of Market Economy]. Knowledge. Understanding. Competence. - Znaniya. Ponimanie. Umenye,(4), (pp 74-79). [in Russian].
 9. Stasiuk, Y.M. (2009). Formuvannya ekonomichnoi kul'tury molodogo fakhivtsya [Formation of the Economic Culture of Young Professionals] Osobystost' u prostori kul'tury. - Personality in the Space of Culture: Proceedings of the All-Ukrainian Scientific and Practical Symposium Sevastopol: Ribest (pp 100-102).
 10. Tandoor, L. V. (2009). Formuvannya ekonomichnoi kul'tury studentiv promyslovo-ekonomichnogo koledzhu v profesiyni pidgotovtsi [Formation of the Economic Culture of Students of Industrial College in Professional Training] Doctor's thesis. Kyiv. KNU. Shevchenko, 283.

The Author

Victoria Parkhomenko,
*PhD on Economics, Associate Professor;
Deputy Dean of the Faculty of
Accounting and Audit
National Academy of Statistics,
Kyiv, Ukraine
E-mail: pviktoria@ukr.net*

Abstracts

ВІКТОРІЯ ПАРХОМЕНКО. Економічна культура особистості: сутність та структурні компоненти. На основі аналізу різних наукових поглядів у статті розкрито сутність поняття «економічна культура» майбутнього фахівця фінансово-кредитної сфери, розроблено структуру економічної культури особистості, яка складається з мотиваційного, когнітивного, технологічного, комунікативного та інтелектуального компонентів, які містять певні якості та властивості особистості.

Ключові слова: економічна культура, мотиваційний, когнітивний, технологічний, комунікативний, інтелектуальний компоненти економічної культури.

WIKTORIA PARCHOMENKO. Kultura ekonomiczna osobowości: istota i komponenty strukturalne. Na podstawie analizy różnych poglądów naukowych w niniejszym artykule ukazano istotę pojęcia «kultury gospodarczej» przyszłego specjalisty sektora finansowego i kredytowego oraz opracowano strukturę kultury ekonomicznej jednostki składającą się z komponentów motywacyjnych, poznawczych, technologicznych, komunikacyjnych i intelektualnych, które zawierają pewne właściwości i cechy osobowości.

Słowa kluczowe: kultura gospodarcza, poznawcze, motywacyjne, technologiczne, komunikacyjne, intelektualne komponenty kultury gospodarczej.

ВИКТОРИЯ ПАРХОМЕНКО. Экономическая культура личности: сущность и структурные компоненты. На основе анализа различных научных взглядов в статье раскрыта сущность понятия «экономическая культура» будущего специалиста финансово-кредитной сферы, разработана структура экономической культуры личности, состоящая из мотивационного, когнитивного, технологического, коммуникативного и интеллектуального компонентов, которые содержат определенные качества и свойства личности.

Ключевые слова: экономическая культура, мотивационный, когнитивный, технологический, коммуникативный, интеллектуальный компоненты экономической культуры.

VICTORIA PARKHOMENKO. Economic culture of personality: it's natural and structural components. Economic Culture of person: the essence and the structural components. On the basis of the analysis of various scientific attitudes in article disclosed the essence of the notion of «economic culture» for future specialist financial and credit sphere, developed the structure of economic culture identity, consisting of motivational and cognitive, technological, communicative and intelligent components which contain certain quality and the properties of the individual.

Key words: economic culture, motivational, bases, technological, communicative, intelligent components of economic culture.