

**ИКОНОМИЧЕСКИ И ТРУДОВ МАНТАЛИТЕТ НА
УКРАИНЦИТЕ**

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ECONOMIC AND LABOR MENTALITY OF UKRAINIANS

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Abstract

The article analyzes the features of the Ukrainian economic and labor mentality, reflects the main trends of transformation and studies the problems of adapting the working mentality of the Ukrainian population to market conditions.

Keywords: *mentality, economic behavior, labor mentality, adaptation, transformation*

JEL Codes: *J5, Z1*

1. Introduction

The basis of a person's economic life is the initial necessity of a choice - goods, technology, raw materials, resources, information, innovations, ways of using them and combining them. The study of person's economic behavior as leading component of economic system is carried out through the prism of rational economic categories, such as "need", "income", "price", "utility", "quality" and others. However, economic behavior is determined primarily by public consciousness, which is formed under the influence of traditions, religion, social cultural and ethnic characteristics. Among a huge number of behavioral impact components, its mentality plays an important role in the life of individual and individual nation.

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Analysis of scientific sources shows that there was an underestimation of mentality factor in the formation of person's economic behavior and the provision of expected results of labor in the scientific economic literature for a long time. DP. The Goddess, A.A. Bugutsky, G.A. Dmitrenko, S.M. Zlupko, A.A. Chukhno and other Ukrainian scientists paid attention to this fairly. Analysis of publications of native authors of recent years proves that there is a need for further studies of mentality factor on the part of economic science.

The aim of the study is to summarize the separate results of the study of economic and labor mentality of Ukrainians, to identify the main trends in changing and adaptation problems of Ukrainian labor mentality.

2. Economic and Labor mentality of Ukrainians

Mentality - is a peculiar state and orientation of individual and group consciousness, a set of norms, principles, archetypes, life orientations fixed on subconscious level, reproduction of cumulative experience of previous generations. In the scientific literature, such categories as "national character", "ethnic self-awareness" etc. are used in a meaningful analogue.

Mentality is a multi-valued concept for determining of thinking levels [V.P. Andrushchenko, V.G. Antonenko 2002, p. 443]. A kind of correlate of ideology, a way of massively individual historical thinking, a form of "collective unconscious", a characteristic of consciousness of the society (Andryushchenko, M.I. Gorlach 1997, p. 233-234). The category "mentality" has not only a social and psychological, but also social and economic component (Tereshchenko N.V 2013, p.120). Since this is the determinant of social and economic behavior of the individual, the scientific interest of the problem of mentality is increasing.

The term "labor mentality" is considered to be as a social and economic category, in a generalized sense reflecting the level of national labor consciousness of society, the perception of the meaning of labor activity, as well as value orientations, interests, needs that determine the motives of labor behavior.

The Ukrainian labor mentality is a set of various labor cultures, striving to manage the economy and multiply property, various manifestations of labor discipline. The origins of certain qualities originate in history, life conditions, the presence or absence of the factor of private property, the incentives of labor activity (Tereshchenko N.V 2013, Sinyayeva L.V 2016, p. 77).

The historical factor in the formation of the social and economic component of Ukrainian people mentality is influential, complex and ambiguous of all that formed its modern nature and specifics. The historical influence on

economic mentality of Ukrainian nation has ambiguous meaning, since some parts of its modern territory in different historical epochs were the parts of various state formations: Kievan Rus, Galicia-Volyn principality, Great Lithuanian principality, Polish kingdom, Moscow kingdom, Cossack state, Speech The Commonwealth, the Russian Empire, the Austro-Hungarian Empire, the UNR, the VUNR, the USSR, and so on. All this could not but leave a historical trace in economic mentality and behavioral motives of Ukrainian people (Tereshchenko N.V 2013, p.122).

Ukrainians have always been characterized by such positive features of labor mentality as ingenuity, perseverance, the desire for creative self-realization, the desire to see the results of their work.

Events that took place in Ukrainian history directly influenced the mental memory and culture of people. The long domination of socially attractive but utopian communist ideology of "equality, justice and brotherhood", the struggle against the "exploiters" formed a new system of economic and labor mentality, but unlike ideological attitudes and social views that change rapidly, the mentality is more stable, because it reflects customs, nature and forms of behavior.

With the beginning of the period of market reforms accompanied by a long economic crisis in Ukraine, the spiritual crisis in the sphere of social and labor relations was simultaneously gaining strength: labor discipline was deteriorating, the phenomena of spread of labor apathy was becoming widespread, and the attitude towards labor as a value was being destroyed (Semykina MV 2008, p. 16).

We can single out the following trends in changes of the motives and value orientations of Ukrainians in the world of work in recent years:

- Firstly, against the background of a decline in the standard of living, an unemployment increase, the problem of earning the greatest possible income came to the forefront of the importance for overwhelming majority, and the guarantees of social security and employment took the second place. The meaning of the content of labor, its utility to society, almost completely disappears from the list of significant motives; Problems related to competition between employees, sanitary and hygienic working conditions, relations with management, opportunities for further training, participation in enterprise affairs have also receded into the background;

- Secondly, due to the lack of necessary social and economic incentives, employees are losing interest in innovation, invention, rationalization, which contradicts the competitive strategies of enterprises and the state;

- Thirdly, the lack of a close connection between wages and education, does not stimulate employees to improve their skills, leads to the degradation of labor potential, to the loss of competitiveness not only of individual workers, but also of entire industries and regions;

- Fourthly, dissatisfaction of the majority of workers with low wages, destroys labor values such as striving for effective work, abidance by rules of labor and technological discipline, careful attitude to the property of the organization, saving working time, materials and raw materials (Semykina MV 2008, p.16).

It is necessary to pay attention to the peculiarities of mentality of Ukrainian workers, which hinder effective work, especially in the team - this is a legal nihilism, parasitism and irresponsibility.

Legal nihilism manifests itself in various situations - from the adoption of laws and their implementation to the development of technological rules and standards, in particular in the form of instructions that very few people read and, moreover, perform (except for situations requiring special attention).

The typical desire for parasitism is the desire to live at someone's expense. The desire without very hard work quickly get the result, has thrusted modern commercial activity and official environment through. Another negative feature of Ukrainian mentality, which requires special attention, is irresponsibility. Now it is difficult to establish the origin of social irresponsibility, which bore the desire to work " to lie down on the job." Not to take any responsibility, avoid it, in extreme cases " to set up" others has become a typical manifestation of pseudo-activity in almost every organization (Sinyayeva L.V 2016, p.114).

Depending on the assessment of dominant motives of labor, labor and professional mobility of workers, there are four types of labor mentality of Ukrainians (Semykina MV 2008, p.. 16-17).

The first type of labor mentality is taken by 14% of employees: they are people who are about 30 years old, with higher and secondary special education, mainly men, who are oriented toward high income at any price of labor efforts, ready to take a risk, connected with changes in location and type of activity, training and retraining. The majority of such employees are observed in joint-stock and private enterprises (38 and 45% respectively) (Semykina MV 2008, p. 17).

The second type of mentality included 37% of workers: mostly people over 45, with secondary and secondary special education, most of them women, who, due to lack of employment, prefer employment guarantees, receive small but stable earnings, do not strive for professional development, build a professional career, consider the maximum of labor effort to be superfluous, most of them work in state

institutions and joint-stock enterprises (respectively 64 and 23%)(Semykina MV 2008, p.. 17).

The third type of mentality presents 40% of employees, mostly people who are 25-45 years old, mainly with higher education, who are oriented toward guaranteed average earnings, hard work, communication with people, realization of knowledge and abilities, are inclined to professional mobility, but do not want to take any risk changing their job. Such employees turned out to be more in joint-stock enterprises (Semykina MV 2008, p. 17).

The fourth type of labor mentality classifies 9% of employees. They are mostly elderly people (over 50) who work at enterprises that have considerable experience, secondary and higher education. A significant value for them is not having much wages, but its public utility, recognition in the team. They do not want to change the sphere and place of work, they are not inclined to professional mobility (Semykina MV 2008, p. 17).

From the point of view of formation of competitive employees, the representatives of the first and the third type of labor mentality should be considered as the most promising. They reveal the presence of market thinking, able to adapt faster to others to market relations due to these characteristics (labor and professional mobility, willingness to learn, to work hard, to take a certain risk for the sake of high wages, etc.).

At the same time, the fact that most employees are not adapted to market relations, shows the need for urgent measures on the part of the state and enterprises on economic and social assistance to accelerate such adaptation. The mentality of such workers causes the emergence of many social risks, as it reveals the inability to be responsible for their own destiny and create the conditions of social safety of life for themselves.

It is necessary to note, that adaptation of mentality of the population to market conditions among different age groups is ambiguous. The most difficult thing is to reorganize the consciousness of employees of older age groups who can not easily master new information and adapt to the availability of various forms of ownership, since they spent most of their lives in a planned centralized economy where independence and initiative were limited, priority was given to state interests. Proceeding from this, for older people is much more difficult to master new circumstances and radically change labor behavior than for representatives of young people under 30, subjective perception of dependence on external circumstances is very high (Semykina MV 2003, p. 276).

It is interesting to note that according to the research of the Institute of Sociology of National Academy of Sciences of Ukraine, which have been

conducted in recent years: the overwhelming majority of the population is focused on external factors in their life and work expectations (people of external orientation), and only a small part (people of internship direction) is oriented on their own labor efforts. The ratio of these two orientations is 3: 1, the dynamics of such a ratio remains almost at the same level. But workers, who can be classified as internals, are much larger in younger age categories (up to 30 years old), it is quite understandable, because young specialists did not have other working conditions (Semykina MV 2008, p. 19).

We can say that value orientations accumulated by the previous culture of management have painfully faced new orientations towards individualism, entrepreneurship, and obtaining of property. Numerous examples of enrichment in covert privatization form the beliefs of workers that it is not impossible to ensure material well-being through strenuous labor efforts, aspirations for scientific and professional growth. Thus, in mass consciousness it is already widely believed that "the decisive for ensuring the well-being of the individual in Ukraine is not the level of qualification, knowledge and intensity of labor, but the ability to find a way to distribute property and capital, in the shadow business, to evade taxes, have income from illegal price increases. "

This adaptation of the mentality to market conditions contradicts the very essence of market reforms, since it allows a formal view of obtaining a diploma of education, considers it unnecessary to constantly professional self-improvement of a young man who comes to production, calls into question the meaning of conscientious work and desire for new knowledge. The spread of this orientation of labor consciousness of the personnel becomes incompatible with achievement of positive shifts in economic development, contributes to the formation of ideological foundations of shadow economy, the volumes of which cover a large part of GDP.

Recently, excessive monetary fetishization of relations between people has become a priority. Money "penetrate" the previously morally and historically "taboo" spheres of human relations, come into conflict with the moral, ethical, legal and religious behavioral norms of Ukrainian society and become the object of universal public worship (Tereshchenko N.V 2013, p.124).

A study conducted by sociological service of the Ukrainian Center for Economic and Political Studies named after Alexander Razumkov revealed that 9.7% of the 2014 respondents answered that the question "What is necessary for happiness in the first place?" The answer was - money. The "love", "independence and freedom", "good conscience" and " interesting work " substantially given way to money, received only 6.1, 5.2, 5.1 and 3.9%, respectively (poll).

Identification of trends in labor mentality transformation can be measured by more than negative, generated by a deficit of jobs in Ukraine, deformations in the assessment of fair and productive work. The advantage of material orientations over the spiritual (interest in the content of labor, its importance for society, the desire for new knowledge), or, more precisely, the oppression of spiritual interests testifies that in the conditions of a market economy a rigid type of exclusively economic man's model is formed, which is gaining in Ukraine.

3. Conclusion and Recommendations

For the transformation of mentality of Ukrainians and their adaptation to established market relations, it is necessary, on the one hand, to unconditionally preserve the best labor traditions and values in mass consciousness, on the other hand- to deprive the national mentality of its certain negative qualities (inferiority, inessentiality, social envy, habit dependency attitude, a reluctance to take responsibility, disrespect for the law, discipline, order, and others), which historically formed under the influence of a number of political, economic, geographical and cultural factors. It turned out that a qualitative change of mentality requires a restructuring of consciousness of several generations by strengthening the best spiritual foundations of society, a comprehensive reform of its economic life, the construction of an adequate system of labor education and improving life conditions of the nation.

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