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найрізноманітніших сферах людської діяльності: від того, наскільки значним є інтелектуальний потенціал суспільства і рівень його культурного розвитку, залежить успіх розв'язання економічних проблем. Для збереження та подальшого розвитку наукового потенціалу України треба докорінно поліпшити фінансування і матеріально-технічне постачання наукових закладів. Необхідно підняти престиж науковців, законодавче визначити статус вченого. Все це сприятиме підвищенню рівня ефективності загального інтелектуального потенціалу України, а серед провідних тенденцій необхідно виділити наступні: освіта стає ключовим детермінантом" всіх результатів і потенціалу країн світу; відбувається глобалізація знань.

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### FORMATION OF AXIOLOGICAL FOUNDATIONS IN MODERN SOCIO-ECONOMIC SPACE

*According to the author's conception, the current economic environment is highly complex multi-dimensional field of mainstreaming social and economic interaction of various social actors. It is a context measure and the intersection of conflicting social and axiological orientations. In the modern world system as a set of values immutable ideal structures, social norms and labor traditions have a significant impact on economic activity of man. Values define the specific economic structure of society, the principles of its organization, act as a stabilizing factor determining the possibility of its successful existence.*

**Keywords:** *values, economic culture, management, socio-economic environment, society, state, personality.*

### СПЕЦИФІКА ФОРМУВАННЯ АКСІОЛОГІЧНИХ ЗАСАД СУЧАСНОГО СОЦІАЛЬНО-ЕКОНОМІЧНОГО ПРОСТОРУ

*Згідно авторської концепції, сучасний економічний простір є надскладним багатовимірним полем актуалізації соціально-економічної взаємодії різноманітних соціальних суб'єктів. Він є контекстом, мірилом і перетином суперечливих соціально-аксіологічних орієнтирів. У сучасному світі система цінностей як певний набір непорушних ідеальних утворень, соціальні нормативи і трудові традиції справляють істотний вплив на економічну діяльність людини.*

*Цінності визначають специфіку економічної структури суспільства, принципи його організації, грають роль стабілізуючого фактора, визначають можливість його успішного існування.*

**Ключові слова:** *цінності, економічна культура, управління, соціально-економічний простір, суспільство, держава, особистість.*

### **СПЕЦИФИКА ФОРМИРОВАНИЯ АКСИОЛОГИЧЕСКИХ ПРИНЦИПОВ СОВРЕМЕННОГО СОЦИАЛЬНО-ЭКОНОМИЧЕСКОГО ПРОСТРАНСТВА**

*Согласно авторской концепции, современное экономическое пространство является сверхсложным многомерным полем актуализации социально-экономического взаимодействия различных социальных субъектов. Оно является контекстом пересечения противоречивых социально-аксиологических ориентиров. В современном мире система ценностей как определенный набор неизменных идеальных образований, социальные нормы и трудовые традиции оказывают существенное влияние на экономическую деятельность человека. Ценности определяют специфику экономической структуры общества, принципы его организации, играют роль стабилизирующего фактора, определяющих возможность его успешного существования.*

**Ключевые слова:** *ценности, экономическая культура, управление, социально-экономическое пространство, общество, государство, личность.*

The current economic environment is highly complex multi-dimensional field of mainstreaming social and economic interaction of various social actors. It is a context measure and the intersection of conflicting social and axiological orientations. In the modern world system as a set of values immutable ideal structures, social norms and labor traditions have a significant impact on economic activity of man. Values define the specific economic structure of society, the principles of its organization, act as a stabilizing factor determining the possibility of its successful existence.

The article is to study the formation of specific axiological foundations of modern social and economic space.

The issue of the impact of values on people in professional activities set Weber. In today's world, according to I. Semenenko, energy development, especially in the economic sphere is largely determined in the context of human values, which it is guided in its actions, its mentality. This mentality, in particular, determines the propensity of people to cooperation and collaboration, qualities that often combined the concept of "solidarity economy". In the same regard, important moral tradition as a mechanism of self-preservation and development of society. In today's economic development of individual consciousness is not able to rationally assess the situation and moral values are a compass that allows you to make decisions that reflect the economic interests of not only the individual, but also society as a whole [6; p. 19].

The most important social factor that led to changes in the mental sphere and value people and had an impact on the transition to the corporate organizational culture, is to increase the standard of living in Western countries. In the industrial society the vast majority of individuals guided by utilitarian incentives generated by the need to meet material needs. This kind of motivation is quite adequate its structure, which provides both a balance between the interests of classes and social groups, and the gradual progress of production.

Until the mid XX century, developed Western countries have developed high standards of consumption. The development of high technologies demanded by staff, not only first-class education, and updating and creativity to enhance innovation production, which was the basis for the formation process of updating the system of motivation and stimulation of production activities.

Founding began a gradual transition from the dominance of wealth for ethical values, human. This process was in two areas of society: moral, social and political. In the moral sphere, he opened the way to setting altruism and philanthropy, as narrow selfishness that often occurs in people today is caused, first of all, fear of falling into poverty. In the socio-political sphere this change opens the way egalitarianism and social engagement of the individual. In fact, we are dealing here with a positive restructuring of the system of human values; if the frame of reference take humanism.

The result sidelined wealth is their humanization that most clearly expressed in the gradual predominance of altruism and activity of each individual. In this regard, the most important task of economic culture of modern society is the development of human capabilities, expansion of subject-subject interaction, replacement labor economic manifestations of creative activity.

Another consequence of the increase in living standards in developed countries was the gradual displacement of the consciousness of the individual values of "economic" nature "uneconomic." For the first time elements of "non economic" behavior of industrial personnel were noted during the Second World War. P. Drucker argues that tense, exhausting production activities brought worker satisfaction with their work, a sense of the importance of what he does, a sense of accomplishment, self-esteem and pride, which he had never before experienced. Similar phenomena that can not be correlated with any material well-being of employees, nor with their professional growth occurred in all countries who participated in the war [2].

Emerged after World War II economic miracle phenomenon with higher levels of economic prosperity opened a new phase of history and ultimately paved the way for a recovery in economic practice postmodern values. As a result, since the late 60s of last century in developed Western countries emerging process of changing the scale of human values in life, with the possibility of self-realization in professional activities become leading in the scale of values among the middle class US and wages took only fifth place. Subsequent studies as noted R. Inghart and other researchers found only strengthen this trend [4; p. 11].

In our opinion, to analyze the foundations of economic culture is extremely important study "non-economic" values the individual, their evolution within modern society. First of all, it should be noted trend changes the role of education in shaping the value system of economic motivations of man. In the period of capitalist industrial society college diploma or university was seen as a means to achieve higher income levels and decent social status. Highly professional education was seen as the most successful, long-term investing. Since, according to P. Drucker, there was no other form of investment, able to recoup itself tenfold, bringing an average of 30% of annual income for thirty years [2; p. 170].

The situation changed in the second quarter of XX century, when the cost of vocational training needed to work in high-tech industries, five times surpassed all other expenses that are committed to achieving employee age. In the mid 80-ies of XX century, the size of the annual accumulation of "human capital" in the US is estimated to more than three times the accumulation in the material sphere. In the same period the cost of training specialists with higher education exceeded 1 million. Dollars.

However, as noted by V.L. Inozemtsev, persons with higher education since the late 80-ies gradually become quite ordinary employees and left palm bearers of unique knowledge about certain manufacturing processes and technologies that governors and other doctoral degrees [5 ; p. 151]. Consequently, investment in people coming to the fore in the investment structure of modern society, the quality of training is the most fundamental factor in determining the efficiency of the employee and the level of remuneration for his work.

The degree of professional training of the employee, the breadth of his outlook, specific skills and abilities in fact clearly defines its future social position. Getting education, its prestige, becoming the dominant value to all members of modern society.

In modern times through clear differentiation of work and leisure time a person acquires more opportunities for creative use of free time available. Leisure and possibility of fulfillment outside the production with highly professional, high-quality education, are the most prestigious economic value of an individual life in society.

The evolution of social values led to the formation of new economic corporate motivational system within modern production. In 60-70 years of the last century the value of self-occupied in the production process of secondary importance, as the industrial economic system and its inherent organizational culture, were not able to adequately meet the needs of creative personality. In this period first place in the scale of values held elements of social and collective recognition of certain achievements employee.

Information and computer revolution and the growth of high-tech manufacturing 80s. XX century. reduced routine production operations, expanded field of application of creative individual abilities of

each employee, increased expression of "non-economic" motives and values across the whole of modern social production. On the one hand, a man deeply in production processes on the other - its activities in the workplace assumed increase in consumption of information, learning derived predecessors. The result was blurring the boundaries between work and free time, work space and recreational space. The emerging shift from "pure" in the process of production, which plays an important role consumption of "pure" consumption - for productive activities, which is seen as a kind of "entertainment."

The world of modern man as the subject of modern production is not opposed to its identity as a consumer or as an individual. This phenomenon, according to A. Toffler, qualifies as the development of "prosumer" (a term formed from the English words production - production and consumer - the consumer), which does not share the production activity and active consumption of goods and services [7; p. 448].

Prosumerism phenomenon manifests itself in the areas of social production as high information technology, research and development, education, culture and the arts. In these areas dominated subject-subject interaction in which both producer and consumer benefits comparable extent determine the course of their use. Specialists of these branches form a corporation economic, social group, which has increased susceptibility to new motivational factors. Serving goals of the nation, the state or society, the desire to maximize the opportunities provided occupied position to achieve its goals - are only acceptable for these people motivational factors.

The dynamics of value standards of individuals in modern society the following changes. Core values are: quality education and confidence of the people as a basic foundation supporting social order. Vladimir Ilyin in the values of modern society sees the orientation of "democracy, civil personal autonomy, omnipotence law, altruism, philanthropy, mutual assistance, which are the best images of life of modern society" [3; p. 180].

The latter are specific expressions at every level of social development. In material production predominates maximum motivation, stimulating productive activity. In the spiritual realm - the maximum self-fulfillment; in political and civil - maximum participation, engagement, expression; in existential - maximum satisfaction, fullness, depth of existence. In the end, says Vladimir Ilyin, values of modern society act as the optimal strategy of being associated with the embodiment Minimax principle that directs members to strive historical process to the maximum achievable guaranteed, successful and winning courses [3].

So, for postmaterialistic characteristic finding ways to express themselves outside the traditional stereotypes of economic behavior that highlights the spiritual needs of development, the pursuit of economic self-development, respect for personal dignity and autonomy. As for the material needs, they are preserved and developed, but in a new capacity, not as a condition of human existence, and as a necessary condition of spiritual development, which is a symbol of recognition and status in society as a source of self-esteem and life satisfaction and economic professional activities.

Notable among the economic characteristics of the postmodern culture of human values, according, R. Inghart, takes the economic expression, free deployment abilities and creative forces, in other words - the economic game. Game postmodern human life (as opposed to rational, targeted external goals rights Nouveau) covers not only the field of leisure, but also very professional activities, including business, science, etc. If the era of classical capitalism labor and entrepreneurship interpreted through the concept of debt, now it is seen as a personal expression and a way of expression. [4]

Especially important place on the scale of socio-economic values of modern society and therefore a corporate culture marked values take the concept of "trust". According to F. Fukuyama, trust that arises within a community expectation is that the members of this community will behave properly and honestly, showing readiness for mutual recognition in accordance with universally recognized standards. Universally recognized norms may include the scope of "fundamental values" - about the nature of God or justice, or cover entirely secular concepts such as professional standards and codes of conduct [8; p. 134].

In our opinion, the value of trust for the economic culture of modern society is to these provisions. It provides: firstly, quality of life, moral and psychological comfort in the economic corporation;

second, improve reliability, durability socio-economic relations; thirdly, developing independence of the person (employee), his sense of responsibility; Fourth, increases self-esteem of the person (employee).

In our view, exploring the formation of modern economic values in society should pay attention to two social phenomenon:

Firstly, the new media "postmaterialistic" economic values are mostly representatives of the new generation, which came into independent life in 80-90 years of the last century. Characteristic features of this group: a high level of material wealth; quality education; the pursuit of activities that provides public recognition. The present social phenomenon researchers explained that: "postmaterialistic stays often those with birth enjoys all material goods", and once internalized values vary only in exceptional cases. This person, who from his youth aspired to economic success, does not accept "non-economic" values and "post-materialistic" ideals;

Second, opposition representatives in society materialistic and post-materialistic values is veiled and very complex phenomenon sociocultural reality. On the one hand, the motives of the act most deep and its grounds are not always in the surface, empirical forms. On the other, motivation uneconomical activity observed in corporations, formally subordinate economic goals. Expansion of creative activity undermines industrial production, denies political system, based on prevailing market nature overcomes relations of private property, creates conditions for further removal of public antagonism prevailing within the market economy.

Observed social phenomena require an explanation not only empirically, but on a theoretical level. According to A. Vasilchuk human cognition changed its object of study, because instead of studying social processes of evolution of the system of human values. According to this explanation of the new trends is based on the idea of society not as a system of institutions, as well as the implementation process values. Thus, the stages of development of the system derived and changes in social development: implementation of the values of freedom and progress leading to unprecedented growth in the history of the material and economic production [1; p. 26].

Other researchers have noted the determining influence of non-economic values for social transformation, and sought to identify their specific features. For example, P. Drucker, in the theory of management, started one of the first to consider the economic and non-economic values in the system of mental reference person. In his view, the need for something equally expresses both economic and non-economic needs and desires [2].

R. Inghart described the current economic motivation system as "post-materialistic", for which priority is economic growth and not physical safety, and quality of life, self-expression, to maximize the survival and well-being through lifestyle changes [4]. A. Toffler developed the concept of "postekonomic value system." Modern intangible motives of human activity A. Toffler regarded as part of the economic system to overcome the former motivation manifestation postekonomical needs. From this position, modern motivational system incorporates universal humanistic values and moral standards [7; p. 465].

So axiological foundations of socio-economic space "postmodern" is characterized by the collapse of unity, pluralism social goals, cultural forms and styles. In theories of postindustrial society draws attention to the growing heterogeneity and mosaic society, in terms of loss deideologization central, core values and meanings, and most importantly - the new change essentially social wealth: it is not the capital of the Art Nouveau production, and the knowledge, information, technology and innovation self-development.

Form and content of the value system of modern economic activities are influenced by many factors, the most significant of which are the specifics of a particular business, political and social traditions of the country and personal views and aspirations of senior management. Diversity factors creates insoluble contradictions in the way of development of uniform, universal for any of the company economic principles.

Currently, the practice of successful companies shows many common features, both in value systems and cultural stereotypes as corporations. Significantly increased in the 80 years of XX century trend towards internationalization, which gradually pay more attention to national differences. For each prosperous company on the international market space is now not only a high level of development of

its business, but also the degree of compliance with certain cultural and ethical norms. The value system of modern economic activity necessarily involves labor values, those values that are particularly important for employment in the company. And also a necessary condition is silent and proclamation of human values necessary for life and productive activities.

Carriers cultural values of current economic activity, primarily managers is that by his example how to "teach" the corporate culture to other employees. In recent decades, there are substantial changes in the scale of values of employees. Values such as loyalty, discipline, humility gradually losing their importance, but get new content values associated with individual self-expression. The company's management should consider creative work, freedom of action and responsibility, increasing contacts with management and colleagues, training, etc., and according to these elements form the management style and methods of motivation. Economic Culture plays a very important role in the company, so you should pay special attention to its creation and development.

Experience the world's leading economic companies shows that to achieve high commitment and dedication of staff can be in the event that the organization's leadership adheres to the following principles of management, which accounted for the goals and interests of workers when they secured wide involvement in the process of solving corporate problems. Employees need to feel that they are part of a joint team that they are attracted to the solution of the existing problems, listen to their opinion that the employees specially created conditions for career development within the company and so on. Staff very important economic enterprises feel the attention of the leadership and know that they are an integral part of the "total body".

Thus, the model of human resource management, based on tight control and humility, knowingly creates a low level of commitment to the cause of workers and enterprises, usually gives good results. People feel only instrument for achieving the desired result. Market success is determined by the effective level of productivity, which largely depends on the participation of workers in the undertakings of their commitment and devotion to the common cause. When choosing the means to motivate a huge impact with value orientation of the head, which, in turn, may or may not match the values adopted in the organization, that is the culture of modern economic activity.

So, as a conclusion we note that the core values of contemporary culture socioeconomic area are: trust, as a value, which is the basic foundation of social order in support of economic organization and defines positive expectations regarding the individual habitat and areas of professional activity; the value of skills and abilities of each individual, opportunities for self-development in his professional organization; the value of creativity, autonomy, self-expression to the priority social status; the value of quality of life and participation in the activities of the team.

They formed a new priority of the individual and society postmodern culture, which means the transition from material consumption to maximize humanistic and ecological criteria posteconomic being; and processes of intellectualization of the economy that undermined the foundations of industrial society - those motives and goals that shaped her integrity and long were the driving force of economic development.

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### ІНІЦІАЦІЇ ЖИТТЄВОГО ЦИКЛУ У СУЧАСНОМУ СВІТІ

*Анотація:* Дослідження націлене на виявлення форм трансформацій ініціацій життєвого циклу в різних типах суспільств, здебільшого, в сучасному соціумі. В данному дослідженні до сучасних ініціацій життєвого циклу відносяться пологовий обряд, таїнства хрещення і вінчання. Як модифікація ініціації трактується комплекс обрядів, пов'язаних з соціалізацією новонародженого.

*Проілюстрована проблема відсутності у сучасному світі механізмів ініціації смерті та вікової ініціації. Показана тенденція сакралізації успіху у сучасному світі і виниклі в цьому контексті форми ініціації.*

**Ключові слова:** міф, ритуал, традиція, спадкоємність, ініціація, статус, сакральне, символ.

### ИНИЦИАЦИИ ЖИЗНЕННОГО ЦИКЛА В СОВРЕМЕННОМ МИРЕ

*Исследование нацелено на выявление форм трансформаций инициаций жизненного цикла в различных типах обществ в, в особенности, в современном социуме. В данном исследовании к современным инициациям жизненного цикла причисляются родильный обряд, таинства крещения и венчания. Как модификация инициации трактуется комплекс обрядов, связанных с социализацией новорожденного.*

*Проиллюстрирована проблема отсутствия в современном мире механизмов инициации смерти и возрастной инициации. Показана тенденция сакрализации успеха в современном мире и возникшие в этом контексте формы инициации.*

**Ключевые слова:** миф, ритуал, традиция, преемственность, инициация, статус, сакральное, символ.

### INITIATION OF THE LIFE CYCLE IN THE MODERN WORLD

*Annotation: The study aims to identify the forms of transformation initiation of the life cycle in different types of societies in the modern society. In this study, to modern initiations of the life cycle ranked as maternity rite, the sacraments of baptism and wedding. Modification is treated as a complex of initiation rites associated with the socialization of the newborn.*

*Illustrates the problem of lack in the modern world the initiation mechanisms of death and age of initiation. Shows the trend sacralization of success in the modern world and have arisen in this context the forms of initiations.*

**Keywords:** myth, ritual, tradition, continuity, initiation, status, sacred and symbol.

Взросление человека, его переход в новый статус изначально сопровождалось обрядом инициации. В современном обществе чётко выраженная инициация отсутствует, и взросление индивида, его социализация происходят постепенно. В связи с этим наблюдается размывание границы между миром взрослых и миром детей. Дети, стремясь к взрослости, демонстрируют недетское поведение, взрослые, напротив, проявляют инфантилизм и несамостоятельность.

Не смотря на отсутствие механизма инициации, современное общество нельзя назвать полностью лишённым этого древнего явления. Трансформировавшись, инициация