

BEHAVIORAL COMPONENT OF ENTERPRISE POTENTIAL

The prerequisites for the formation of socio-cultural paradigm of studying the potential of a modern enterprise are considered, world pictures for multilevel analysis of its behavioral component are proposed, elements of phenomenological concept of the formation of paradigmatic fundamentals of studying behavioral component of enterprise potential are presented.

Key words: enterprise potential, behavior, phenomenology, world picture, socio-cultural paradigm, concept structure.

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ПОВЕДІНКОВА СКЛАДОВА ПОТЕНЦІАЛУ ПІДПРИЄМСТВА

Обґрунтовано актуальність доповнення ресурсної бази підприємства поведінкової компонентою. Визначено необхідність використання міждисциплінарного підходу для розробки методологічного забезпечення вирішення цієї проблеми. Відмічено важливість позиціонування досліджень поведінкової компоненти потенціалу підприємства в ієрархічній системі управління підприємством. Обґрунтовано доцільність використання положень феноменологічного напрямку філософії для побудови картин світу і забезпечення на цій основі ефективного обміну ідеями вчених, які представляють різні наукові напрямки дослідження поведінки в економічній системі. Викладено рекомендації до побудови концепції соціокультурної парадигми дослідження поведінкової компоненти потенціалу підприємства, запропонований варіант її змістовного наповнення. Сформульовано конкретні рекомендації щодо продовження дослідження нової предметної області економічної науки.

Ключові слова: потенціал підприємства, поведінку, феноменологія, картина світу, соціокультурна парадигма, структура концепції.

Target setting. The effectiveness of enterprise functioning and development depends on the state of resources constituting its potential. Global changes taking place in the domestic economic system compel to revise their list, quality characteristics and management technologies. In terms of accelerated accumulation of risks in all spheres of society, the problem of providing enterprise with highly qualified professionally mobile employees has become very topical. However, the management of this resource is extremely complicated. On the one hand, such employees ensure reliability of enterprise operation due to the intellectualization of its capital, on the other hand – they have consciousness, will and such form of labor activity as behavior. It is difficult to manage behavior of highly skilled employees using administrative and economic management tools. Only the ability of leaders to intensify subordinates' own desire to overcome unique crisis situations in work ensures enterprise activity. Although the behavior as a form of activity of an individual or a social group has already become the subject of study of many humanitarian disciplines, no recognized constructive paradigms have been proposed for it yet. The necessity of their urgent substantiation is determined by the increased influence of staff behavior on enterprise activity. A famous scientist, Krasovskii Yu., with his experience in organizational behavior, states that poor skills in managing this characteristic devalues the existing sales markets and the highest technology available for the enterprise [1].

Analysis of recent achievements and publications. Substantiation of the relevancy of economic theory humanization problems, the need to supplement the potential of economic entities with social behavioral components are reflected in the works of such well-known foreign and domestic scientists as Kaneman D., Tverski A., Saimon G., Marshal A., Vudkok M., Kizim N., Lepeiko T., Kolomiets V., etc. Recently, the young scientists have been actively engaged in the behavioral resources of the economy, presenting thesis for defense (Dorofeeva A., Tiutlikova V., Kovaleva V., etc.). The authors of the present article have some experience in studying these problems [2, 3]. In many of the works listed above, the need in supplementing linear models of enterprise management with stochastic ones is reasoned. Their advantage is ensured by considering mental and emotional state of employees making decisions in the face of increasing crisis situations in their work. It can be said that the need to master behavioral economy model has already been realized and formulated, however there is no systematic methodological and methodical justification for its study yet. There are practically no works on the study of behavioral component of industrial enterprise potential.

Article object drawing. Analysis and substantiation of prerequisites for the construction of paradigm for studying behavioral component of industrial enterprise potential.

Main material of the article. In general, it can be stated that certain ideas aspiring to be the ground for substantiation of introduction of behavioral component to enterprise potential are already available. Almost all humanities affect certain aspects of human activity, defined by the concepts of "activity" or "behavior". Thus, philosophers recommend to study a person, his behavioral activity in life through the ability to "make" himself. Supporters of institutional economic theory choose organization (association, group) as the study object considering it as the primary cell of the economic system, which has behavior and allows a person to achieve his goals. Many recommendations for studying behavior of a person in a team are offered by organizational psychology, the results of which are already being used by modern classics of management. Most particularly, relatively young science -

organizational behavior – deals with the study of behavior of a person and groups in the economic environment. However, its supporters have not provided any substantiation for the ways of introducing behavioral component to enterprise potential, determining the level of its development yet.

This task is to a certain extent complicated by various interpretations of the concepts “behavior” and “activity” by researchers. Some scientists believe that “behavior” is a generic concept covering the notion of “activity”. Others consider “behavior” as a particular case of the broader notion – “activity”. The generalization of the views of various scientists to this problem has made it possible to propose to consider these concepts as extreme cases of a single continuum, the generic concept of which is “activity” [4]. At that, “activity” in one of the boundaries of this space shall be considered as technologically regulated activity, the unit of which is action, while “behavior” shall be used for the case when a subject’s response, being unexpected to the environment by its content, takes place. Most often, it is associated with the choice of an unusual variant of action, not being previously used, a fundamentally new for the environment. The unit of such activity (behavior) is an action. It is the unpredictability of external environment that activates actions making it possible to get out of the crisis or preempt it. However, often their performers cannot unequivocally explain the proposed way of solving the problem. Such successful (at first sight irrational) actions are performed by talented, free people with developed human capital. They are the source of behavioral component of enterprise potential. Prigozhin I. believes that globalization and network revolution contribute to the increase of the role of an individual in the historical process. Just as the behavior of one part of the system at the bifurcation point can greatly change its configuration at the macroscopic level, a creative person, but not impersonal insurgent masses, will increasingly influence historical events of the new stage in the evolution of societies. Taking these considerations into account, functions of a leader start gaining an important role in the theory of management [5, p. 73]. He shall realize that it is impossible to manage creative subordinates using rational management technologies. It is necessary to activate their own desire to move in the direction necessary for the leader. At that, he shall take into account that it is internal but not external purposefulness plays more significant role in changing the behavior of such people. That is, in order to provide the enterprise with such stuff, the leader shall limit his activity as an administrator, and use the roles of an adviser, a partner and a coach [6].

Not only scientists, but also successful businessmen are looking for new ways of solving non-standard problems. Thus, for example, the effectiveness of behavioral component in the activity of business entities was noticed by J. Soros. He suggested solving the problems of choosing its effective variant, using not standard recommendations of theories, but science-practice instrument. This version of analysis of the socio-economic phenomena of the world is oriented toward a consistent combination of induction and deduction. Science-practice positively perceives intuition as one of the sources of a brilliant idea, takes into account cultural values of the society, for the solution of problems of which it is generated. Built on its basis tool for finding problems and ways to their solution was called sociocultural paradigm. Almost such a way is chosen by the union of scientists working in the field of problems associated with behavioral economy.

The paradigm for behavior as a developing multiparameter and multifunctional phenomenon can be created on the basis of an interdisciplinary approach by the efforts of the society of scientists representing various scientific schools. We can agree with L. Stout's opinion that it is necessary to ensure mutual understanding and mutual enrichment of the scientists being engaged into the study of identical problems, representing various scientific disciplines. This author writes thereon as follows: “A central paradigm is needed, which will become the starting point, relying on which researchers and practitioners will build normal science” [7, p. 52]. To ensure the exchange of ideas between scientists representing different scientific fields, it makes sense to rise to the highest methodological level of science and pay attention to philosophy perceived by many scientists as the science of sciences. Analysis of general methodology of philosophy shows that it has a complex structure itself, combining such directions as ontology, epistemology, gnoseology, axiology and phenomenology. The last-mentioned direction in the conditions of accelerating life deserves attention and approbation, as it provides support to scientists on the unconscious way of systematizing fragmentary partial knowledge on the problem of science. Studies in this direction are developing quite intensively. The analysis of the literature testified the expediency of accepting the situation with the behavioral component of enterprise potential at the level of the phenomenological stage of studying a complex phenomenon.

When preparing scientific substantiation for introducing behavioral component into enterprise potential, it is advisable to keep in mind that this scientific direction is used at different levels of enterprise analysis. The latter can be considered both as a socio-economic system in a generalized form and as a systemic cooperation of complex by its content labor, represented by a labor collective in a more concrete form. However, in any case, it shall be remembered that the primary sources and specific carriers of behavior are individual employees of the enterprise.

To harmonize the studies of behavioral component at different levels, it is advisable to use such construct as world picture. Taking into account our own experience of using world pictures in scientific studies [2, 3], to introduce behavior into enterprise potential, its coordinates at the level of gnoseology shall become the following concepts: sense, quality and time, the corresponding coordinates of ontology at enterprise level as a socio-economic organization – capital, professionalism, mobility; at the level of the team – harmony, interaction, timeliness; at the level of the employee – needs, competence, behavior. Since behavioral economy is oriented to strengthening humanization, one cannot ignore such a section of philosophy as axiology when building world pictures. The picture

of the world in its context at the level of the enterprise as a socio-economic system can be represented by characteristics of profitability, trust and efficiency. At the level of the employer, the picture of the world is transformed into a triad: creative leisure, self-actualization, free time.

In general, the conceptual complex of the future paradigm of the formation and use of behavioral component of enterprise potential at the phenomenological stage can be supplemented with: the idea of updating the concept of the essence and content of the problem, concretizing the idea and hypothesis being subject to verification, terminological system, principles of studying and transformation of reality, methods of research information support, qualitative and quantitative technologies for phenomena diagnostics.

Conclusions. In consideration of the foregoing, we can draw the following conclusions. Timely and effective reaction of the production organization to the acceleration and complication of changes in the external and internal environment depends on behavioral component of its potential, which currently substantially ensures enterprise activity. This direction of economic science does not have any paradigm yet. In order to formalize the concept and theoretical foundations of identification of behavioral component of enterprise potential, it is necessary to: define the limitations of traditional humanitarian in the study of behavioral component of practice, compare their paradigms and transfer to the new theory the elements contributing to the comprehension of complicated by their nature dynamical phenomena having occurred in economic life; build hierarchical system of world pictures on general-particular-specific level to provide coordinated vision of complex situations by scientists representing different areas of science; formulate the central idea of the new theory, its hypotheses, methods for their verification; substantiate polydisciplinary terminological systems, principles, methods of information collection and analysis; determine the ways of qualitative and quantitative evaluation of a new subject of research.

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