

угідь, у Вінницькій області налічувалось 635,3 тис. га кислих ґрунтів (50,2%). Для поліпшення родючості ґрунтів області та проведення нейтралізації кислих ґрунтів слід було довести площі вапнування до 30–40 тис. га за рік.

Установлено, що земельні угіддя Вінницької області мають дуже низький та низький вміст азоту. Середньозважений показник вмісту легкогідролізованого азоту, за результатами IX обстеження, становив 82,0 мг/кг ґрунту; середньозважений показник вмісту рухомого фосфору, порівняно з VIII туром збільшився на 3 мг/кг, а вміст обмінного калію на — 11 мг/кг.

При плануванні системи удобрення сільськогосподарських культур обов'язково потрібно враховувати забезпеченість ґрунтів основними елементами живлення та їх співвідношення. Норми внесення азотних добрив слід регулювати залежно від вмісту рухомих фосфатів у ґрунті.

Порівняно з попереднім туром агрономічного обстеження земель середньозважений показник вмісту гумусу в IX турі залишається незмінним — 2,7%. Враховуючи виражений негативний баланс гумусу в землеробстві області, необхідно забезпечити його поповнення з усіх можливих джерел: внесення підвищених норм органічних добрив, максимальне залишення

на площах післяжнивних решток, збільшення площ посіву сидеральних культур, введення в сівозміни більше бобових культур і багаторічних трав.

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## ANALYSIS OF METHODOLOGICAL APPROACHES TO MEASUREMENT OF SOCIETY'S ECOLOGICAL CONSCIOUSNESS LEVEL

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У статті досліджено методичні принципи оцінювання екологічної свідомості як важливої міждисциплінарної проблеми ХХ–ХХІ століть, спричиненої посиленням глобальних екологічних проблем та потребою реалізації ідей сталого розвитку.

**Ключові слова:** екологічна свідомість, групи суспільства, сталий розвиток, модель діагностики екологічної свідомості, модель факторів мотивації екоповедінку.

Despite the constant increase of attention to the environmental protection problems, their

relevance has not diminished. The main reason is caused by the ecologically inefficient manage-

ment of industry and agriculture and the occurring of contradictions in the social, ecological and economic system at different levels.

In order to achieve the country sustainable development the society should be aware of the importance of the natural environment perseveration. Modern society needs a new paradigm of thinking due to the necessity of overcoming the environmental crisis. The «new» way of thinking must be based on a comprehensive consideration and implementation into everyday decisions, projects and programs the environmentally oriented components. The task of determining the level of society's ecological consciousness occurs in the context of the formation of citizens' environmentally oriented behavior.

In recent decades a number of researches were conducted to determine the ecological consciousness development level: the wide-scale ecological consciousness (V.O. Skrebets); theory of the development of ecological consciousness and individual attitude towards nature (S.D. Deryabo, V.O. Skrebets, Yu.M. Shwalb, O.O. Kalmykov, O.S. Mameshyna, V.A. Yasvin); «man — environment» relationships (A.M. Lyovochkin); image of the environment of adolescents and university students (O.L. Vernik, I.V. Kryazh); environment perception features (R. Barker, J. Gibson, O.V. Rudomino-Dusyatska); formation of ecological consciousness by practice-oriented methods (V.V. Verbytsky, O.V. Gagarin, D.M. Kavtaradze, O.M. Kamnyev). The main constituents of the society's ecological consciousness are distinguished in the authors' previous research [1].

At the empirical level of the research while determining the ecological consciousness level such methodologies are used: «Differential and diagnostics questionnaire» (V.E. Klimov); determining of ecologically valuable dispositions (T.V. Ivanova); diagnostics of personality ecological creed «EZOP»; determining the intensity of the subjective attitude towards nature «Naturofil»; investigation of the interaction motivation with nature «Alternatyva»; diagnostics of the degree of perception subjectivity of natural objects (S.D. Deryabo); questionnaire «Alternative scale of behavior on environment protection» and the questionnaire «Attitude towards the environment» (A.M. Lyovochkina); questionnaire «My living environment» (O.S. Mameshyna); questionnaire «Ecological problem of a city» (L. Kolotilina, S. Golubeva), author's training methodology «Yednist» (O.V. Greze).

The overwhelming majority of the researches are devoted to the diagnostics of the condition of the development of the ecological consciousness of adolescents, much less researches — of teenagers, youth and adults.

Paying tribute to the scientific and practical significance of the researches of mentioned authors, it should be noted that a certain number of tasks on the conceptual and methodological grounding of the determining the ecological consciousness level is underdeveloped. One of the major problems of the society's ecological consciousness formation is the lack of methodology of integrated diagnostics of its level from the perspective of ensuring the balance between social, ecological and economic development.

The relevance of these issues caused the choice of the topic of the research, its structure, purposes and tasks.

The aim of the article is a system analysis of the methodological approaches to the measurement of the level of ecological consciousness and grounding the conceptual model of the diagnostics of the society's ecological consciousness level.

In general, there are several directions of the research on the problem of ecological consciousness that are characterized by use of methodological and terminological apparatus. They are as follows:

- philosophical approach: ecological consciousness is studied as a form of society's consciousness. The methods of analysis and synthesis, logic, history and modeling are used;
- sociological approach: determines the ecological consciousness as concerns of citizens caused by environmental problems. The methods of sociological inquiry, content analysis and factor analysis are used;
- psychological approach: ecological consciousness is studied as an aspect of the human psyche connected with the perception of natural objects. The testing method, projective methodology, psychosomatic methods are applied;
- social and economic approach to the problems of the determining of the ecological consciousness is not described in the researches.

At the same time, the society's ecological consciousness can be an indicator that reflects the development of ecological education, the dynamics of the introduction and implementation of the ecological programs, trends of taking into account the ecological factor in the process of conducting the economic activity, etc.

In research [2] the authors analyzed the methodology of ecological consciousness diagnostics that got the following classification (see Table 1).

We carried out the detailed analysis of the features of use of the instrumental methods on ecological consciousness diagnostics. The systematization results are shown in Table. 2.

Methodologies on ecological consciousness diagnostics, proposed by the author [2], have

Table 1

**The methodologies of ecological consciousness diagnostics**

| <b>System of methods</b> | <b>Methodologies of ecological consciousness diagnostics</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Instrumental             | Questionnaire, conversation, interview, observation, tests.<br>In environmental psychology the observation method is the most effective and it better corresponds the essence of science. It is used to collect the source information by direct recording of events, thoughts, facts. The advantage of observation method while investigating the ecological consciousness is that research is carried out in the «ecological world» as opposed to «physical world» of laboratory research (J. Gibson).<br>Test «Ecologically valuable dispositions» (V. Skrebets) [5].<br>Methodologies «Dominanta», «EZOP», «Alternatyva», questionnaire «Naturafil» (V. Yasvin, S. Deryabo) [3].                                                                        |
| Projective               | The ecological version of the methodology of M. Luscher, the methodology of «Incomplete sentences» (modified by V. Skrebets), content analysis, Rosenzweig frustration test modification, test «Svit».                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Creative                 | Drawing methods «Draw your living space», «Draw the living space you would like to see», «Picture of the world», «My living environment», «Environmental advertising», the creation of environmental projects and problem solving.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Scale techniques         | Method of «semantic differential», «polar profiles», «Alternative scale of behavior on preservation of the environment» and the questionnaire «Attitude towards the environment».                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Modeling                 | Imitating modeling (imitation of phenomena in computer versions of ecopsychological diagnostics). It is possible to carry out the psychometry of emotional stress, personal creed, attitude with help of environmental games.<br>Mathematical modeling is to study the ecopsychological realities with help of mathematical models and calculations (formulas, equations, identities, regressive dependence, cluster or factor grouping).<br>Statistical modeling is a study of probabilities during the actualization of certain ecopsychological phenomena (attitude, expectations, emotional stresses) caused by specific realities of life (informational, economic, large-scale or regional national-economic, ideological, political projects, etc.). |

Table 2

**The features of use of the instrumental methods on ecological consciousness diagnostics**

| <b>Methodology</b>      | <b>Purpose</b>                                                                                                                                                                                                                                                                                                                               | <b>Potential for use</b>                                                                                 | <b>Limitation of use</b>                                                                                                                                                                           |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Methodology «Dominanta» | <i>Purpose of diagnostics:</i><br>Determining the dominance in attitude towards nature in the value orientations degree. The methodology is based on the classification of the individual relationships developed by A.F. Lazurskyi who distinguished 15 groups of attitude towards the various phenomena of nature, society, yourself, etc. | As the methodology is intended primarily for diagnostics of dominance of the attitude just toward nature | It should be noted that this methodology does not allow to determine the exact degree of this or that attitude.<br>To consider correctly only the belonging of the relations to a particular group |
| «EZOP»                  | <i>Purpose of diagnostics:</i><br>Study of the type of dominant creed in attitude toward nature.<br>4 types of ecological creeds were distinguished:<br>aesthetic (nature as an object of beauty);                                                                                                                                           | This diagnostics uses the principles of verbal, associative methodologies.                               | It is used to determine the subjective attitude towards nature of children from 10 to 17 years                                                                                                     |

Continuation of Table 2

| Methodology   | Purpose                                                                                                                                                                                                                                     | Potential for use                                                                                                                                                  | Limitation of use                                                                              |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| «EZOP»        | cognitive (the nature is the object of study, knowledge obtaining); ethical (nature is an object of protection), pragmatic (nature is an object of benefit)                                                                                 | This methodology helps to find out which structural component of the valuable attitude towards nature of the younger schoolboy is more expressed                   |                                                                                                |
| «Alternatyva» | <i>Purpose of diagnostics:</i> determining the leading motivation type of the interactions with natural objects.<br>Types of motivation: the aesthetic, cognitive, practical, pragmatic                                                     | The methodology helps to reveal the motivational and behavioral component of the valuable attitude                                                                 | It is used to determine the subjective attitude towards nature of children from 10 to 17 years |
| «Naturofil»   | <i>Purpose of diagnostics:</i> determining the level of the development of subjective attitude intensity towards nature, non-pragmatic modality and its structures.<br>Types: perceptive and affective, cognitive, practical, translational | It allows to determine the structural and dynamic characteristics, that is a indicator of which field and in what extent the attitude towards nature is manifested | It is used to determine the subjective attitude towards nature of children from 10 to 17 years |

social and psychological character. In our opinion, the methodology of complex diagnostics of ecological consciousness must take into account the ecological and socio-economic fields of manifestations and the principles of sustainable development concept.

Increasing of the level of analysis systemacity and measurement of ecological consciousness can be seen in the researches of foreign authors (Table. 3).

The approaches of foreign scientists allow to explore the essence and measurements of ecological consciousness more deeply. Foreign constructs of ecological consciousness and system of indicators of its level can be adapted to the national approaches of analysis and measurement of ecological consciousness. Taking into account the international experience will allow to improve the level of systemacity of measurement and diagnostics of ecological consciousness.

Analysis and generalization of domestic and foreign methodologies of the ecological consciousness diagnostics allowed to form own conceptual model of diagnostics of the level of society's ecological consciousness.

In our opinion the diagnostics of society's ecological consciousness level should be systematic, comprehensive and representative.

The study of ecological consciousness should be conducted on the basis of division of society by separate groups, because the person and her/his decision are influenced by many factors, such as: upbringing, self-education; education; culture (mentality) of the environment, the influence of the collective environment, society influence, the impact of the media, age structure, etc.

Thus, we propose to carry out the division of the society into the following groups: 1) schoolchildren according to the age structure; 2) students of technical school and higher educational institutions; 3) ordinary citizens; entrepreneurs, scientists; 4) employees of public administration and local self-government, Fig. 1.

Modern researches allow to come to the conclusion on the feasibility of application of such tools on measurement of the ecological consciousness level as the questionnaire. In this case, for each of the above mentioned group, a separate type of questionnaire that will contain questions that are scientifically grounded in terms of natural resource management and social, ecological and economic development of the society should be developed.

In their turn, questionnaire questions should be developed on the basis of taking into account of the fundamental propositions of the

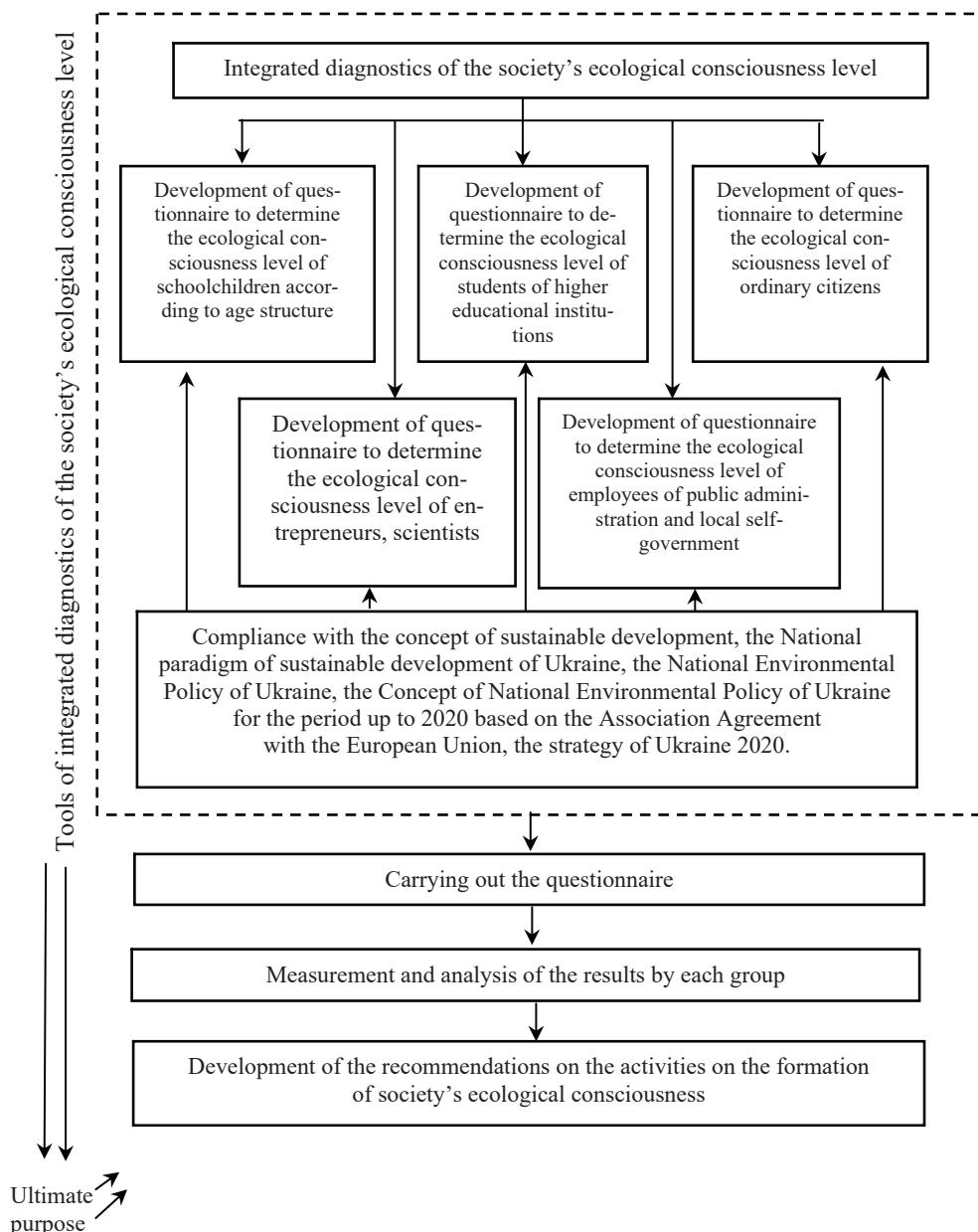
Table 3

## Analysis of the approaches to the ecological consciousness level measurement (foreign experience)

| Name of approach to the analysis and measurement of ecological consciousness      | Feature                                                                                                                                                                                                                                                                                                                                                                         | Advantages                                                                                                                                                                                                                                                                                                                                                                        | Disadvantages                                                                                                                                                                                                     |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Measurement of attitude towards environment [6]                                   | It is based on the use of New ecological paradigm scale, as opposed to the dominant social paradigm. New ecological paradigm provides the belief of people in absolute human relationships with the environment. The scale provides a number of statements that should be evaluated.                                                                                            | The approach allows the use of qualitative (the attitude in the context of the new development paradigm) and quantitative (statistical) indicators. The approach is a system one, it focuses on the limitations of economic development.                                                                                                                                          | It takes into account many factors which require a separate detailed analysis, in particular, ethical, religious, philosophical, etc.                                                                             |
| The approach that is based on the analysis of ecologically conscious behavior [7] | The approach provides taking into consideration the following factors: consumption, waste, culture, transport, efficiency and support.                                                                                                                                                                                                                                          | There is an universal methodology of quantitative ecologically oriented human behavior                                                                                                                                                                                                                                                                                            | Set of factors on the measurement of ecologically oriented behavior may be limited                                                                                                                                |
| Analysis of ecologically responsible behavior [8]                                 | The basis of the analysis is a theoretical model of ecologically responsible behavior, which takes into account personal factors of behavior (attitude, etc.), situational factors, knowledge and orientation to action. It provides the analysis of comprehensive cognitive and behavioral statements and carrying out the inquiry of the respondents of different age groups. | The model takes into account social and economic factors, provides the analysis of statements concerning the availability of the knowledge about the natural environment protection, environmental care. Analysis of knowledge, attitudes and behavior concerning the environment protection provides taking into account the such environment components as the atmosphere, etc. | The object of study is specified only by age                                                                                                                                                                      |
| The measurement of ecologically-conscious consumer behavior [9]                   | The approach takes into account the following factors: ecologically-oriented purchasing behavior, ecologically-oriented activities, attitude to the recycling, ecologically-oriented attitude.                                                                                                                                                                                  | It systematically characterizes the behavior of economic man                                                                                                                                                                                                                                                                                                                      | It does not take into account other important factors (cultural, mental, etc.), it provides the analysis of ecologically-oriented human behavior only from the point of view of consumption of economic benefits. |

Continuation of Table 3

| Name of approach to the analysis and measurement of ecological consciousness                                                              | Feature                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Advantages                                                                                                                                                                                                                                                     | Disadvantages                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| Measurements of ecological consciousness on the basis of ecologically-oriented human solutions on the purchase of goods and services [10] | It is based on determining and theoretical grounding of the ecological consciousness construct. Measurement of ecological consciousness based on the use of dependent (the assurance that the object of sale and purchase is not produced as a result of the experiment on animals, does not harm the atmosphere, etc.) and independent variables (knowledge about the environment and measures on its protection, attitude, perception etc.).              | The approach systematically takes into account different factors that are connected with different environment components and problems of its protection, as well as in-depth analysis of human from the economic and cognitive perspective, etc.              | The approach focuses the significant attention on the connection of ecological consciousness with the "green" purchase solutions |
| Determining the ecological consciousness level by its measurements [11]                                                                   | The approach provides the determining the measurements of ecological consciousness: affective (determining the values, beliefs of individual), dispositional (personal attitude), active (behavioral), cognitive (knowledge, information), which is associated with an affective and dispositional measurement. The measurement is based on inquiry and measurement of a number of statements. The result of the inquiry is evaluated by gradation criteria | Analysis of measurements of ecological consciousness allows to evaluate systematically the ecological consciousness level of an individual. The approach involves the use of criteria by the gradation of ecological consciousness level and its measurements. | It provides mainly qualitative analysis                                                                                          |



**Fig. 1. Conceptual model of diagnostics of the society's ecological consciousness level**

concept of sustainable development, the National paradigm of sustainable development of Ukraine, the National Environmental Policy of Ukraine, the Concept of National Environmental Policy of Ukraine for the period up to 2020 based on the Association Agreement with the European Union, the strategy of Ukraine 2020.

The regulatory documents in the field of the environment protection and the structure of society's ecological consciousness should be the basis for the development of the criteria for the evaluating the ecological consciousness and the integrated indicator of the society's ecological consciousness level.

The calculated society's ecological consciousness level will allow to develop the recommendations for ecological consciousness improvement and to form a long-term strategy of social, ecological and economic development.

It should be noted that the effectiveness of the results received in the process of carrying out the questionnaire depends on the research purposes. In our case it is not only the determining the ecological consciousness level as a certain percentage, but also the determining of factors that influence the formation of ecologically-oriented behavior of society. To date, the most widespread are three factors that regulate

the ecological behavior of the person, namely: 1) ecologically-oriented self-motivation (in this case the person realizes himself/herself the necessity of actions that have a positive impact on the environment and person decides not to pollute the environment); 2) ecologically-oriented motivation based on remuneration (the person will not violate environmental regulations, if she/he will have some remuneration in money, or else); 3) ecologically-oriented motivation based on enforcement (the person refuses to pollute the environment, otherwise she/he will be forced to pay fines and other administrative penalties).

The results can be shown as a three-dimensional model constructed by us in Fig. 2.

Three-dimensional model, shown in Fig. 2, makes it possible to determine how society's ecological consciousness level of the object under study will be changed while using the motivation factors, based on the remuneration and enforcement with certain level of self-motivation.

Thorough analysis of the object of the measurement (social groups and their features) and the fundamental three-dimensional motivation model of the individual is the basis for system diagnostics of ecological consciousness level of people of different social groups. Taking into account the different dimensions of ecological consciousness (cognitive, valuable, behavior, etc.) in accordance with the three dimensions of motivation will provide the comprehensive diagnostics of ecological consciousness and the development and implementation of system solutions on the environmental protection.

## CONCLUSIONS

It is proved that ecological consciousness can be measurable indicator. On the basis of the analysis of the methodologies of the diagnostics of the ecological consciousness the conceptual model of diagnostics of the society's ecological consciousness is proposed.

Further directions of the research are as follows:

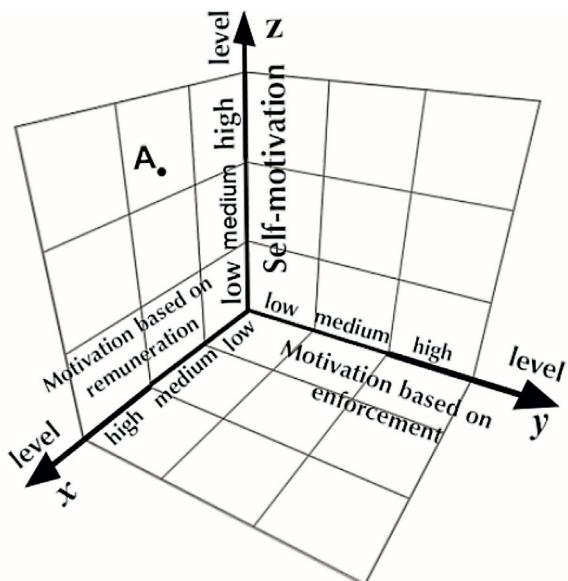
- Formation of a methodology of measurement the of the ecological consciousness level by using the system and synergetic approaches.

- Proving the scientific and methodological approach to the integrated diagnostics of the ecological consciousness level of different social groups.

- Identifying the synergetic effects that appear in the process of the interaction of society subsystems.

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**Fig. 2. The three-dimensional model of determining the factors of influence on the eco-behavior formation**

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## КРИТЕРІЇ ТА ІНДИКАТОРИ ЕКОНОМІЧНОЇ БЕЗПЕКИ І ЗБАЛАНСОВАНОГО РОЗВИТКУ РЕГІОНУ

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Розглянуто поняття збалансованого розвитку регіону та окреслено методологічні передумови й принципи формування системи критеріїв економічної безпеки та збалансованого розвитку регіону. Запропоновано перелік індикаторів економічної безпеки та збалансованого розвитку регіону.

**Ключові слова:** економічна безпека, регіон, критерії, індикатори, збалансований розвиток, екологіко-економічна безпека.

Головним національним пріоритетом України є збалансований розвиток економіки та добробут її громадян. Забезпечення національних інтересів та економічної безпеки — найважливіші функції держави та її регіонів.

Найгостріші проблеми сьогодення у сфері забезпечення національної безпеки взагалі та економічної зокрема визначені в Законі України «Про основи національної безпеки України» [1], в якому зазначено, що вирішення проблеми забезпечення економічної безпеки в сучасних умовах господарювання визначається через призму збалансованого розвитку як одного з невід’ємних елементів забезпечення національної безпеки.

Проблеми екологіко-економічної безпеки набувають особливої актуальності в період кризи міждержавних відносин, що в сучасних умовах характерно як для України та інших сусідніх країн так і для окремих регіонів нашої держави. Головна загроза полягає у відсутності цілеспрямованої політики державного регулювання екологіко-економічних процесів, що відбуваються як у країні взагалі, так і в її регіонах зокрема. Визначальним у проведенні економічних реформ повинна стати концепція збалансованого розвитку.

Еволюцію формування економічної думки в галузі визначення теоретичних основ економічної безпеки можна дослідити в наукових працях зарубіжних вчених Д. Ламбера, П. Кінга, Р. Нолана, Л. Абалкіна, А. Архіпової, О. Бухвальд, В. Сенчагова, С. Глазьєва, В. Медведєва, Є. Олейнікова, О. Тамбовцева, Є. Човушяна та ін.

Теоретичним і прикладним аспектам вирішення багатогранної проблематики економічної безпеки в площині збалансованого розвитку присвячено праці В.М. Василенка [2], Т.В Іванової [3], І.О. Крюкової [5], О.Ф. Новікової [6], О.І. Амоші [6], Е.М. Лібанової [9], М.А. Хвесика [10, 11], Б.М. Данилишина, та багатьох інших дослідників.

Метою статті є розгляд економічної безпеки регіону у площині збалансованого розвитку та визначення індикаторів економічної безпеки та збалансованого розвитку регіону.

Розглядаючи регіон як економічну систему, з урахуванням необхідних екологічних обмежень, можна вважати, що збалансованість регіону — це опір його економічної системи зовнішнім впливам, здатність її зберігати себе в умовах різних структурних перетворень. При цьому необхідно мати на увазі, що система