

Iryna V. Nikitina<sup>1</sup>

## SOCIALLY RESPONSIBLE PERSONALITY IN THE INNOVATIVE SOCIETY

*The article defines the role, psychological profile and factors of socially responsible personality development. The ways of its formation in the society are considered.*

*Keywords: specialist personality; innovative society; creative potential.*

Ірина В. Нікітіна

## СОЦІАЛЬНО ВІДПОВІДАЛЬНА ОСОБИСТІТЬ В ІННОВАЦІЙНОМУ СУСПІЛЬСТВІ

*У статті визначено роль, психологічні характеристики та умови розвитку соціально відповідальної особистості. Розглянуто шляхи її формування в інноваційному суспільстві.*

*Ключові слова: особистість фахівця; інноваційне суспільство; творчий потенціал.*

*Літ. 18.*

Ирина В. Никитина

## СОЦИАЛЬНО ОТВЕТСТВЕННАЯ ЛИЧНОСТЬ В ИННОВАЦИОННОМ ОБЩЕСТВЕ

*В статье определены роль, психологические характеристики и условия развития социально ответственной личности. Рассмотрены пути ее формирования в инновационном обществе.*

*Ключевые слова: личность специалиста; инновационное общество; творческий потенциал.*

### Introduction

Rapid development of society needs the intensive formation of a socially responsible personality at colleges and universities around the world. Young specialists, undergraduates are the valuable talent resource of any country and any nation. It's an important task for higher education to train innovative talents. But today higher education in Ukraine has been affected by exam-oriented education, often it only attaches importance to "importing" knowledge and ignores the cultivation of student's quality. Education has the power to train creativity, but it has the power to restrain creativity, too. It depends mainly on the strategy applied and education management pattern we initiate and adopt. To train the innovative ability is the core of innovative education management.

Innovative education management means the education management process by training students with a certain innovative ideas, social responsible personality being the main goal. It makes students master subject firmly and systematically and provides the space to develop student's innovative ability and responsibility for social progress at the same time.

Innovation ideas and social responsibility mean the bright ideality to make contribution for man's civilization and progress, the noble spirit of the devotion for developing science and technology due to the strong desire to make inventions. They need to form the innovation center in educational process of a high school.

The definition of psychological characteristics and the role of social responsible personality in the innovation society is the main aim of the research.

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<sup>1</sup> National University of Food Technologies, Kyiv, Ukraine.

### Literature review

The given issue has been considered by such foreign and native scientists: L.M. Sdorov (1993), Rita L. Atkinson, Richard C. Atkinson, Edward E. Smith, Daryl J. Bem, Susan Nolen-Hoeksema, Carolyn D. Smith (2001), S. Rubenstein (2003), S. Freud (1990), E. Erykson (1996), C. Kluckholm, A. Henry Murray and others.

### Findings

Scientists think that social responsibility plays a general role for personality development in the innovative society. They and practical experts research the psychological profile of a socially responsible specialist. There are such components in this profile (Kluckholm, 1948):

- 1) Cognitive – transformed structure.
- 2) Regulative structure.
- 3) Communicative structure.
- 4) Valuable standard.
- 5) Sociological structure.
- 6) Predictive structure.

Contemporary investigations confirm the psychological mechanism above of the interaction of the showed components were forming orientations by individual, which influence the successful results of occupation and social activity (Angell, 2000).

Creative spirit is the sole and the power of social activity and responsibility. To be a responsible person, one should have strong consciousness to pursue originality, sensitivity and curiosity to unknown things, clinging to explorative interests, the enthusiasm for new discoveries and inventions.

Innovative ability means the practical ability to translate the idealism, spirit and desire as stated above into valuable cultural products of material products unrepresented before. It is found by the investigation that innovative spirit and ability involve mainly in the aspects as follows (Gerow, 2000; Angell, 2000; Kluckholm, 1948):

- 1) an abundant and encyclopedical knowledge; rational knowledge structure;
- 2) a keen ideation;
- 3) comprehensiveness;
- 4) personality;
- 5) intensive research motivation.

Besides, the expression ability, organizing ability and practice ability of an individual have certain influence on the creativity development.

The author of "Existence and consciousness" S. Rubenstein wrote that an individual as a subject had a motive to take social and personal responsibility for environment and interactions with other people, and oneself (Rubenstein, 2003). Consciously personality feels oneself as the author and the creator of social life.

Social responsibility has such a structure (Nikitina, 2008):

- 1) occupational readiness to professional development;
- 2) creative thinking and professional intelligence;
- 3) professional motivation;
- 4) adaptation and positive self-concept;
- 5) personal abilities for professional and social progress, to be the founder and the creator of success;

6) psychological capacities such as social adaptation, tolerance, morality, internalization, persistent, leadership, professional friendliness, enterprise, assurance indolence, decision, self-critical mind, readiness to complete tasks, love to work etc.

Professional motivation is the board of all these characteristics. The sole in this professional and social activity is the sense of work, goals, the self-position of a personality in the progress, especially the motive to take power in the environment, assurance in own abilities.

Another important characteristic of social responsibility is the decentralization in the communication creativity in the development of the society. It's the general ability to solve problems from positions of other people and then to accommodate all positions with the personal one.

This is the first goal in the process of social responsibility development. The research sets out to sort out the functional components of socially responsible personality. The goal is to organize a set of motivational, thinking and individual character that can connect all the drivers of creative and social responsibility of a personality across different industries, business and occupations. This connects creative abilities, internalization, feeling, persistent, fairness, well-balance, motivation for self-realization, divergent thinking etc. (Thomas, 1999).

These individuals are considered to be extraordinarily leaders. Such factors as the ability to visualize, imagine and introduce mental transformations, which make their importance. Analogical thinking is central to their professional activities. They "makes connections" between one situation and another, between the problem and working situations (Nikitina, 2012).

Another important characteristic for solving creative problem is the ability to think logically while evaluating facts and implementing decisions. Socially responsible people can find out the "order in chaos" and the real roots of problems.

For example, a creative supervisor grappling with high absenteeism and turnover might work with employees' superficial excuses to discover that the true problem is repetitious, meaningless work, and that the best cure is job rotations, modest profit sharing, or giving workers greater understanding of how the task fits into company's goals and benefits the community.

Social responsibility is not just a set of intellectual and socially meaningful abilities. It's also a personality type, a way of thinking and living. Such people tend to be unconventional, but they also have common traits (Atkinson, 2001). They are confident, independent, and risk taking. They have good intuition. They demonstrate flexible original thinking. They dare to differ, make waves, challenge traditions, and bend a few rules.

Like all other, responsible people make mistakes, but they analyze their roots. Thomas Watson, the founder of IBM, recommended that one route to success was to "double your failure rate".

Other particularly common traits of responsible people are enthusiasm, tolerance for complexity and ambiguity and the attraction to mysterious. Such people can work with incomplete ideas. Relevant facts are missing; rules are cloudy, correct procedures nonexistent. Sometimes responsible individuals appear to have bad character. He or she can be stubborn, uncooperative, indifferent to conventions, analyzed as quarrelsome and sarcastic. Clear, they must learn to control negative traits to maximize the creative output while maintaining company's standards.

Psychologists prepare some suggestions to help to develop the positions of responsible people (Gerow, 2000; Nikitina, 2011).

These are: to be open to innovative, even far-fetched ideas.

Foster flexibility permits to look at problems from new perspectives, search for ideas in analogous situations. Most important, accept the risk – tabbing and ambiguity that's inherent in innovative problem solving.

Graduating students are the valuable talent resource of any country and nation. But today higher education in Ukraine has been affected by exam-oriented education, often it only attaches importance to imparting knowledge and ignores the development of students.

Education has the power to train creativity but it also has the power to restrain creativity too. It depends mainly on what intuition thought and educational management pattern we initiate and adopt. To train the innovative ability is the core of innovative educational management (Nikitina, 2008, 2011, 2012).

Social responsibility means the strategy to make contribution to human civilization and progress, to make the noble spirit, devotion for developing, science and technology cause and the strong desire to make inventions.

Current business processes in Ukraine and Europe need the increasing realization of national social responsibility strategy of business.

Social responsibility of business is the organization of responsibility for influence on its resolutions and activity on the society, people, environment by transparent and ethical behavior, which:

- promotes the constant development of well-being, health of society;
- takes into accounts the expectations of interested partners;
- corresponds to effective legislations and international norms of behavior;
- integrate into organization activity and practices in its relations.

Social responsibility in business has such directions:

- management set;
- human rights;
- working relations;
- ethical operational activity;
- environmental protection;
- protection of consumer rights;
- increasing of local communities and interaction with them.

Social responsibility must be conscious, ethical, voluntary; economically useful; safe for people and environment (Rubenstein, 2003).

For this global program education must develop socially responsible personality of workers, specialists, leaders, businessmen, politicians etc. at colleges and universities around the world.

### **Conclusion**

Responsibility is a social will power ability, which reflects the attitudes of personality to society, work, professional groups and oneself. Responsibility contains the consciousness understanding and realization of roles, according to moral orientations and norms of people's behavior. Social responsibility is central to professional activities. They "makes connections" between one situation and another, between the problem and working situations. It's the board for self-realization of motives, to have con-

confidence in own abilities. Everyone has to construct his/her way of social responsibility on personal and social levels.

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Стаття надійшла до редакції 26.09.2013.