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VALUED ORIENTED TRANSFORMATION OF REGIONAL CONTROL SYSTEM UPON DEVELOPMENT

Розкрито принципові теоретичні підходи, які обумовлюють потребу у зміні системи управління розвитком реального сектору регіональної економіки в епоху сервісної цивілізації інтелектуального типу. Дається визначення сутності та змісту поняття «сервісна цивілізація», у якому розкривається: культурна й економічна основа сучасної трансформації системи цінностей; потреба цільового спрямування діяльності суб'єктів регіонального управління при переході суспільства від індустріального до постіндустріального розвитку.

Fundamental theoretical approaches are exposed, stipulating a requirement in the native change of control system by development of the real sector of regional economy in the epoch of service civilization intellectual type. Determination of essence and maintenance of concept «Service civilization», in that opens up, is given: cultural and economic basis of modern transformation of the system of values: necessity of having a special purpose adjustment of activity of subjects of regional management in transition of society from industrial to legation to industrial development.

Key words: regional control system, development, transformation of the system of values, service civilization.

The main feature of modernity is the transition of society from the state of industrial civilization to the state of the service civilization. In the public mind is formed the under-

standing that the process of transition to the service civilization intellectual type takes place along with the globalization processes of economy and culture. The marked envisages reformation of control system by development real to the sector of regional economy of Ukraine. To Tom, with the aim of increase of the effectiveness functioning real to the sector in regions — there is a requirement in reformation of control system by his development.

Determination of fundamental in a civilized manner-elucidative approach, methodical principles is to development and reformation of maintenance of control system by development of industry in regions. Transfer to the service civilization intellectual type qualitatively changes the nature of administrative activities. There is a change purely economic nature of management is at the level of region. It is increasingly taking the traits of social-cultural activities, and these traits are no less important than the economically conditioned nature of this activity. Basis for changing the nature of administrative activities are the three main factors [1]: 1) the real sector of economy is in regions in total public production has more and more weight, covering a number of countries. So in Ukraine, more than half of the population engaged in social production; 2) increasing the relative proportion of free time while expanding the amount and types of means of human needs; 3) Specific administrative activity that is in the direct contact of manufacturer with a consumer in the mass production of commodities of industry gives beginning to the new kinds socio-cultural and trans-cultural communications.

Power in the service civilization intellectual type is a part of the production society and major efforts are directed at improving the quality of life of every member of society. Economic basis of the service civilization intellectual type is the creation of industrial and agricultural sectors (global economy) and technologies capable of mass production of standard quality in a wide range and its accessibility to the majority. Social basis is the division of labor and specialization of the marginal (globalization in the division of labor and specialization) in the production of goods, high labor productivity and, consequently, the appearance of excess free time [2].

Cultural foundation is the creation of a consumer society — a society of industrialized countries, characterized by mass consumption of material goods and the formation of an appropriate system of value orientations and attitudes. These reasons defined development of economy in the direction of influence in the value of gross and regional internal product of industrial production of services and created terms for appearance in an economy a new active member is a businessman [3].

However, envisages the improvement of control system by industry in regions with taking into account of development of enterprise structures. Personal communication between producer and consumer accounts, along with the need to possess professional skills the productive need of manifestation of high moral character from the manufacturer on the consumer. Specifics of the sale of services and their mass production makes the emergence of new communications, creates the preconditions for a qualitative change in people — the manifestations and promoting tolerance, moderation, kindness, etc [4]. The formation of new types of social and intercultural relations has transformative effect on culture and human civilization as a whole. Service activity within the limits of regional industry creates the objective terms of social relations of transformation (including economic, power, ecological) towards the tendency of humanizing in opposition of pragmatism, to the naked

economies and scientism. A key role in this process belongs to ethics of management, formation of the system of value of service civilization intellectual type in a regional economy as unit and in the power and economic sphere of administrative activity, in particular [5].

Presence of such knowledge and quality assist efficiency of industrial enterprises in gaining end — getting an economic profit. Being in specific characters (integrity, honesty, pedantry, respect for a consumer as a person, and others like that) of moral of administrative worker in direct communication with a consumer is basis for recipient value — added use regional by leaders in form moral pleasure from the well done work and realization of most of industrial products, that provides, help a specific person, assists embodiment to the practical public relations moral and ethic principles in the studies of Kant. Such feature of administrative activity is an objective necessity, not only as means of achievement of economic aim of functioning of industrial enterprise in a region. It goes far beyond possibility of individual enterprise, and on the whole for a regional industrial complex. Solving this problem in the aspect of its practical implementation could solve science and in particular, philosophy. In the heart of permission of this problem is formation of ideological principles in the studies of specialists for the sphere of management in the conditions of unsteady economic environment.

This question is key, and on the availability of its solution depends the outcome. One of the main ways of its solution is to improve methods of teaching the humanities. And not only individually, but as a set of interrelated and coordinated unified methodology of teaching and the unified leadership of complex subjects. The main role should belong to the philosophical disciplines, and in particular, such a discipline as «Man and his needs.» Therefore, in educational control system by development real to the sector of regional economy philosophy, along with special subjects should be regarded as a major discipline. Should be entered a special course — the philosophy of management regional development: based on a premise: What heights would not be reached by scientific and technological progress, it is justified only when directed at improving the quality of life for everyone.

The strongest influence on the system of value of the consumer has advertising, which it is necessary to know to every regional leader. Services of advertising and the whole process of moving goods to market can be regarded as a change in the existing consumer value system. Central paradigm of advertising is to create demand for a separate product or service, intended to convince people that this service is for them to clearly useful. In essence, advertising service solves a complex value-orientation task — trying to form a permanent, stable demand for certain manufactured goods or services, making them a necessary part of lifestyle, iconic product, without the consumption of which the person does not imagine its existence. The marked allows creating terms for providing of sufficient economic strength security in regions [6].

All these forms of value-oriented activities in the to the administrative sphere eventually can be regarded as means to influence the public opinion and, in certain situations and how manipulation of this consciousness. And in his capacity such forms of activities that do not focus on the categorical imperative, are immoral. In his final result, these forms of activity are able to provide only the economic effect.

In this long duration of this effect is questionable, since the lack of moral and ethical basis of this form of activity contributes significantly to the degradation of moral and

ethical state of society and its members. This is largely due to the lack of common understanding of the whole category of «value» and its derivative — the system of values. The overall picture in this section of philosophy is clearly given in the axiological doctrine of Kagan: «We have to admit that a very active development of this philosophical perspective has not led to overcome the prevailing here methodological and theoretical confusion — from the definition of the notion of» value «and the boundaries of value relations and ending with the understanding axiology place in the overall structure of philosophical discourse and finding the most productive approach to its construction» [2]. The value system without understanding its elements and their relationships and interactions is transformed into some mechanical conglomeration of ideas and opinions.

Analysis of the problem state of forming the concept «value» can give not finished, but suitable as a working definition of the concept: value — this corresponds to the object of thought about it when this thought is the result of awareness by the subject of continuing significance of the object's properties to satisfy specific need, and is fixed in the minds in form ought (the norm). Value-relation between subject and object arises only when the subject considers the object not only as a means of sati-fying needs, but only as a result of awareness of the objective properties of the object to bring lasting benefit. At the same time benefit is not understood in the narrow sense, but in the broad sense defined by a wide range of needs (from lowest to highest). Needs are first manifested or systematically updated during the life cycle of a person, in the process of socialization and development of his personality. Value property, consisting of its continued relevance (utility) and its relative stability, has fundamental importance in a service activity, resulting from the specificity of this activity, being in direct contacts of leaders of regional level and workers of industrial enterprise with consumers and competitors in a region during a sale product. From such communication in a consumer mind is embodiment of specific form of management development of strategic potential of regional industrial complex due to bringing in of intellectual, system and informative possibilities real to the sector.

The value system in management — is a hierarchically structured system, the constituent elements of which are the values that are in organic unity and interoperability are the main means of orientation of theme of industrial development are in regions in socio-economic reality and the regulation of its activity. A factor that structures are permanent or long-term goals of the activity (priority and secondary).

In view of the circumstance specific of administrative activity on a limit territory and the conditions of competition consumer becomes means and end, so it has not only value, but also dignity. These consumer attributes are objective ground for raising it, along with profits on the highest level of the hierarchical system of values in the context of providing of industrial increase in Ukraine [3].

The fact that the consumer — a real person and they have to communicate with him in the process of production and sales, has a significant influence on the content and structure of the entire system of values. In the value system of the subject of regional management development of industry as any other economic entity, the highest levels of the hierarchy is occupies moral and ethical values.

This feature of the value system of the subject of forming of potentials of the system and universal functioning real to the sector of regional economy of value of theme of value of theme it's a purely economic nature, and asserts its cultural and economic sta-

tus and its inclusion in exospheres of culture [7]. Administrative activity throughout its history has transformed and, together with its transformation was the transformation of value systems.

Conclusions and prospects of further researches. Consider to admit expedient: control system by development of industry on the whole and regional industrial complexes, in particular, needs an urgent improvement. It envisaged opening of fundamental theoretical approaches are exposed, stipulating a requirement in the native change of control system by development of the real sector of regional economy in the epoch of service civilization intellectual type. Determination of essence and maintenance of concept «Service civilization», in that opens up, is given: cultural and economic basis of modern transformation of the system of values: necessity of having a special purpose adjustment of activity of subjects of regional management in transition of society from industrial to legislation to industrial development. However, we are set the following — effectiveness of implementation of functions civil servants is insufficient. There are substantial administrative obstacles on the way of realization of the programs from an industrial increase.

However, the mechanical printing-down of the Western system of values does administrative activity in economic activity and it touches only to the material necessities. Absence is on the top levels of hierarchy of values, a moral and ethic order places possibility of development of separate industries not on the even beginning with other types of economic activity. Such situation does not answer the current state of society. Transformation of the systems of value must answer the central paradigm of new philosophy of management development real to the sector of regional economy and a dominant factor in transformation must be a categorical imperative that offers, to examine a man not only, as means but as an aim of industrial increase. To Tom, the concentration of efforts on development intellectual and informative type, in the first turn, control system by development regional to the sector of economy, will stipulate acquisition for the leaders of state administration necessity to change responsibility for implementation of the functions.

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