

Ostapenko V.V., Tkachenko A.M., Kulabneva E.A.

ECONOMY AND SOCIAL CHANGES

Zaporizhzhia National Technical University, Zaporizhzhia, Ukraine

The influence of the economy on changes in society, the role of the individual on the formation of social wealth and depletion, the impact on the social and economic situation of proper accounting and working with intellectual capital are considered. The problems, which the country faces with in this area, are defined. Recommendations on the formation of key points of creating a successful economy and the transfer of the existing mode of economic management to real market-based management are given. Currently, the main management tool in Ukraine is the market. With high inflation, raiding and corruption, the market gives up its leading role to hierarchy or culture. Massive distortions of the true understanding of the underlying principles underlying the changes destroy the economy. The activities of managing the country can be statistically estimated by the shift of society on the scale of emotional tones. The emotional evaluations used by historians with the same facts may be radically different. Evaluation of politicians from the standpoint of the theory of intellectual capital is a step towards rationality. The economy can produce both wealth and impoverishment. In this case, the wealth of some can be a disaster for others. Openness, honesty, the ability to consult and choose the most effective development option for all is the key to productivity. «Epochs do not differ in what is produced, but in how it is produced». Capitalism has its own truth, its own strength in the fight against evil and it is not so simple! Capitalism presses parasitism, but it loves at the same time! The mission of economics and politics is to work for the benefit of humanism and civilization by providing new and better opportunities to meet the needs of people. Success brings success! Moreover, by and large, the economy has shifted and continues to move towards more humane socio-political formations.

Keywords: economy, political economy, intellectual capital, social and economic structure, market, hierarchy, culture, wealth and poverty.

DOI: 10.32434/2415-3974-2019-9-1-6-12

Introduction

People purposefully defend their own dignity and freedom. There is an alternation of light and dark periods. The maturing of humanity is accompanied by an increase in the awareness and responsibility of everyone for his or her behavior. Currently, the main managerial instrument is the market in Ukraine. The market passes up its leading role to hierarchy or culture within the conditions of high inflation, raiding, and corruption. Massive distortions of the true understanding of the underlying principles underlying the changes destroy the economy. The activities of managing the country can be statistically estimated by the shift of society on the scale of emotional tones. The emotional

evaluations used by historians with the same facts may be radically different. Evaluation of politicians from the standpoint of the theory of intellectual capital is a step towards rationality. The economy can produce both wealth and impoverishment. In this case, the wealth of some can be a disaster for others. Openness, honesty, the ability to consult and choose the most effective development option for all is the key to productivity. «Epochs do not differ in what is produced, but in how it is produced.»

Capitalism has its own” truth», its own strength in the fight against evil and it is not so simple! Capitalism presses parasitism, but along with it love!

The mission of economics and politics is to work for the benefit of humanism and civilization

by providing new and better opportunities to meet the needs of people.

Success brings success! Moreover, the economy has shifted and continued moving to more humane social and political formations.

At present, the trajectory of the history spiral path wraps up for the next qualitative turn. The global crisis is an aggravation before healing! However, if mismanaged, a crisis can ruin modern civilization.

Statement of the problem

Consider the problems and results of the interaction of politics and economics. Make recommendations for bringing the political and economic system into a state of economic and cultural growth. Designate moments for the harmonization of management at the macro and micro levels with the realities of achieving happiness and well-being of humanity and its saprophytes.

Results

The myth of «politics as dirty and corrupt business»

Mainly, politics is noble and glorious business. The progressiveness of its development is proved by the change of social and economic formations, namely: the primitive communal system, slavery, feudalism and capitalism...

People purposefully defend their own dignity and freedom. Of course, there is an alternation of light and dark periods. Numerous predictions of the world's end coming are not realized. It is very difficult to predict what awaits the developed countries. May be it will be imperialism, convergence, globalization, or something else.

Predicatively, psychological structure of modern humanity is approximately as follows: 5% of people are "winners", 5% of them are "victims" and 90% of people are "not winners and not victims". As soon as 51% of people feel themselves to be "winners», the world will change. The maturing of humanity is accompanied by an increase in the awareness and responsibility of everyone for his or her behavior. A positive change in the perception of the world will form a noble society on the principle of «one for all and all for one!»

In his book "Games that people play (the psychology of human relationships). E. Burn depicted four types of a person's relationship to a person: [2]

1. It is "+"-"+", which means "I am good, you are good". This is the most fruitful position.

2. It is "+»-»-", which means «I am good, you are bad». This scheme can be expanded as follows: "we are aristocrats of "blue bloods" and we are good, and you, "plebeians», are bad; «We are the highest caste...» or «we are the proletariat and you are the hegemonic class, and the intelligent people are the» layer «...»; and «I am the boss, you are a fool», etc. Then it remains only to wait for the psychological time- bomb to explode.

3. It is «-»-»+», which means «I am bad, you are good.» For example, "I am the subordinate and I am so stupid. Moreover, you are the boss and you are so smart. Do my job for me. " Or «I'm a stupid» student and you are such an influential "dad". Agree for me a mess, and let me put the exam.

4. It is «-» - «-», which means «I am bad, you are bad,» for example, «I was a prisoner. And you will be.»

The US Social Security Service invited Eric Burne As the author of the theory of transactional analysis in order to investigate the reasons why some disabled people, returning from the fronts of World War II, can work and raise them. Nevertheless, others live on welfare. As a result, the first of many destructive games was opened, which most of people unknowingly play. It was so-called "wooden leg" game. Having lost their legs, some of disabled ones drive a tractor on farms, run firms and political parties, while others insist that they have lost limbs in the service for the country. Therefore, they cannot work and must be provided with a social pension. The reason for the difference in behavior is social and psychological. Having understood the direction of a radical improvement in the state of affairs, the United States Social Security Service has turned.

In his book "Tactics of success in business and science», Kh.R. Kaufman writes: "culture is no less, but more restricts progress, than economics. [3] In the US, it is customary for scientists to try to roll up their sleeves and, if necessary, to stain their hands. This tradition seems to fade away. Moreover, if almost all of our scientists are afraid to get their hands dirty, we will quickly be thrown back. "

When a student from the highest caste in training is likened to the well-born boyar Svinyin from the film "Tobacco Captain», he will "kill" any case entrusted to him at the end of "education». The phenomenon of Peter I, as the king, lays not only in the fact that he took a carpenter's ax and blacksmith's hammer in his hands. However, it is not so much in creating industry and the fleet. The main thing is that for the sake of the greatness of his plans and the continuation of the reforms he initiated, he changed the law of succession (Catherine inherited the throne). This king was a democrat. Whereas many kings, elected by people at elections, are considered to be democrats!

Actually, it appears that Sadovy, the leader of the "Self-Help" party, speaks about this when he asserts that the President of Ukraine has the authority of the Tsar and is not responsible for anything. It is time to finish and urgently adopt the "Law on the President"!

Capitalism has its own truth, its own strength in the fight against evil and it is not so simple! Capitalism presses parasitism, but along with it love!

The call of the spirit and the true nature of man are above the callings of market traders. Humankind starts accepting the situation clearly. Real productivity is gradually crowding out the «entrenched» sophistication. People want to love, they believe that there is love and the «kingdom of heaven» will come.

The education system has given illiterate people the ability to read and write, but, unfortunately, this is not yet spiritual! The trajectory of the spiral path of history turns the next qualitative turn. The global crisis is an aggravation before healing! However, if mismanaged, a crisis can ruin modern civilization.

In the book “The Magic of the Brain and the Labyrinths of Life” Natalya Petrovna Bekhtereva wrote: “It is necessary to maintain a reasonable attitude to the material basis of the phenomena, to conduct a targeted and deeper search in its decoding. In addition, not driving everything into the “reinforced concrete” bed of materialism it is necessary to define what is “ideal». We know from the writings of the classics of materialism that thought is ideal. [4] And we are the materialists, who do not make it difficult for us to understand and not even think about what is an “ideal». What is a thought?

At the macro level, humankind has developed only three fundamentally different management tools for the impact on people [5]: this is culture, hierarchy and market. Each of them is the main one at its stage of the cycle of historical development, and the rest are adjusted, used in parallel.

Culture was the main management tool in ancient Greece. The free Greek (man), owning an average of ten slaves, devoted his time primarily to gymnastic exercises and public speaking. The hierarchy did not have much power. For example, being a warlord could not be a person at any time. There are references to the decision of the ancient Greek court that tried a woman.

The court found her guilty, but taking into account her beauty, and this is the «will of the gods», delivered an acquittal. For the victory at the Olympics, the Greek city-polis paid huge money to their champions. Beauty and valor was valued above all.

The hierarchy was the main management tool under feudalism and in the excesses of the Soviet administrative-command system.

Currently, the main instrument in Ukraine is the market. A hierarchy accompanies it. It is a vertical of state power, organizational structures for managing enterprises with their chains of commands and the principle of unity of command, the hierarchy of the police, the army, the church, etc. Finally, it is culture! It is reduced to a wretched mass culture.

However, if the country has high inflation, raiding, and corruption, then the market transmits

its leading role to hierarchy or culture.

It is easy to get politics dirty. The truly great and new slogan of the Great French Revolution “Freedom, Equality and Brotherhood” was forgotten after the victory of the revolution. The slogan, inherited from Louis XI, Richelieu and Louis XIV, «United and indivisible France» was introduced instead of it. [6] Being an officer in the revolutionary army, if Napoleon had declared his claims, the tribunal would have followed him! What we have to do? Most people still correspond to Pushkin’s lines: “we all want to become Napoleons, two-legged creatures are millions everywhere, one weapon is only for us».

Therefore, Sadovy’s was right that the rights and duties of a person-president in Ukraine must be defined, institutionalized. In addition, the person holding this post must be introduced by effective responsibility for their violation.

Changes in economics and politics

In his book “How to choose your people», Ruth Minshull demonstrates the classification of many human positions in relation to life based on the scale of emotional tones in detailed examples

Enthusiasm (enthusiasm – pronounced)	4.0
Interest	3.5
Conservatism (enthusiasm – pent up)	3.0
Boredom	2.5
Antagonism	2.0
Pain	1.8
Anger (hostility – pronounced)	1.5
Lack of sympathy	1.2
Hidden hostility (hostility – pent up)	1.1
Fear (fear – pronounced)	1.0
Sympathy	0.9
Encouragement (fear restrained)	0.8
Woe (woe – pronounced)	0.5
Smoothing of guilt (grief pent up)	0.375
Apathy	0.05

Country management activities can be statistically estimated by the society’s bias on this scale. Movement up characterizes successful management. Movement down means bad management and abuse of power. As you know, in the long run, those who do not use power in a socially responsible way will lose this power. Claims of the absolute monarch, the King of the Sun of Louis XIV that «after me even the flood» led to the Great French Revolution, but with a delay – in the time of Louis XVI

As human being, some leaders are spiritual ones. Others are selfish ones.

In the book “Beyond the Brain” S.Grof teaches to understand the symbolic language of birth and death [7]. On the scientific material the possibility of disclosure of man as a spiritual entity, who is an integral part of the universe and who is fundamentally

different from the perception of himself as «the ego in the shell of the skin.» was proved.

A world-renowned management specialist Peter Drucker writes in his book “Effective management” [8]: “managers are born initially». The justification for such a statement is in the classification of people according to four basic perinatal (birth-related) matrices obtained in the course of research on extraordinary (altered) states of consciousness by S. Grof.

Let us consider the situation when a person is called to the boss, and we associate his reaction with the base perinatal matrix (BPM) to which he belongs to :

BPM 1 – a person goes to his beloved chef for another gift of fate;

BPM 2 – a person feels himself a victim (victim);

BPM 3 – man goes “in a cage with a tiger” (eternal fighter; “spiders in a can”);

BPM 4 – man goes free (free man).

BPM 2 and BPM 3 form endless social pairs: the master slave, the feudal serf, the capitalist proletarian.

The pendulum of struggle will be obtained without going beyond the dynamics of these matrices, when the progressive winner eventually acquires the features of an overthrown parasite, as it is stated in the electoral tale “About the Dragon”. Gnuet, struggle, competition, greed, corruption fill the BPM 2-3.

The master, who liberates the slaves; feudal lord, giving freedom to the peasants; a capitalist, who shares his business and equates himself with the workers are considered to be vivid examples of the transition from BPM 3 to BPM 4.

BPM 1 and BPM 4 are the dynamics of the “kingdom of God” or “communism”. Matrices filled with love, cooperation, mutual understanding, synergy, freedom, equality, and fraternity. Heaven and hell are in the soul of each of us. They come to the material world from there.

A psychologically chosen person can be a humanist, an authoritarian, a “naked king” and even a terrorist. Politicians – humanists is the future for us !

Nevertheless, in order for the future to come faster, it is advisable now to evaluate politicians, both, as qualitatively and as quantitatively. And the people must be given a rapid response mechanism. The theory of intellectual capital appeared in 1995. It has not yet been evaluated by politicians from its position. The emotional evaluations used by historians with the same facts may be radically different.

The influence of economics on politics

When the textbooks of political economy [9] were changed into economics [10], the people were

convinced that now everything would be fine. However, China and the United States were also successful.

It holds the key to understanding the success of the United States, Japan, China and success in general. The Japan Productivity Center, an organization established in 1955, introduced three principles into the activities of industrial enterprises: the practice of life-long employment, joint consultations with company management, and the distribution of effect among all participants. The implementation of these principles brought Japan to the leading place in world production [11].

The same principles were used in the elimination of unproductive behavior. For example, the company has two divisions. One works perfectly, it upgrades production and work is well organized and highly productive. Nevertheless, the second one has endless problems. In order to remedy the situation, some of the personnel from a poorly functioning unit are transferred to the places of employees of a well-functioning unit with the following words: “labor productivity should not be lower than those, who worked here before you (or go for life to revenge the yard)”.

In addition, enthusiasts from a well-working unit, being co-opted into a poorly-working unit, are pulling out a new unit, getting a salary increase and bonuses for it.

In Japan struggle with the «wooden leg» exists, but we do not fight with it. Rate the phrase: “You do not understand. We do not need better. It was stated about innovation. We are under the threat of reprivatization. When it is worse for us, it is better. ” It is close to the phrases of Nero and Herostratus? Compare, Japanese industrialist Honda to the question «Why is he taking such risks?» He replied: «Yes, I can become broken, but the plants will remain in Japan.»

An economy can produce both wealth and disaster. There are «worn rolls», which on the general «disaster» knock together the state. Speculation and corruption reaches the size that does not fit in the head of an ordinary person. “Malchish-Plohish”, pushed by passions and who managed to deceive the inexperienced public with smiles from “hidden hostility (1.1)”, does not change the essence and will sell everyone for personal gain.

If such a person takes the highest post in a people’s state, do not think that as a captain he will go to the bottom with his ship. Rather, he will become like a «respected» banker who escaped with depositors’ money to the «paradise» islands with a young mistress.

Openness, honesty, the ability to consult and choose the most effective development option for all is the key to productivity. «Epochs do not differ

in what is produced, but in how it is produced.» In 1776, in his book *Study on the Nature and Causes of the Wealth of Nations* [12], the father of modern economics, Adam Smith, wrote about the pin that shook the world.

Namely, that before the division of labor for operations, the worker could make one and hardly five safety pins a day, after the division of labor for operations — 4800 pins. Because of this economic innovation, almost the entire political map of the globe turned green, symbolizing the dominion of Great Britain.

Few people know that the invention of Eli Whitney (father of the American industrial mode of production) cotton ginning machine extended the period of slavery in the United States by 70 years. When Eli Whitney arranged for a group of friends a demonstration of the first model of his ginning machine, the slaves had already begun to be set free en masse, since their work almost did not pay off. In an hour, Whitney had completed the daily rate of several workers on the machine.

Only under the promise of Whitney to take a patent on the machine and start its production, those present ordered the sowing of plantations. Three days later, a crowd of desperate planters gathered from the neighborhood, broke down the door to Whitney's dwelling, and copied the car.

Edison's fame was so great that even the rumors that he solved the problem of electric lighting caused a sharp drop in the share price of gas companies. It is significant that the richest man on the planet at the end of the twentieth century was not the Queen of England or the oil sheikhs, but Bill Gates who worked with the intellectual product.

Unfortunately, the domestic innovation system works in the mode of intellectual colonization. Neocolonialism is difficult to see without knowledge, but there is such a well-characterized essence of what happened to “perestroika” the phrase of the 90s of the twentieth century: “you think you are connected to our civilization, no you are connected to our sewage system».

The victims should be sued. Moreover, they should demand to compensate for the damage and punish the guilty politicians for such an incompetent or, which is also likely, malicious “connection». It is complicated. It is almost impossible to change the rank of officials of the “naked king”. In “administrative football», some people manage to “break through the gates” and even win matches. Nevertheless, you can win forever only by changing the system itself. To do this, one has to rise to the first person of the administrative pyramid and, like in fairy tales, break the “magic needle». This is a symbol of the old idea and cut off the “magic finger” from the dragon. In addition, how many of them

were chopped the heads of the dragon only were doubled.

John von Neumann and Oscar Morgenstern distinguish the games from the standpoint of the benefits of social behavior: with a positive total amount (honest production, trade, and politics); with a zero total amount (poker game) and with a negative total amount (production of fake life-threatening products, war). The least risky games with a «positive total amount», and the most risky games with a negative ones. «Humanists» play games with a «positive total amount», «bare kings» are with a «negative total amount». If it is simpler for him, then the «humanist» is engaged making the «pie bigger.» The “naked king” is preoccupied with “how to get a piece bigger”, even if the “pie” becomes smaller.

The mission of economics and politics is to work for the benefit of humanism and civilization by providing new and better opportunities to meet the needs of people. Success brings success!

Conclusions (practical recommendations)

1. Currently, the market is considered the main management tool in Ukraine.

2. Under the conditions of high inflation, raiding and corruption the market gives way to its leading role of hierarchy or culture.

3. Massive distortions of a true understanding of the underlying principles underlying the changes destroy the economy.

4. The activities on the country's managing can be statistically estimated by the shift of society on the scale of emotional tones.

5. It is advisable now to evaluate politicians both qualitatively and quantitatively and provide the people with a rapid response mechanism for the future to come faster,

6. Emotional evaluations used by historians with the same facts may be radically different. Evaluation of politicians from the standpoint of the theory of intellectual capital is a step towards rationality.

7. The economy can produce both wealth and misery. In this case, the wealth of some can be a disaster for others. Only one invention in economics in politics extended the period of slavery in the United States by 70 years.

8. There are “grated rolls” that make up states on a common “disaster”.

9. Openness, honesty, the ability to consult and choose the most effective development option for all is the key to productivity. «Epochs do not differ in what is produced, but in how it is produced.»

10. To win forever means to change the system itself completely. To do this, you need to become the first person of the administrative pyramid and create a popular law for the president.

11. The least risky games with a «positive total

amount», the most risky games are with a negative one. «Humanists» play games with a «positive total amount», «bare kings» play them with a «negative total amount».

12. The mission of economics and politics is to work for the benefit of humanism and civilization by providing better opportunities to meet the needs of people.

REFERENCES

1. *Styuart T.*, (1998). *Wealth from the mind*. – Мк.: Paradoks, 1998. – 352 p.
2. *Bern E.* Games that people play (psychology of human relationships). *People, who play games (psychology of human destiny)*. – Minsk: Prameb, 1992. – 383 p.
3. *Kaufman H.R.* *Tactics of success in business and science*. – М.: Intellekt, 1993. – 156 p.
4. *Behтерева N.P.* *The magic of the brain and the maze of life*. – М.: АКТ, 2013. – 383 p.
5. *Meskon M.H., Albert M., Hedouri F.* *Fundamentals of Management*. – М.: Delo, 1992. – 702 p.
6. *Lyubischev A.A.* *Genetics and ethics // Journal Chemistry and Life*. – 1992. – Vol.6. – P.16-22.
7. *Grof S.* *Outside the brain*. – М.: Izd-vo Trans personalnogo Instituta, 1993. – 504 p.
8. *Druker P.* *Effective management. Economic tasks and optimal solutions*. – М.: FAIR-PRESS, 1998. – 288 p.
9. *Bregel E.Ya.* *The political economy of capitalism*. – М.: International Relations, 1968. – 640 p.
10. *Fisher S., Dornbush R., Shmalenzi R.* *Economy*. – М: «Delo LTD», 1993. – 864 p.
11. *Rayzberg B.A., Lozovskiy L.Sh., Starodubtseva E.B.* *Modern economic dictionary*. – М.: INFА-M, 1997. – 496 p.
12. *Smit A.* *Research on the nature and causes of the wealth of nations*. – М.: Eksmo, 2016. – 1056 p.

Received 12.04.2019

Reviewer: Prof. Kolesnikov V.P.

ЕКОНОМІКА І ЗМІНИ У СУСПІЛЬСТВІ

Остапенко В.В., Ткаченко А.М., Кулабнева О.А.

Розглянуто вплив економіки на політику та політики на економіку, роль особистості на формування суспільного багатства і лиха, вплив на соціально-економічну ситуацію правильного обліку і здійснення роботи з інтелектуальним капіталом, показані які стоять перед країною проблеми в цій галузі. Надані рекомендації щодо утворення ключових моментів створення успішної економіки і переведення існуючого режиму управління економікою на дійсно ринкове управління. Люди цілеспрямовано відстоюють власну гідність і свободу. Хоча, звичайно відбувається чергування світлих і темних часів. Дорослішання людства супроводжується зростанням усвідомленості і відповідальності кожного за свою поведінку. В даний час траєкторія шляху спіралі історії загортає на наступний якісний виток. Світова криза – це загострення перед лікуванням! Втім, при неправильному управлінні криза може і погубити сучасну цивілізацію.

Ключові слова: економіка, політекономія, економікс, політика, інтелектуальний капітал, суспільно-економічна формація, ринок, ієрархія, культура, багатство і бідність.

ЭКОНОМИКА И ИЗМЕНЕНИЯ В ОБЩЕСТВЕ

Остапенко В.В., Ткаченко А.М., Кулабнева Е.А.

Рассмотрено влияние экономики на изменения в обществе, роль личности на формирование общественного богатства и обеднения, влияние на социально-экономическую ситуацию правильного учёта и проведения работы с интеллектуальным капиталом, показаны стоящие перед страной проблемы в этой области. Даны рекомендации по образованию ключевых моментов создания успешной экономики и переводу существующего режима управления экономикой на действительно рыночное управление. В настоящее время основным инструментом управления на Украине считается рынок. При высокой инфляции, рейдерстве и коррупции рынок уступает свою ведущую роль иерархии или культуре. Массовые искажения истинного понимания исходных принципов, лежащих в основе изменений, разрушают экономику. Деятельность по управлению страной можно статистически оценивать по смещению социума по шкале эмоциональных тонов. Эмоциональные оценки, используемые историками при одних и тех же фактах, могут радикально отличаться. Оценка политиков с позиций теории интеллектуального капитала – шаг к рациональности. Экономика может продуцировать как богатство, так и обеднение. При этом богатство одних может быть бедствием для других. Открытость, честность, возможность советоваться и выбирать наиболее эффективный для всех вариант развития – это ключ к производительности труда. «Эпохи отличаются не тем, что производится, а тем, как производится». У капитализма своя правда, своя сильная сторона в борьбе со злом и она не так проста! Капитализм давит паразитизм, но, заодно с ним и любовь! Миссия экономики и политики – работа на благо гуманизма и цивилизации, путём предоставления новых лучших возможностей удовлетворения нужд людей. Успех приносит успех! И по большому счёту экономика переходила и продолжает переходить к более гуманным общественно-политическим формациям.

Ключевые слова: экономика, политэкономия, экономикс, политика, интеллектуальный капитал, общественно-экономическая формація, рынок, иєрархія, культура, багатство и обеднение.

ECONOMY AND SOCIAL CHANGES

Ostapenko V.V. *, Tkachenko A.M., Kulabneva E.A.
Zaporizhzhia National Technical University, Zaporizhzhia,
Ukraine

* e-mail: vvost2001@ukr.net

The influence of the economy on changes in society, the role of the individual on the formation of social wealth and depletion, the impact on the social and economic situation of proper accounting and working with intellectual capital are considered. The problems, which the country faces with in this area, are defined. Recommendations on the formation of key points of creating a successful economy and the transfer of the existing mode of economic management to real market-based management are given. Currently, the main management tool in Ukraine is the market. With high inflation, raiding and corruption, the market gives up its leading role to hierarchy or culture. Massive distortions of the true understanding of the underlying principles underlying the changes destroy the economy. The activities of managing the country can be statistically estimated by the shift of society on the scale of emotional tones. The emotional evaluations used by historians with the same facts may be radically different. Evaluation of politicians from the standpoint of the theory of intellectual capital is a step towards rationality. The economy can produce both wealth and impoverishment. In this case, the wealth of some can be a disaster for others. Openness, honesty, the ability to consult and choose the most effective development option for all is the key to productivity. «Epochs do not differ in what is produced, but in how it is produced». Capitalism has its own truth, its own strength in the fight against evil and it is not so simple! Capitalism presses parasitism, but it loves at the same time! The mission of economics and politics is to work for the benefit of humanism and civilization by providing new and better opportunities to meet the needs of people. Success brings success! Moreover, by and large, the economy has shifted and continues to move towards more humane socio-political formations.

Keywords: economy, political economy, intellectual capital, social and economic structure, market, hierarchy, culture, wealth and poverty.

REFERENCES

1. *Styuart T.*, (1998). Bohatstvo ot uma [Wealth from the mind]. M.: Paradoks. 352. [in Russian]
2. *Bern E.*, (1992). Угры, в которые ухраиut liudy (psykholohyia chelovecheskykh vzaymootnoshenyi). Liudy, kotorye uhruiut v ugrы (psykholohyia chelovecheskoi sudby). [Games that people play (psychology of human relationships). People, who play games (psychology of human destiny).] Minsk: Prameb.383. [in Russian]
3. *Kaufman H. R.*, (1993). Taktika uspekha v byznese y nauke. [Tactics of success in business and science.] M.: Intellekt. 156. [in Russian]
4. *Behtereva N.P.*, (2013), Mahyia mozgha y labyrinty zhyzny [The magic of the brain and the maze of life.] M.: AKT. 383. [in Russian]
5. *Meskon M.H., Albert M., Hedouri F.* (1992). Osnovy menedzhmenta. [Fundamentals of Management] M.: Delo. 702 [in Russian]
6. *Lyubischev A.A.* (1992). Henetyka y etyka. Zhurnal «Khymyia y zhyzn [Genetics and ethics.] Journal «Chemistry and Life» 6, 16-22. [in Russian]
7. *Grof S.*, (1993). Za predelamy mozgha./Per. s anhl. 2-e yzd. [Outside the brain]. M.: Izd-vo Transpersonalnogo Instituta, (2).504[in Russian]
8. *Druker P.*, (1998). Effektivnoe upravlenye. Ekonomycheskye zadachy y ortymalnye reshenyia./Per. s anhl. M.Kotelnykovo [Effective management. Economic tasks and optimal solutions] M.: FAIR-PRESS,288. [in Russian]
9. *Bregel E.Ya.*, (1968). Polytycheskaia ekonomyia kapytalyzma. [The political economy of capitalism]. M: «International Relations» 640 [in Russian]
10. *Fisher S.*, (1993). Dornbush R., Shmalenzi R. Ekonomyka: Per. s anhl., 2-e yzd [Economy]. M: «Delo LTD», (2). 864 [in Russian]
11. *Rayzberg B.A., Lozovskiy L.Sh., Starodubtseva E.B.*, (1997). Sovremennyy ekonomycheskiy slovar. [Modern economic dictionary]. M.: INFA-M. 496 [in Russian]
12. *Smit A.*, (2016). Yssledovanye o pryrode y prychynakh bohatsva narodov [Research on the nature and causes of the wealth of nations]. M.: Eksmo. 1056