



UDC: 330.341.1:159.9

Omelyanenko Vitaliy Anatolievich,
*PhD of economic science, Assistant Professor
of the Dept. of Economic Theory, Sumy State
University, Sumy, 40007, Str. Rimsky Korsakov,
2, tel.: (095) 167 59 52, e-mail: omvitaliy@gmail.com*

ORCID: 0000-0003-0713-1444

Омельяненко Віталій Анатолійович,
*кандидат економічних наук, асистент
кафедри економічної теорії, Сумський
державний університет, м. Суми, 40007,
вул. Римського Корсакова, 2, тел.: (095)
167 59 52, e-mail: omvitaliy@gmail.com*

ORCID: 0000-0003-0713-1444

Омельяненко Виталий Анатольевич,
*кандидат экономических наук, асси-
стент кафедры экономической теории,
Сумской государственной университет,
г. Сумы, 40007, ул. Римского Корсакова, 2,*

тел.: (095) 167 59 52, e-mail: omvitaliy@gmail.com

ORCID: 0000-0003-0713-1444

ARCHETYPICAL ANALYSIS OF MODERN ECONOMIC CONFLICTS IN THE CONTEXT OF NATIONAL SECURITY

Abstract. The study is devoted to the definition the main aspects of the archetypal nature of economic conflicts as threats to national security and the development of a policy framework aimed at overcoming them. The methodological apparatus of research includes the principles of system-functional, historical-genetic and logical analysis of the social nature of economic processes and conflicts.

The relationship between archetypes and major economic contradictions has been defined. The main aspects of the manifestation of archetypes in the economic sphere of Ukraine and the impact of these processes on national security were analyzed. It is proposed to consider this impact from the point of view of competitiveness, which is possible provided that the institutional vector of the economy and public interests that are expressed in archetypes and the corresponding decisions and processes are coordinated to ensure synergy in social capital.

The space of economic conflicts occurrence, which lie in the difference of the goals of economic relations participants, is considered, and it is identified, that

the parameters of national interests are determined by the geopolitical picture of the world and the values system of society. It is noted, that non-compliance of strategies with real national economic interests leads to the emergence of alternative economic dimensions, that come into conflict with formal ones.

As the main way of forecasting economic conflicts it is suggested to consider expert centers, that will allow to formulate the development strategy, that will be based on national interests. It is important, that the conflicts can reveal a whole range of long-term development vectors.

Prospects for further researches, which consist in conceptualizing economic development strategies on the basis of national interests, are determined.

Keywords: national security, archetypes, economic relations, innovations, threats, interaction management, reform strategy, national interest.

АРХЕТИПНИЙ АНАЛІЗ СУЧАСНИХ ЕКОНОМІЧНИХ КОНФЛІКТІВ В КОНТЕКСТІ НАЦІОНАЛЬНОЇ БЕЗПЕКИ

Анотація. Дослідження присвячено визначенню основних аспектів архетипічної природи економічних конфліктів як загроз національній безпеці та розробці основ політики, спрямованої на їх подолання. Методологічний апарат дослідження включає принципи системно-функціонального, історико-генетичного та логічного аналізу соціальної природи економічних процесів та конфліктів.

Визначено зв'язок між архетипами та основними економічними протиріччями. Проаналізовано основні аспекти прояву архетипів в економічній сфері України та вплив цих процесів на національну безпеку. Запропоновано розглядати цей вплив з точки зору конкурентоспроможності, що можливо за умови погодженості інституційного вектора економіки та суспільних інтересів, що виражені в архетипах, та відповідних рішень і процесів для забезпечення синергії в соціальному капіталі.

Розглянуто простір виникнення економічних конфліктів, що полягають у різниці цілей учасників економічних відносин, та визначено, що параметри національних інтересів визначаються геополітичною картиною світу та ціннісною системою суспільства. Відзначено, що невідповідність стратегій реальним національним економічним інтересам призводить до появи альтернативних економічних вимірів, що вступають у конфлікт з формальними.

Як основний шлях прогнозування економічних конфліктів запропоновано розглядати експертні центри, що уможливають формування стратегії розвитку, яка ґрунтуватиметься на національних інтересах. Важливим є те, що конфлікти можуть виявити цілий спектр довгострокових векторів розвитку.

Визначено перспективи подальших досліджень, що полягають у концептуалізації стратегій економічного розвитку на основі національних інтересів.

Ключові слова: національна безпека, архетипи, економічні відносини, інновації, загрози, управління взаємодіями, стратегія реформ, національний інтерес.

АРХЕТИПНЫЙ АНАЛИЗ СОВРЕМЕННЫХ ЭКОНОМИЧЕСКИХ КОНФЛИКТОВ В КОНТЕКСТЕ НАЦИОНАЛЬНОЙ БЕЗОПАСНОСТИ

Аннотация. Исследование посвящено определению основных аспектов архетипической природы экономических конфликтов как угроз национальной безопасности и разработке основ политики, направленной на их преодоление. Методологический аппарат исследования включает принципы системно-функционального, историко-генетического и логического анализа социальной природы экономических процессов и конфликтов.

Определена связь между архетипами и основными экономическими противоречиями. Проанализированы основные аспекты проявления архетипов в экономической сфере Украины и влияние этих процессов на национальную безопасность. Предложено рассматривать это влияние с точки зрения конкурентоспособности, что возможно при условии согласованности институционального вектора экономики и общественных интересов, которые выражены в архетипах, и соответствующих решений и процессов для обеспечения синергии в социальном капитале.

Рассмотрено пространство возникновения экономических конфликтов, которые заключаются в разнице целей участников экономических отношений, и определено, что параметры национальных интересов определяются геополитической картиной мира и ценностной системой общества. Отмечено, что несоответствие стратегий реальным национальным экономическим интересам приводит к появлению альтернативных экономических измерений, которые вступают в конфликт с формальными.

В качестве основного пути прогнозирования экономических конфликтов предложено рассматривать экспертные центры, которые позволят сформировать стратегию развития, которая будет основываться на национальных интересах. Важным является то, что конфликты могут выявить целый спектр долгосрочных векторов развития.

Определены перспективы дальнейших исследований, которые заключаются в концептуализации стратегий экономического развития на основе национальных интересов.

Ключевые слова: национальная безопасность, архетипы, экономические отношения, инновации, угрозы, управление взаимодействиями, стратегия реформ, национальный интерес.

Target setting. Ukraine with the independence obtaining has fell to the process of new mechanisms finding for the economic resources distribution, accompanied by failure of national capitalism building, lack of unifying ideology, sharp impoverishment several social groups at once, corruption, government weakness, crisis of culture and morality. These processes have

moved into new conflicts, that in result have led to the state crisis. The necessity to analyze the socio-psychological nature of economic conflict resources is based on the fact, that economy in solving strategic problems in modern conditions has “pushed” the army into the background. It is also important, that national security threats in the international sphere are manifested through the efforts of other states to oppose the implementation of national economic interests. This is reflected in the actions aimed in particular at the violation of territorial integrity, including the use of internal economic contradictions and conflicts, that had been done in Ukraine. In this context, system approach to national security as opposed to the traditional fragmented approach is based on the necessity to identify a set of interrelated political, economic, spiritual, cultural, information, humanitarian country capacity to integrate it into the global space, the development of comprehensive relations, that strength the public confidence and reduce the possibility of force impact.

Analysis of recent research and publications has shown, that in the scientific and expert discourse in recent years it has become generally accepted, that in modern conditions the national security depends not only on the armed forces, but also on such factors as the economy, welfare of citizens and public mood. The system of measures for the nation’s goals attainment, protect its interests and repel threats in combination with their resource provision form the basis of national security strategy [6; 13; 14]. In this situation economic conflicts can both contribute to the development by overcoming

contradictions, as well as destroy the national economy through the social confrontation. In addressing the key security challenges of the XXI century it is necessary based on the fact that they are at the crossroads of global, universal interests and national interests and values [15]. Accordingly, the consideration of economic activity as a creative social and cultural activities from the standpoint of finding success factors of mentality is appropriate [9].

The study [16] indicates, that system social and economic changes are based on deep changes in the psyche of individual, initiated from the unconscious, while the “right” or “wrong” in the minds determinate the selection the forms of its implementation. Therefore, various economic conflicts can be considered as externalization of internal conflicts.

The issues of impact of social & psychological component of economic processes were considered by a lot of scientists. In particular, Adam Smith in the historical period, when it was recognized, that only through the influence of the state society is kept from the imminent return to state of turmoil and poverty. Disagreeing with this, Smith has proposed and described social coordination mechanisms, that operate independently of government impacts. Moreover, according to Smith, these mechanisms are so powerful, that government measures were at odds with him, often found themselves reduced to zero.

Several approaches of economic theory claims, that agents acting in their own interests, create opportunities for the choices of other and social coordination provides continuous mutual adap-

tation to changes in net benefits, which arise from their interaction. From the standpoint of classical and neoclassical economics conflict of economic interests is their temporary difference, that in the long run lead to the resolution of conflict and to, eventually to the interests of consistency and mutual benefit. Otherwise, according to study [2] economic wars reduce productivity and competitiveness agents.

Based on social coordination the new concepts of cooperative security were formed (D. Kolyar, M. White, R. Cohen, D. Dyuit et al.), in which interdependent processes are considered as factors, that blur the boundary between internal and external, government and public interests.

Thus, within the considered approaches we come to the importance of the study of archetypes as a factor of economic development.

Kleiner G. B., researcher of economic systems stability [7], following the ideas of American economist F. Knight, the author of business theory, who noted the presence of fundamental conflict between moral standards and economic efficiency, stresses, that for economic groups the more positive case deals with the lack of competition, and thus reducing the conflict potential. Reflecting on the ideas of F. Knight, the scientist concludes. that “not believing unconditionally neither in free competition nor in creative cooperation, not forced to authoritarianism, he believes in their internal compatibility in the human soul, and therefore, in human society” [7]. Similar ideas were expressed by Dhebuadze Andro, World Bank consultant, who is reflecting on ways to resolve conflicts, concludes the

important role of culture in the process: “Culture 1.0 was respected. Culture 2.0 – the culture of freedom. Future Culture 3.0 will be between these two poles. I think it’s the culture of conscience. It is important to understand, that within every person it is that, by what we can understand each other. And it is above other opinions and differences. If we recognize the objective existence of conscience in every person, it can become “social glue” for any society” [8].

Thus, the analysis of theory and practice of economic processes and conflicts management, that arise in this case, clearly demonstrates the shortcomings of the systems research methodology in the same format, i. e. without studying social factors. Researches of this kind help to understand the peculiarities of economic culture, define priorities of development and modernization of Ukrainian society. Therefore, the **purpose of the article** is to analyze the archetypal dimension of economic conflicts problems in the context of national security. Methodological base of study includes principles of system-functional, genetic and historical and logical analysis of the social nature of economic processes and conflict.

The statement of basic materials. For research purposes the national security we offer to understand as such state of society, which can maintain the normal functioning of the state, its sovereignty and territorial integrity. We also believe, that the national security should be approached in terms of competitiveness in an enlarged understanding, that is possible in conditions of institutional vector of economy and

social interests, that are expressed in archetypes, and appropriate solutions and processes to ensure synergy in social capital.

In this context, we should note, that in developed countries the competitiveness strategies are based on long-term mechanisms of cooperation and coordination of interests of various forms of partnership between the state, business and society. On the basis of general consensus these strategies are adapted to the principles of social responsibility and economic development to form its resource base. In our opinion, the proposed approach is consistent with the law of open dynamic systems, because the economy is in a constant process of change for many parameters, and the law of synergy, whereby at consistency vectors of components of the positive effect bigger than the mathematical sum of individual efforts (potential) of interacting elements. In case of conflict the effect of these laws is broken, making necessary of development the effective mechanisms to control economic conflicts.

Under the economic conflicts we will understand the conflicts of various areas of public life, where there are opposite interests, values, beliefs and goals of economic cooperation. Accordingly, we can highlight the following main lines of contradictions, that lead to the economic conflicts:

- 1) between the employers and workers;
- 2) between the different professional categories, due to the desire to reallocate resources in their favor;
- 3) between the companies and authorities, that regulate business activity;

- 4) between the government and social groups, that are on the state maintenance (students, retired, disabled, unemployed);

- 5) between the center and regions over the distribution and redistribution of resources;

- 6) between the countries in defending national economic interests.

These conflicts depending on their size have different effects on national security, but in crisis times they can actualize simultaneously, which under certain circumstances can lead to serious consequences. In this context, Jung, analyzing archetypes potential has proposed for understanding such metaphor: "... dry riverbeds, which may at any time be filled with new water of specific events" [17, p. 286]. We note, that the economic conflicts are detrimental not only for the parties, but also society as a whole due to the loss of social capital and relations capital. Therefore we can consider archetypes as a kind of circuit, in which the coordination of major decisions and expectations of the economic system (Fig. 1).

The objects of national economic interest are in understanding of its necessity of public entities presented as central (constant) and secondary (variable) components (Morgenthau typology). The central component is characterized by stability and continuity. The variable component includes wide range of needs, which constitute a system forming properties. Accordingly we can differentiate the archetypes and the impact on the conflict level, because the interests of the central component in some certain actions cause more serious conflict.

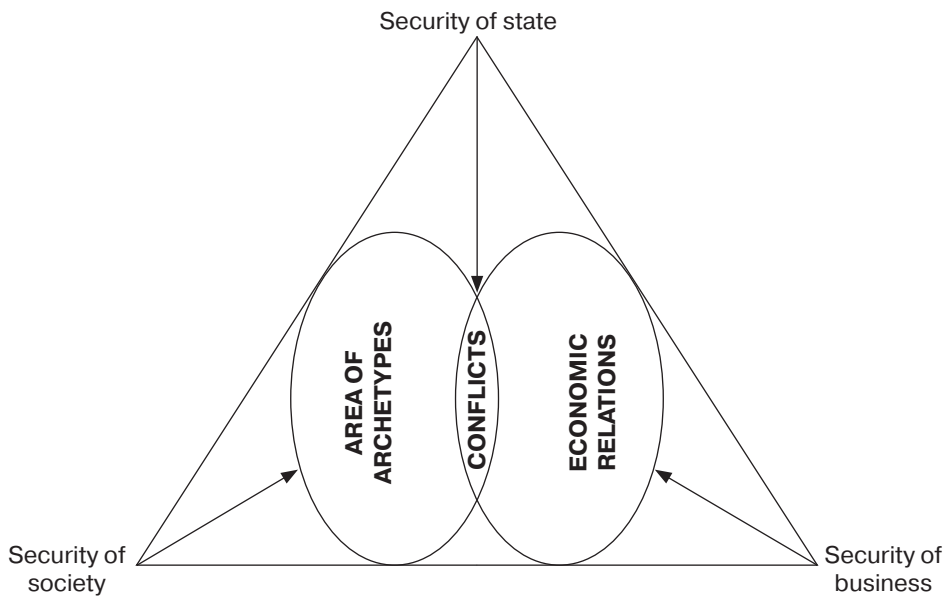


Fig. 1. Ratio of security dimension and archetypes
(developed by the author)

Accordingly, the economic situation of Ukraine reflects the basic archetypes and differences in the impact of deep archetype “field”, showing understanding of the nation’s place in the universe. The historical experience of our country has led to a lack of universal elements of national unity. This is reflected in a distorted and contradictory emotional economic thinking, which simultaneously connects particular consent (sometimes external) policies of economic change with prevailing social stereotypes. In general, we can note the historical exaggeration of external factors, the modern and caused rapid “Westernization” of Ukrainian lifestyle and traditional mentality features blur. B. Mezhujev [11] notes, that this “immaturity” nation is a powerful factor in conflicts both at national and international levels.

We also note, that the “Ukrainian individualism” is not identical to the

European-based competition and the desire to realize themselves and are the basis of innovative economy of developed countries. Ukrainian individualism, that is associated with “being local” and the desire to escape from problems and desire for democratic forms of government, all of which lead to a struggle for power and ownership of economic resources, sometimes accompanied by a “fatal” division. In terms of global cooperation within the model of cooperation-competition and network economy is a deterrent.

Another example would be tolerance: in Europe it is more conscious decision another positions and willingness to dialogue, in Ukraine – the inability to clearly define its position and its unwillingness to defend it, that is clearly reflected in the constant failures of the national economic diplomacy.

In analyzing the security dimension we underline system conflicts,

that are caused by archetypes, that accumulated some experience, which is controversial to the system. As an example of this type of economic conflicts M. M. Moshvashvili [12, p. 36] suggests changing technological structures as a result of which society recognizes the fundamental possibility of improving the conditions of value creation, but not within the existing socio-economic structure. By this time the conditions do not exert significant pressure on the prevailing character of existing institutions. However, such contrast dissatisfaction with actual and potential negative motivation as when combined with some positive can, for example, lead to the need of elite to reinvest the received value in new technologies or best social practices. There is also another option, when archetypes of introversion, idealization of the past and its domination over the future with patience and tolerance to the negative situations hinder the constructive thinking and actual implementation and changes in social life and economy (innovations).

As an important case for Ukraine we consider the conclusion of sociologist R. Dahrendorf [5, p. 144–145], which deals with the relationship of institutional orders (government, economics, law, etc.), which are responsible for the management of certain resources and may be a relatively independent and social groups, that control them are not identical; as well as can be controlled by one group. Depending on the degree of concentration the intensity conflicts increases (in which all destructive archetypes are shown); and the opposite, it decreases when the society structure is pluralistic with variety of independent institutions. Accordingly, the concen-

tration of control over the various institutional orders every conflict involves fighting “absolutely all”, and as a result, such as making economic demands has both political change and configuration, expanding the scope of conflict. If institutional orders are autonomous, with each individual conflict is due not so much, then reduced the price of defeat, and hence the intensity of confrontation.

In the context of management we underline, that the conflicts like any other threats of national security don't occur suddenly, and in most cases it is preceded by some evolutionary dynamics. Its identification, analysis and determination the degree of conflict probability since its occurrence and possible damage are the essence of long-term forecasting. Therefore it is necessary to form a resolving economic conflicts specific model and to adapt it to the terms of national characteristics and business management.

Fig. 2 shows the space of economic conflicts emergence, which are connected with the differences in economic agents' objectives. Parameters of national interests are defined geopolitical view of the world and the dominant value system of society. The given scheme allows to predict the lines of economic contradictions. In particular, the main conflict potential deals with that fact, that the state as an economic agent often does not guarantee automatic implementation of national economic interests, which are in archetypes. This is a particular cause of shadow economy.

The contradictions are compounded, because in Ukraine there are no real meaningful political projects with national economic strategy, based on

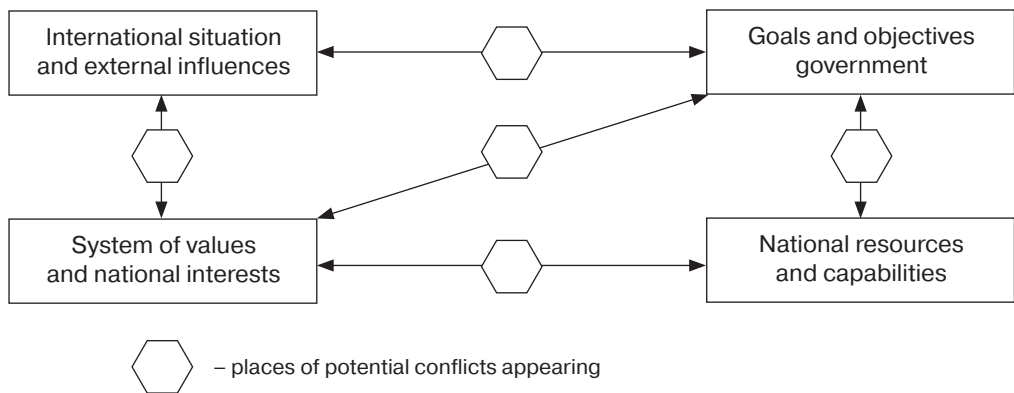


Fig. 2. Space of economic conflicts occurrence
(developed by the author based on [15])

integrative values and social tension minimization, which increases the role of analytical work. Under these conditions, for solving economic conflicts research tasks is the concept of dutch scientist W. Mastenbruka [10], which considers conflict management in the context of different types of social relations, that are, in turn, the structure of complex networks of relationships and interactions, can be very useful.

In conflict resolution the network aspect requires to form a network of communications and to predict conflicts through the conflicts radar (Fig. 3), which helps to identify the potential conflicts through the projection on the national interests of groups of economic agents. This aspect was considered by us before on the example of comparative studies of economic policy [3], the results of which to be effective must be transferred to the “national soil”. Strategic aspects should be considered within the social influence forms [1] (forced, based on reward, legitimate, expert, information and reference).

As the main way to minimize economic conflicts threats to national

security we can consider expert centers, which use the situational analysis methodology [4] and will form a development strategy based on the national interests (archetype core). It is also important, that the conflicts prediction can detect a range of long-term development vectors.

In the context of national security providing of economic conflicts management given their potentially “sanation” feature, we must consider all types of activities related to the prediction, prevention and resolution of conflicts in the context of minimizing threats to national security.

We note, that the economic conflicts are mainly based on different vector-ness of interests, that is deepened as a result of asymmetric information (when one economic agent has more information, than the principal, which holds its asymmetrical distribution). Jung also has noted, that the risk of spontaneous information age, as a result of mental vulnerability have “psychic epidemic”. If case of Ukrainian these risks are substantially reinforced by the dominance of emotional & sensual components of mass consciousness over mental & vo-

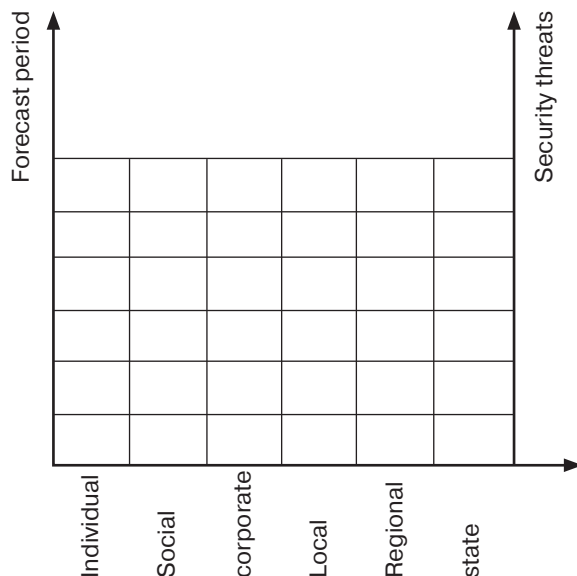


Fig. 3. **Forecasting scheme of archetypal influence on the economic conflicts occurrence in decision-making** (developed by the author)

litional (sensual, anarchism, cordocentrism). This can explain the rejection of solutions based on commercial and economic benefits for shared values and certain geopolitical approaches. All this is compounded by economic factors specific geopolitical orientation vector.

Conclusions. Ukraine's transition to independence and market economy was accompanied by severe inequality, socio-economic conflicts and crises. Archetypal nature of economic conflicts we have considered within the national security as an extremely complex multi-functional system, in which processes of interaction and confrontation of vital interests of individual, society and state with the threats of these interests, both internal and external, are continuously occurring. Based on this we have considered the archetypal nature of the main motives of conflicting groups. It is indicated, that the discrepancy between the strategies and the real national economic interests leads

to alternative economic dimensions, which create conflict with the formal.

The prospects of further studies deals with in the conceptualization of economic development strategies based on national interests, are identified.

REFERENCES

1. French J. R., Raven B. H. The basis of social power. Studies in social power. — N.Y., 1972. — Vol. 6. — P. 259–269.
2. Garfinkel M. R., Skaperdas S. Contract or war? On the consequences of a broader view of self-interest in economics // American Economist. — 2000. — Vol. 44, Iss. 1. — P. 5–16.
3. Omelyanenko V. General context of economic and legal reforms international comparative studies (example of innovation development) [Electronic resource] // Economic Processes Management. — 2016. — № 3. — Access mode: http://epm.fem.sumdu.edu.ua/download/2016_3/epm2016_3_8.pdf

4. *Systems thinking in conflict assessment concepts and application* [Electronic resource]. — USAID, 2011. — Access mode: http://pdf.usaid.gov/pdf_docs/pnady737.pdf
5. *Darendorf R.* Elements of the social conflict theory // Sociological researches. — 1994. — № 5. — P. 142–147.
6. *Karpovich O. G.* The policy of state national security ensuring // Constitutional and municipal law. — 2012. — № 2. — P. 23–26.
7. *Kleiner G. B.* Day and night in the economic theory of Frank Heine- man Knight / Preface to the book by Knight F. Kh. “Ethics of competition”. Tr. from English. Sci. Ed. G. B. Kleiner. — Moscow: EKOM Publishers, 2009. — 262 p.
8. *Conflicts and culture of conscience.* Lecture by Andro Dgebuadze [Electronic resource]. — Access mode: <http://biz.liga.net/upskill/all/stati/3169926-dreguadze-pochemu-voznikayut-vse-konflikty-ili-kultura-sovesti.htm>
9. *Koskin V.* Ukrainian mentality as success achieving means [Electronic resource] // Religion in Ukraine. — 2010. — Access mode: http://www.religion.in.ua/zmi/ukrainian_zmi/6771-ukrayinskij-mentalitet-yak-zasib-dosyagnennya-uspixu.html
10. *Mastenbruk U.* Conflict Management and Organization Development: Tr. from Eng. — Moscow: Infra-M, 1996. — 256 p.
11. *Mezhuyev V.* National interest as a problem of culture [Electronic resource] // Nationalinterests. — 2015. — Access mode: <http://ni.globalaffairs.ru/natsionalnyj-interes-kak-problema-kultury/>
12. *Moshiashvili M. M.* Economic archetypes or why economies grow in different ways. — Moscow: NRU “Higher School of Economics”, 2016. — 140 p.
13. *Omelyanenko V. A.* Analysis of archetypes of the collective unconscious impact on social dynamics on example of the national economic development strategy implementation // Arhetypika and governance: challenges and risks of social transformation / Ed. E. A. Afonin, G. L. Ryabtsev. — Kyiv; Tbilisi: Psihyeya, 2016. — P. 49–56.
14. *Omelyanenko V. A.* Analysis of innovation development resources in the context of region economic security // Theory and practice of regional development: collective monograph / Ed. K. F. Kovalchuk, L. M. Savchuk. — Dnipro: Gerda, 2016. — P. 128–135.
15. *Podberezkin A.* “Phase transition” and international security [Electronic resource] // Viperson. — 2012. — Access mode: <http://viperson.ru/articles/professor-mgimo-aleksey-podberezkin-natsionalnaya-bezopasnost-rossii-i-kak-sledstvie-mezhdunarodnaya-bezopasnost-budut-neposredstvennozaviset-ot-rezultatov-modernizatsii>
16. *Fokina V. I.* Social archetypes in subjects self-identification // Cognitive and transformational potential of historical psychology as a science: materials of the conference devoted to the 85th anniversary of the birth of famous Ukrainian scientist, the founder of historical psychology in Ukraine I. G. Bilyavskoho. — Odessa, 2012. — Access mode: <http://forum.onu.edu.ua/index.php?topic=5112.0>
17. *Jung K. G.* Essays on modern events. Psychology of fascism // Psychology of politics. Political and social ideas of K. G. Jung. — St. Petersburg.: Juventa, 1996. — 382 p.