

PROBLEM FIELD AND THE PECULIARITIES OF ECONOMIC SPHERE OF INDIVIDUAL'S EXISTENCE

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Анотация

Оксана Борисовна Петинава. Проблемното поле и особеностите на функциониране на икономическата сфера на битието на човека. Статията е посветена на социално-философското осмисляне на икономическата сфера на битието на човека. Разглеждат се нейните особености на функциониране, характерните ѝ черти. Авторът стига до извода, че икономическата сфера на обществото детерминира социалните процеси в тяхното историческо развитие, тя дава възможност да се проследи богатството на цялостната жизнена дейност на личността тъй като без постоянния процес на производство обществото изобщо и личността в частност не биха имали възможност да се развиват. Икономическото образование в Украйна придобива особен статус в държавната политика, което е свързано както с натрупването на информация в различните сфери на дейността на личността, така и непосредствено с външните изменения в обществото – с новите културни тенденции и икономически ориентири. Разкрива се влиянието на икономическата дейност върху мирогледа на човека. Очертава се влиянието на пазарните отношения и материалното производство върху формирането на личност от пазарен тип – или на икономически човек.

Ключови думи: икономическа сфера, икономически човек, иновации, модернизация, образование, пазарна икономика, икономически живот, пазар, пари, личност от пазарен тип

Анотация

Оксана Борисовна Петинава. Проблемное поле и особенности функционирования экономической сферы бытия человека. Статья посвящена социально-философскому осмыслению экономической сферы бытия человека. Рассматриваются ее особенности функционирования, характерные черты. Автор приходит к выводу, что экономическая сфера общества детерминирует социальные процессы в их историческом развитии, она дает возможность проследить все богатство целостной жизнедеятельности личности, так как без постоянного процесса производства общество вообще и личность, в частности, не имели бы возможности развиваться. Экономическое образование в Украине приобретает особенный статус в государственной политике, что связано как с накоплением информации в разных сферах деятельности личности, так и непосредственно с внешними изменениями в обществе – новыми культурными тенденциями и экономическими ориентирами. Раскрывается влияние экономической деятельности на мировоззрение человека. Очерчивается влияние рыночных отношений и материального производства на формирование личности рыночного типа или человека экономического.

Ключевые слова: экономическая сфера, человек экономический, инновации, модернизация, образование, рыночная экономика, экономическая жизнь, рынок, деньги, личность рыночного типа

Анотація

Оксана Борисівна Петінова. Проблемне поле і особливості функціонування економічної сфери буття людини. Стаття присвячена соціально-філософському осмисленню економічної сфери буття людини. Розглядаються її особливості функціонування, характерні риси. Автор приходить до висновку, що економічна сфера суспільства виступає детермінантою всіх соціальних процесів в їх історичному розвитку, вона дає можливість прослідкувати все багатство цілісної життєдіяльності особистості, без постійного процесу виробництва суспільство взагалі та особистість зокрема не могли б розвиватися. Економічна освіта в Україні набуває високого статусу в рамках загальнодержавної політики, це пов'язано як і з нагромадженням інформації в різних сферах діяльності особистості, так і безпосередньо із зовнішніми змінами в суспільстві – новими культурними тенденціями, новими економічними орієнтирами. Розкрито вплив економічної діяльності на світогляд людини. Висвітлено вплив ринкових відносин, матеріального виробництва на формування особистості ринкового типу чи людини економічної.

Ключові слова: економічна сфера, людина економічна, інновації, модернізація, освіта, ринкова економіка, економічне життя, ринок, гроші, особистість ринкового типу

Foreword. Ukrainian society stays in the continuous development; determination of the guideline of education is characterized by innovations and control on the part of the state. Development of technologies and connection, creation of complicated international economic and trade systems, activity extension of international companies and transnational corporations, changes in international relations and international legislation greatly affect both the context of existence of every human being and Ukrainian society as a whole. The development of technologies changes the nature and life span worldwide. Revolution in means of communication unites the world in awareness, contributes to solidarity in confrontation injustice. But the progress also bring new dangers for stability as causes damage to environment, ruins families and social life, meddles in private and daily life of Ukrainians. While analyzing the transformational processes and social tendencies in Ukraine, we came to a conclusion of necessity of a new understanding of existing reality.

In the conditions of modern transformation processes which take place in Ukraine and world, a large role in becoming of personality of market type is played by economic relations which appear as the special method of self-realization of man, find out necessary orientators due to which a man provides itself necessary terms for existence and development. Exactly in labour, market relations it will realize itself as integrity, and that is why today actual is a problem of philosophical comprehension of economic sphere of company.

The extent of the problem. To this problem the row of researchers applies on the modern stage – as I.Vakarchuk [1], D. Dzvinchuk [2], V. Kremen [3], V. Kutsenko [4], S. Nikolaenko [5], V. Ognevjuk [6], A. Sbrujeva [7], V. Teslenko [8]. So, for example, V. Skotniy examines a property as socio-economic phenomenon in a philosophical aspect [9]; didactics measuring philosophical-economic knowledge in the context of theory of spiritual capital probes T. Glushko [10]; O. Aminova characterizes the role of spiritual values in economic activity of man [11]; N. Goncharenko probes the phenomenon of riches [12]; A. Mazaraki and V. Il'in study philosophy of money [13]; Y. Osipov analyses philosophy of economy [14].

The main material. Daily direct economic activity of everybody influences on its personality, forms world view position. An economic sphere is determining in the structure of company. The core of this sphere is a financial production without which a company would not exist in general, the more so – to develop. In the process of financial production people reproduce the terms of the life, produce facilities, necessary for satisfaction of the necessities. Necessities are

always underlain activity and conduct of people, come forward motive force and source of the real public relations, induce a man to the practical actions. Reasons which induce a man to activity, reasons of its conduct are always explained necessities, and more precisely – aspiring to their satisfaction. Coming from the necessities, a man produces certain (proper the necessities) attitude toward a company, to other people and to to itself [15].

Philosophy of economy is a sphere of philosophical knowledge about essence of economic life of man in the multivectorial field of socium and humanism aspect. The philosophical measuring of economic life (economies) is considerably wider from his semantic circle as sufficient condition of existence and vital functions of man. In him an economic sphere appears as the special mean of self-realization of man in the process of change by it the outer and own (internal) world, and an economy acquires status of “men-measured”, universal unique materially spiritual sphere in which personality will realize itself as biosocialspirited integrity. The fact of economic activity in philosophical interpretation is comprehended in all his depth, delivered cleanly objective sense and opens up in the field of spirit. The spiritual sphere of menage engulfs moods, experiencing, estimations, attitude, attitude, recognition of world, what philosophical interpretation, comprehension, world view ground of economic problems, begin from [16].

Everybody is daily attracted in the sphere of economic life, economic phenomena, in fact it buys and sells, gets profits and pays taxes, leads and submits an administrative decision, saves and outlays, produces and consumes. Economic activity, labour since earliest times inherent every company. It not only creates financial sufficiency, satisfies congratulatory necessities but also develops creative forces, capabilities, internal world of man, gives him the special direction [17].

Economy which becomes firmly established in a company, brightly presents the convertings possibilities, radical changes all external, and sometimes and internal (spiritual) life of man, generates technical civilization with its energy, mechanisms, information, communications, by armaments and others like that. The artificial world which directly and scale resists to the natural world and earthly nature is as a result created.

Adam Smit, Britanic economist, philosopher, one of founders of economic theory, yet in 1776 year in the famous book of «Research of nature and reasons of riches of people» rotined that exactly own interest of separate everybody, which is based on the division of labor, conduces to the receipt of the maximally possible blessings for all company on the whole. Pre-conditions for this purpose is a competition and open markets. A competition stimulates achievement of higher results of labour, and increase of standard of life for all. The opened markets allow to overcome the shortage of commodities even where in they are not produced. Be – which, unusual necessities will be satisfied even, if there will be solvent demand on them [18]. By main reasons of economic activity of people, after A. Smit, there are necessities and exchange products for their satisfaction. In the certificates of exchange it appears on principle different on the nature from necessities measure which determines an equivalence and difference of things. This measure is objective, does not depend on moods, desires of people: by it is time of their life and time of their labour. The rotation of goods, money, riches, takes place due to the labour inlaid in commodities.

Intercommunication between the different spheres of financial production of A.Smit shows on an example the economies of separate peasant, busy in the field of plant-grower. Growing grain, a producer distributes him: abandons one part for a self-consumption; second part – on seed, necessity for the recreation of process of production; third – for an exchange at the market, that for the rescued money to purchase other the commodities need him. Then again there is a reiteration of this cycle – production, distributing, exchange, consumption, and so

continuously. Just like this the process takes place and in the scales of all public production, which can, though partly, illustrate production relations in an action [18].

We support the point of view, after which in the philosophical understanding market, – it opened, mainly uneven organized system, with all attributes and zvorotnimi connections. If in nature there are surprisings after the adaptation to the environment of plant and animals, a «public selection» creates more perfect forms of menage, related to the division of labor and development of production forces. A market comes forward embodiment of them. Such is the world view understanding of market [19, 265].

Market as an all-purpose determiner of the social production creates a balance between entrepreneurs' and consumers' interests. Barter depends on its profitability and not on the sympathies or antipathies between people. Besides generosity, reliability, integrity and solidarity market demands unwritten laws, rules and moral beliefs. We believe that it is important to nurture these qualities because they are often neglected and forgotten.

Competition is also an important factor that stimulates the improvement of quality of goods. Modern business is focused on the material needs of consumers, as well as on their needs and aesthetic tastes. Consumers prefer goods that awaken thinking; competition creates new areas of strategic thinking and management in enterprises. Innovations were associated only with goods and technology earlier and now business is focused on creating consumer's emotional experiences.

The practice of modern market economy shows that today there is a growing influence of the human factor in all aspects of society. Society is gradually coming to the conclusion that wealth is created by wisdom. Those who have knowledge about themselves, their nature and their origin inherit wisdom. This is the human's way of thinking, perception, understanding and transforming the world and yourself.

An important factor in the functioning of social production, the economic sphere is money – a particular reality, which is associated with human's everyday existence that creates a specific attitude to the world and us in it. Absence of money causes problems to people and the abundance or excess of money causes even more troubles. It seems only at the beginning that money determines people behavior and dictates their policies, impose special outlook and philosophy. Having a general exchange of property, money becomes not only value, but also the measure of value exchange benefits – the measure of all things. They express show the qualitative limitlessness of people's possible actions and become the motivation for many activities - both humane and inhumane. Money can encourage any action against the person to turn to the subject of sale that it should not be in a healthy society. This means that money brings the order and chaos elements to the society. But money is only a mean of volition and mental efforts. They serve equally well as creative and destructive human actions and deeds. In this role, they create or destroy human personality, influencing its individual value system, the hierarchy of personal priorities and goals. Everything depends on the ratio of mentally willpower and pecuniary interest in of human's the activities. Indeed, money is substantially changed the system of human values, putting himself in their center as a universal value. They give people the freedom ideal consumer who can choose the products, people, place and time that are most suitable to meet the needs. The German philosopher Peter Sloterdijk said about money: "Money – an abstraction in action... Money doesn't care. They are just the intermediary through which the different equations are made. They like nothing else can transform everything under one denominator "[20, 200].

Money is the product of society, its creation and society is responsible for it. People must understand the true role and place of money in life and being of society, learn to manage with the help of combining modern economic science (with its practical orientation) and philosophy (with its orientation to the knowledge of the whole world).

Property is another aspect of economic life, which should be considered in the light of philosophy. During the Modern times, when the formation and development of the philosophy of rationalism took place, the property becomes the object of philosophical analysis. The problem of property arises as an attribute of individual freedom, which declared the rights of the subject of social activity beyond all estates and hierarchical constraints. In the Age of Enlightenment and the bourgeois revolutions property proclaimed basic natural right of man, his will and dignity. The last considered to be the most important principle of the ideology and philosophy of liberalism. In modern economic theory of property rights are understood as socially sanctioned (state laws, traditions, customs, administration orders) behavioral relationships, which appear due to the existence of benefits relating to their use.

In modern literature it is said that the first step in the development of property relations is the personal property. It is understood as the possession of a limited range of everyday items, personal existence. It is considered to be everything that doesn't use all ways to get profit and gain. The philosophical aspect of the analysis of the concept of "property" sees it as a feature of human nature. By the way the personal attitude is treated as a way of self-determination and self-realization in the outside world. The human factor is a key in property relations. The statements of importance of the individual in economic life do not necessarily mean economic individualism. In economic life are possible compatible complex ways and different principles. But the complete subjugation of the individual economic social collective or state farm destroys and enslaves the individual. Free individual existence in the material world provides freedom to farm, free and responsible person acts concerning material nature.

Today, special attention is paid to research specifics of intellectual ownership, defined as the possession and use of the results of intellectual activity. The specificity of this type of property is manifested in the level of education, skills, knowledge, experience, knowledge workers. The higher the intellectual capacity is the usually higher employment opportunities of employees, their labor efficiency, productivity and quality of work [9, 63].

We agree with the words of German philosopher A. Schopenhauer, who said that it is difficult, if not impossible, to find a reasonable limit of our desire of ownership [21]. It is really, that the abundance of a person in this respect does not depend on the absolute but relative to some purely magnitude, exactly on the relationship between its requirements and its possessions. Therefore the property of itself, as the numerator without denominator. A person may be perfectly satisfied if he/she has only the necessary things for life, while the other person who has high income, feels miserable.

It is appropriate to say that the property by itself is not evil or good. It has only one function – to help person to ensure the production of necessary means of subsistence, establish a reasonable domestic economy and guarantee prosperity. Morality and the spirit of all this provides the same person. The owner does not in itself necessarily the exploiter and the parasite. Evil and good – In person, not in a property. Hence, there arise all the arguments about the meaning of human life in terms of its economic implementation.

Thus, the economic sphere of society in the context of philosophy as an important factor in the formation of personality. A person, in varying degrees, shows his attitude to the objects of economic knowledge. Money – Is an important component of our lives and through the attitude they can assess the worldview of the individual. Excessive passion for the money, their excess negatively impact on a person but he cares only for the material rather than the spiritual. Lack of money programmed into human negative attitude to the world and to himself. Money can encourage any effort against man, also turn on the subject of purchase – sale that it should not be in a healthy society. This means that they make in public existence as the order and elements of chaos. But money is only the means of volitional and mental efforts. It should be remembered that all material goods should be treated more rationally with wisdom. Wisdom – is

exactly the quality that helps in the economic life of society. Only a wise leader or entrepreneur can effectively manage his subordinates to reach thus material goods without losing its spiritual qualities. All their actions, economic transactions must be previously comprehend also give an account of how it affects other people, and, of course, himself.

The economic sphere of society is the determinant of all social processes in their historical development, it makes it possible to trace all the wealth whole life of the individual, without the constant process of society in general and personality in particular could develop. Education in the world becomes a very high status within the framework of national policy, it is connected as the accumulation of information in various fields of individual and directly with external changes in society – new cultural trends, new economic benchmarks. The economic sphere of society and education are very closely related, and this relationship is a golf complex interdisciplinary understanding those trends that occur in modern Ukraine and touching transformation in all spheres of life. Education in a globalized world depends on the quality of economic politic. The state together with business and society as a whole must clearly formulate its goals and priorities for creating favorable conditions of preparation specialists that will effectively work for the benefit of the country that will contribute to achieving the most important goal – to provide sustainable long-term welfare of the population.

The globalizing world creates new challenges and preparation of specialists to the labor market within the Ukrainian practice. The global economy requires the creation of institutions that primarily will provide functioning of labor markets. By the meaning “Globalization” we understand the process of growing influence in social reality of individual countries by various international factors: economic and political ties, cultural and information exchanges, etc.. In the innovation economy of Ukraine XXI century economic basis should be innovative production, in which will be integration of education, science and industry in a single innovation. Education is the main element of innovation , and also productive force, which directly affects the pace and quality of economic growth, its orientation and dynamics. Providing the formation and accumulation of human capital, education acts as a systemic regulator of economic, technological and social progress of society. The complexity and diversity of interrelated problems form a new political, social, economic and educational environment, which requires new governance of systems thinking, new qualifications and new management skills.

Inference. Market personality – Is a product of modern capitalist society. And exactly in this individual interested developed countries. In the developed countries, new social-economic conditions and the businesses that are equipped with the new technology, workers need a new type. We think, that a new type of personality is the market identity or Economic Person. In the present economic conditions it is important that the citizens of Ukraine for the good of the country, to their knowledge meet the rapid development of production, because the market needs creatively-minded individuals capable of assimilation and innovation. In modern society, innovative market economy important consideration should be given to the formation of personality "market type", or the Economic Person. For the present the current task is to solve social, economic and cultural problems that mostly has set a social policy that is manifested in the individual readiness to live and work in new social – economic conditions that defined market economies. But it must be remembered that production must serve man, not the economy, and the highest goal of all social events must be good and intelligent human consumption. The complexity and diversity of interrelated problems form a new political, social, economic and educational environment, which requires new governance philosophy of systems thinking, new qualifications and new governmental skills, which we can speak in terms of "market-type personality" or "Economic-Person ". The system of higher education in Ukraine, which was formed during the years of national independence to a certain extent mirrors the difficulty of sociocultural situation in which the country is found. It happened as a result of not

only political and economic changes at the end of the past century but also as a result of global humanitarian crisis caused by mass migratory processes, loss of ethnic originality, introduction of foreign life values, goals and guidelines. The problem of innovation in education gains special significance in XXI century as mankind entered the innovative state of social progress. Given process can be characterized by the swift dynamics of changes, transformations in different spheres of existence and vital activity of individual and society. This dynamics is accompanied with building of a new country with reconsidered manner of life and thought.

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