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Ethno-culture varieties of management culture and socio-normative prerequisites of its development

1. Formulation of the problem in general

Modern civilization gradually enters the systemic crisis resulting from the dominant technical over the social. Development or regression of social relations is largely dependent on the management culture of the society. To avoid being a victim of tyranny and instrument of another's will we need to be aware of the nature of administrative culture as an integral function of the joint activities of the society. Since man is a complex bio-psycho-social system takes place with the use of a systematic approach to the management of the research process and work culture aims primarily at our ontogenetic study circles these problems.

2. Analysis of recent research and publications

Most studies devoted to the study of culture of socio-normative labor prerequisites and management are emphasized mainly on the identification of underlying mental phenomena of ethnic groups that govern the behavior and way of being in the world. There are fruitful achievements of “scientists” who view the prerequisites for the formation of culture of work and management in accordance with the geopolitical circumstances (S. Rudnytsky, I. Linden, E. Malanyuk, W. Lipinski, W. Krysachenko, A. Mostyayev, V. Snizhko); Ukrainian mentality in terms of states (G. Pisarenko, D. Kasyanov, J. Miller, N. Kryvoruchko, G. Smityuh, V. Shooting, J. Bachinsky, I. Pochebut, N. Shulga); mental factors at work (M. Semykina, I. Kuras, V. Popov); unconscious influence on professional values (I. Kroll, A. Purtov, A. Mikhailov, M. Ivanov, D. Shusterman); mentality in business cultures (G. Hofstede, M. Bond, R. Lewis, J. Moul, D. Dyurrey, N. Andersen, V. Pronnikov, V. Tseptsov). However, the scientific discourse has not yet been established social and psychological impact of parameters on the culture of society and an individual. HA and social activities; not the mechanism of their relations with the management culture. At the same time, it is clear that the implementation of management decisions, the achievement of personal goals and employee of good employment outcomes depends on the mentality of the people, which affects the value-motivational sphere, styles, types of management and various behavior.

The purpose of the article – to analyze the various origins socio-normative behavior that underlies the formation of the specific management culture.

3. The main material

For the purpose of this study we will focus on the social and normative assumptions that influenced the specificity of administrative culture and work culture: a) mentality; b) human values and the values of a particular society industrial relations defined by means of economic, according to the system of society (totalitarian, democratic); structuring public his depends on the uniqueness of culture.

That culture is a kind of matrix, which is formed and functioning ethnic mentality. Ethnic mentality-a spiritual substance that is derived from the national culture as it is realized on the basis of certain programs of social life. In mentality includes only those moments of thinking that there is no doubt backed up and repeatedly tested will and proven to automatism. Content mentality gets in the spiritual life as a form of social his is in the formation of institutional produced production in the form of archetypes, symbols and so on. The main determinant of the process of mentality and operation include the following factors: natural (geographical location, climate, topography, water, availability of natural resources, the wealth of flora and fauna); social (economic specifics, ethnic environment, social structure, war, revolution, reform); internal (ethnic rhythms of life, the intensity of intersubjective communication, communication, joint activities, education, training) [Додонов 1999: 243–244; Фурман 2011: 43].

Scientists agree that such system-Ukrainian inherent characteristics:

- focus on the facts and issues of personal-individual. HA world (introversion perception of environment);
- the desire for a sense of personal liberty without due public were willing to train;
- establish clear public policy objectives, discipline and organization (family and economic individualism);
- the dominance of emotional, sensual over the will and intellect, the advantage of being moral and values of rational and pragmatic;
- love of nature, sentimentality, lyricism and aesthetics of life (chord-central) [Гримич 2000; Губко 2003; Проскурова 2001].

Introversion of Ukrainian society is characterized by its closeness, individualism (own land, farm, home), and traditionalism, expressed in archaic material and spiritual culture. The tendency to excess of ideas, resulting idealized and canonizes inner spiritual life. Providing benefits to small groups (family, brotherhood, community), a relatively large abstract; patience, peacefulness, that does not mean submission, valued inner freedom of choice, “he own boss”. Passivity, gradual and deliberateness in decision-making, which leads to inhibition of reforms; dominance compromise-compliant style of

conflict resolution; setting to improve themselves, and not the surrounding world.

Irrationality is the rejection of ideas in abstract terms, the attraction to their thorough analysis, technological consistency and completeness; intense owned space (understanding the world as a differentiated semantic space in which it is difficult to rebuild that encourages preservation of previous forms and relations between objects); moderation and consistency, resulting in the inability to quickly change plans and strategic programs of social dynamics.

Emotionality is characterized by that logic takes the form of images and feelings, resulting in: Relativity categories “true/false”; relativity with the provision; emotional and sensory reactions to the behavior of others [Донченко 1994: 54].

In feature Ukrainian mentality affect that Ukrainian farmers until Dr. floor. In the 19TH century were unable to freely conduct their farms, due to caste-feudal character of peasant politics. In this way, unlike most European countries, the Ukrainian population evolved psychological patterns of behavior such as “rural commoner”. These have caused slowdown of economic initiatives, the development of business skills and entrepreneurial activity. Developed stereotypical view of the world: to enjoy success in the small-scale, petty, everyday, everyday.

These archetypal features of the mentality of Ukrainian farmers determined according to the socio-environment (with Dr. floor. XVIII-early. 19TH c.), which advocated a kind of correction mechanism for individual. These effects are now preserved ethnosocial psychological type, are filling his individualistic traits. First of all-this indifference to everything that went beyond a peasant family. Under this long-term process of psychological evolution of Ukrainian peasants appears as a mentality where the greatest value is freedom, private property and the economy.

Naturalism Ukrainian farmer mentality also appears in:

- excessive moral absolute importance of physically exhausting various in the agricultural sector;
- absolutisation own way of life “on the ground” hard work was presented on the moral pedestal. According to position of priceless of the life and work of a privileged part of the population (masters, entrepreneurs, businessmen);
- preservation of mythological and patriarchal notions according to which the concept of work/property/abundance values were regarded as identical;
- ownership was determined moral principle: each member of the family owned that earned itself (for example, restrictions on the right to dispose of property women “mothers” paternal legacy “fathers” bail was given only in extreme cases);
- respect for the work of previous generations, stipulating moral and psychological conditions play a similar life cycle for future generations;

- the absolute role of various physical in agriculture.

On the one hand, the category of work in the Ukrainian mentality is not only an economic necessity but also esoteric social responsibilities, the basis of moral dignity of the nation. On the other hand, the mental attitudes on work priority due to the physical ability to work on creatively, economically feasible to think of produced work in life-supporting cycle of man. Thus, a characteristic feature of Ukrainian farmer works in favor of its relatively low productivity because of reaction to all innovation processes occurring within the traditional social-psychological type that was not supposed to break down stereotypes established mentality.

So in the future, most innovative domestic peasants came unprepared, because history had taken a little time for the Ukrainian village. This anachronism various peasant was caused by his traditional collective syncretism and world view of the farmers as a result of maintaining consistency of all the peasant way of life, physical (various agricultural) internally determined: there are economically, socially and morally coherent category, instilling Ukrainian peasants original imperatives.

Also, Yu Prysiashnyuk emphasizes the decisive influence of the Cossacks in the specific ethnic Ukrainian mentality because its origins are psychological foundation and ground work:

- the-compliant than of the indigenous population became the owner of the land jobs, turning to the oppressed to free people. Ukrainism put in order as new-occupied and processed before it lands. Occurred a logical relationship with the land and its quality and size, which was due to the ability to give her counsel;
- While in use area considered property of mentality reflected it as “their”. This feeling is also kept to tradition. And customary law (“prescription use father’s and grandfathers”);
- conditionality mechanisms specific relationship to the various land-intensive;
- the development of egalitarian mentality rice instead of patriarchal community (caused by the virtual absence of the destructive impact of state and market factors regarding ownership of the land and the traditional “no attachment to the parent management”);
- regulation of land ownership on the basis of private relations, as the Ukrainian Cossack state “grain-growing populace” was deprived of state care [Присяжнюк 2002: 17, 43–46].

Mr. Szasz points out that according to the specific system and social structure of Zaporozhye Sech reflected in the corporate his Ukrainian. Feature of institutional mechanisms that are forums by customary law:

- expression within the democratic process, where decision-making was based on the principles of the unanimous consent of its members;

- lack of stable collective bodies, based on the principles of indirect democracy. Cossack Rada was a form of direct vote of all members of Cossack society that indication and spontaneity generated ohlo-cratial orientation;
- on the one hand, the real impact on ordinary Cossacks decision, on the other- a spontaneous expression of democracy Cossack circle.

By basic estate-corporate values Cossack community owned the rights, freedoms and liberties, “which covers the Cossack land tenure, property and inheritance rights, justice, the issue of fair compensation. Notions of individual. HA freedom outlines the understanding of the socio-legal and sovereignty according to the Cossack, and meant independence manor coercion and sovereign power. Crystallized particular model of interpersonal relations: the Cossack brotherhood, relationships between different according to the legal status in the and of groups of Cossacks (brotherly love, unity, and mutual assistance)” [Українське суспільство... 2001: 171].

Of interest to our study are also categories liberty-loving and Ukrainian democracy. A. Strazhnyy called Ukrainian “people’s Army” free and high minded to any power. For the Ukrainian is not typical “army” of tradition, which would have caused a means to submission. In addition, the East Slavic ethnic group has always gravitated toward democratic and anarchist forms of governance, where important decisions are not solely a leader and national assembly characteristic was the “Cossack democracy” under “archetypes in the Ukrainian mentality firmly entrenched paradigm of ancient Greek democracy” [Стражний 2008: 308].

S. Proskuriv explores such economic and socio-cultural phenomenon as chumachestvo (X-Art kin.HIH c.). Psychological type of Chumak formed under the same conditions as the psychological type of merchant of the Western Middle Ages, but with the distinguishing characteristics of the mentality of the Ukrainian people (Tine tiller and Cossack). The features socio-normative culture of Chumaks are:

- chumak and separation of rural communities, their relative economic independence, strict regulation of activities (joint office, the right company, non-interference in private economic interests of Leader, solidarity, etc.);
- merger as equal owners, which was based on the personal responsibility of each for the success of the common cause;
- uncertainty of the hierarchical structure;
- professional integrity, hard work, spirit of teamwork and mutual support (if any autonomy and interest);
- fishing etiquette culture that manifested in self-esteem, respect for the chief-tain;
- tolerance of foreigners and infidels like.

Administrative functions chieftain Milky rolls food included, on the one hand, the administrative (security and general order to guarantee the reliability of profit each Chumak), and the other military. Since this type of corporate community built on principles of paramilitary September 2011 merchant caravans that were ready to defend their property. Although changes in social and economic conditions his living of fishing Milky Milky Felling replaced the traditional “Zaporozhye” type to the “host” and but given the level of economic mentality sotsionormatyvna culture imprinted in the historical memory of the people [Пpockyпova 2001].

D. Bogynia, M. Semykina, J. Prysiazhnyuk note that the historical lack of freedom for Podgorica expansionism, long domination autocratic regimes has led to the fact that many features of the Ukrainian mentality became distorted forms. It has accustomed people to accept Ukraine’s authoritarian magnitude of governance as perfectly natural phenomenon. The magnitude of Authoritarian governance and administrative team form of work with personnel based upon an underestimation of human dignity, needs and interests. According evolved traits such mentality: legal nihilism, optional, inferiority, the desire for individual. HA freedom bordering on anarchy, social passivity, spread disbelief in the possibility of their various productive to change their well-being, economic inertia and braking merit.

Significant impact on employment mentality took place during the years of the command economy: the lack of rights of peasants, imposing forms of collective management, the lack of freedom of choice of employment, equality in pay and needs, the lack of effective incentives, depending on the results of work resulted in the destruction of the traditional attitude to work as to value. Instead, various widespread apathy, self-leveling Labour and Social Psychology envy. “Proletarianization” Ukrainian village had the following consequences: the separation of land, loss of desire for various agricultural, lack of desire to have their own share in the process of sharing, disbelief in the possibility of raising the living standards thanks to the efforts of the own earth.

Among the factors impeding the development of the national economy, scientists are also considering such features historically conditioned mentality: the perception of social justice as equality of income; means to live a little, but with a guaranteed standard of living; negative attitude towards the private sector; belief that only the state, but not every person has protected from economic problems; social envy, as reflected by the rejection of another’s material well-being; lack of real economic thinking (the ability to make informed optimal choice, based on the limited available resources and capabilities).

Employment relatedwith the phenomenon of alienation from labour is the loss of employee interest in labour activity, which has ceased to be an effective means of satisfying his needs. Attributes of alienation are: professional apathy, loss of professionalism as a result of interest in training, reducing the labor

activity, effectiveness of work, failure to comply with labor and technological disciplines, etc. To overcome the alienation from labour seen in increasing prices of the workforce, changing methods of management and production (from the “techno-cratic” views to the humanization of labour), strengthening trends “human relations”, through the participation of the collective in management.

In this way the working mentality can affect the course of economic processes, helping them speed up or braking, puts the question of taking into account the peculiarities of national employment mentality and acceptance of the need for it quality updates. Features an updated working mentality are: willingness to intensively and effective work; recognition of ownership rights to your work force; adaptability, innovation, retraining; high level of self-discipline; striving to increase competitiveness; economic thinking; respect for property rights and focusing on the growth of equity capital; the interest in a successful and lucrative activities of the Organization [Богиня 2003: 59, 71–73, 90–93].

English managerial culture absorbed in himself all the contradictions of the Soviet administrative culture, which remains the predominant in the post-Soviet space. The main characteristics of the Soviet administrative culture are the following:

- nomenclatural system governance: appointment of executive posts and persons who carry out management activities in accordance with the approval of party authorities;
- canonization of higher-ranking managers;
- the lack of special management education compensational as managerial experience and personal devotion;
- nature of management activity as a result of the ideological dependence of society;
- high efficiency and effectiveness of management activities in extreme conditions and relatively low in normal and usual;
- bureaucracy, as a synonym for the management culture;
- the disproportion of ideological and economic factors when making management decisions;
- a significant number of arbitrary management decisions that contradict the need of scientific and grounded management activities;
- the substitution of the ideological schemes of pragmatic goals – to the detriment of man and nature;
- the priority of public concerns over the needs of the people;
- legal nihilism;
- double standards of administrative morality (democratic form – authoritarian content; the priority of personal interests above the public; shadow business Soviet nomenclature executives);
- poor knowledge of laws of the European market;

- compensation over-reason leaders their fulfillment of the retinue: principle does not rush to follow the Manager, “I’m the head – the fool”;
- collective irresponsibility [Урбанович 2001: 18–19; Лозниця 2001: 59–60].

Conclusion

Socio-normative features of functioning of human community of positive or negative can affect specific management activity and according to the results of the work. So in the formation of the management culture to consider the mindset of the nation, on the one hand, we want to emphasize the existing misunderstandings between root mentality of Ukrainians and the requirements of the new time for the withdrawal of the country on the path of sustainable development. On the other – processes of globalization contribute to the expansion of the boundaries of their own national spiritual space nation, increasingly including cultural-informational field for all mankind, which leads to the formation of a new management culture is an extension of the framework of the management culture is attributed to the mutual enrichment of ideas, over-effective management, modern organizational and technical forms and means of governance.

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Abstract

The paper justifies socio-normative prerequisites for the formation of labour behavior and management culture, highlights the cultural and ethnic variability of management culture; notes that ethnic mentality, social values, economic activity, industrial relations and the system of according to ethnicity, sets specific direction of the management culture.

Key words: management culture, ethnic mentality, the mentality of work, work.