MANAGEMENT SIGNIFICANCE OF VALUE ORIENTATIONS OF A MODERN UKRAINIAN SOCIETY

Problem setting. The article focuses on researching relevant problems of the formation of a new level of a value system in the modern Ukrainian society under the conditions of European integration processes in Ukraine. The author researches value orientations that allow us to develop the right approach to the organization of the system of public administration of this society and the successful implementation of democratic reforms.

Recent research and publications analysis. The main aspects of the essence of values and value orientations in society are revealed on the basis of theoretical studies of E. Durkheim, T. Parsonass, M. Weber, P. Sorokin, A. Maslow. The empirical research is based on modern methods of cross-cultural studies by F. Kluckhohn, S. Schwartz, R. Inglehart, and G. Hofstede.

The author has also used the findings of the surveys conducted in Ukraine on the basis of the mentioned methods described in the studies of V. Magun, A. Pylypenko, Y. Hrytsak, V. Bryndza.

Highlighting previously unsettled parts of the general problem. This article is devoted to the socio-psychological analysis of the value orientations of the modern Ukrainian society over the past 15 years with the aim of comparing them with Western European values. On the basis of this analysis, the author plans to develop recommendations on the feasibility of developing an integrated strategy of public administration towards the formation of a liberal democratic system of values in Ukraine. The purpose of this scientific research is to justify the management significance of value orientations of the Ukrainians as the basis for conducting the necessary democratic reforms.

Paper main body. In the context of the management approach as a component of social psychological one, values are regarded as the elements of social consciousness and as regulatory mechanisms that perform normative functions in relation to a personality and his or her behavior in society. This quality unites people into a social system and determines its practical needs.

Empirical research is becoming more and more important in the modern world because it helps to identify the priority cultural values of society. In modern conditions, it is important to compare the value orientations of the population of Ukraine with those of the population of other European countries. New opportunities for such reasonable comparisons have emerged due to Ukraine’s accession to the large-scale international project European Social Survey.

The author has analyzed the main results of sociological surveys conducted in Ukraine: 1) late 2004 – early 2005 on the basis of the Portrait Values Questionnaire, according to the Schwartz value diagnosis; 2) October 2009 – August 2010, according to the latest version of J. Hofstede method-VSM 08; 3) in the spring of 2015 by the group “Socis” on the basis of the Inglehart value index; 4) in the fall of 2017; 5) in April 2018 by the “Rating” company, commissioned by the International Republican Institute (IRI).

Accordingly, the results showed differences in the values of Ukrainians from other Europeans. Ukrainian society still demonstrates the priority of such values as preservation and self-affirmation, traditionalism and survival, unlike those of a developed democratic society. The Ukrainians have become more pessimistic about their attitude to power. At the same time, the demand for radical transformations is gradually increasing. The demand for the modernization of the political environment is growing in society. Studies have shown a growing tendency towards increasing personal responsibility, openness, and readiness for change among the young population of the country.

Conclusions of the research and prospects for further studies. It is substantiated that the research into the system of value orientations of the Ukrainian society increases the likelihood of
developing a holistic approach to organizing the system of public administration of this society and the successful realization of democratic reforms.

It is proved that institutional transformations in Ukraine will be effective only when they are based on the profound values of the people. And this, accordingly, requires serious work on the creation of appropriate institutions, as well as the development of specific directions for the liberal modernization of Ukraine.

Further research suggests producing practical recommendations for state and social institutions for developing a coherent strategy for creating a new liberal democratic system of values of the Ukrainians.

Key words: values; value orientations; socio-psychological analysis; society; culture; public administration.

References