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PSYCHO-ECONOMIC ASPECTS OF ORGANIZATIONAL ACTIVITIES

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PSYCHO-ECONOMIC ASPECTS OF ORGANIZATIONAL ACTIVITIES

Studying employees' motivational types depending on the level of their team roles representation

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Theoretical and methodological relevance. At present the question of competent management is very important for leadership in any organization, because each manager tries to optimize its work activity, making it more effective and achieving the highest successful results. In addition it's very important to motivatepeople to work for the organizational success and, of course, to achieve their personal success. A personal interest in their effective work is one of the important factors of successful activity. This research aims to study two main trends of employees' motivation – to achieve success and to avoid failure. Also the differences between employees' motivational types by level of their team roles representation were shown in this study.

The motivation of employees in organization can be defined as the process of encouraging ourselves and others to activities aimed at achieving common goals and personal success. Aspiration to achievement of success or motive to achievement (McClelland, 1971) is steady individual's need to achieve success in different kinds of activity.

G. Murray considered the motive of achievement as a steady need to achieve successful result in work. Considering people's motivation, it should be noted that a person is characterized by its two manifestations: the motivation to achieve success and the motivation to avoid failures. People with high motivation to achieve are successful, showing increased interest in the work and enjoy their activities. Such people can set high and achievable goals, personal achievement in their professional environment is more important than the reward for success and evaluation of the work for this people. Workers withlow motivation to achieve are more interested in factors of environment; it is very important for them what other people think about them and their work. Such employees are highly motivated by avoiding failures. Motive to avoidance of failure is a tendency to worry shame and humiliations for failure (Clary, 1998).

Depending on representation of this two motives four motivational types of employees were revealed by us: 1) focused on success – employees with a high level of motivation to achieve success (above average) and low level of motivation to avoid failure (below average), 2) focused on failure – employees with low level of motivation to achieve success and high motivation to avoid failure, 3)rightly motivated – employees with high motivation to success and high motivation for avoidance, 4) unmotivated – employees with low motivation to success and low motivation to avoid.

Besides, in this research we studied employees' functional-role positions, which are based on role structure by M. Belbin (M. Belbin, 2010). A team role came to be defined as a tendency to behave, contribute and interrelate with others in a particular way. It was found that different individuals displayed different team roles to varying degrees. The following eight team roles were studied in this research: 1) head – the person responsible for making decision and for actions of the team, 2)shaper – a leader, whounites all members of the team in a coherent whole, 3) ideas generator – a source of new ideas and proposals, who is characterized by creativity, 4) ideas evaluator – critic, who is responsible for analysis and inferences, 5) work organizer – a worker, who can transform ideas into concrete tasks and monitors its implementation, 6) group organizer – a worker, who can rally the team and resolve any disputes, 7) resource investigator – a worker, who plays the connecting link with the external environment, 8) finisher – is the most effective worker at the end of a task for "polishing" the work, subjecting it to the highest standards of quality control. Of cause, for effective and smooth team work presence of all team roles is necessary.

Objectives. The purpose of this paper is to research differences between employees' motivational types by the level of team roles representation.

Methods and organization of the study. The research was conducted at production companies in Dniprodzerzhinsk and Zaporizhzhya among 268 employees. The peculiarities of employees' motivation to achievement of success / avoidance of failures, differences between motivational types, and representation of functional-role positions in a team were researched. We used the following methods: 1) method of motivation to achieve success / avoid failures diagnosis by T. Ehlers, 2) technique of managers' team roles diagnostic, which reveals 8 functional roles employees play in their professional activity.

Results. The experiment measuring employees' motivational types and functional-role positions in the team showed that there are statistically significant differences between motivational types by the level of team role representation "head" (F = 3,637, p = 0,013). This result suggests that employees with motivational type "focused on success" have higher level of team role "head" representation then employees from other motivational types. So we can conclude that high motivation to achieve success contributesmanifestationsofsuchqualities asleadership, ability to make decisions and take responsibility for the team.

At the same time the statistically significant differences between employees' motivational types by the level of team role "shaper" representation was established (F= 3,126, p = 0,026). Among employees with motivational type "focused on success" the representation of team role "shaper" is statistically higher then among employees with other motivational types. This result suggests that, employees who have low motivation to achieve success and high motivation to avoid failures represent less than others such qualities as an ability to assemble a team, to combine all efforts and actions into a coherent whole. Conversely, among employees with high motivation to achieve success these characteristics are more represented.

Also the statistically significant differences (F = 3,135, p = 0,026) between employees' motivational types by the level of team role "work organizer" representation were found during the study. Among employees with motivational types "focused on failure" and "rightly motivated" the level of team role "work organizer" representation is statistically higher than among employees with other motivational types. So we can conclude that high motivation to avoid failure contributes to the manifestation of this team role, which is characterized by the ability to turn ideas and plans into action and perform monitoring of their implementation.

Moreover, the study showed that there are statistically significant differences between motivational types of employees by the level of team role "resource investigator" representation (F = 4,487, p = 0,004). Among employees from motivational type "unmotivated" the level of this team role representation is statistically significant higher than among employees with other motivational type.

Also it should be noted that it was not found any statistically significant differences between motivational types by the level of others team roles representation, such as ideas generator, ideas evaluator, group organizer and finisher.

Conclusions. Analyzing the research results, we can conclude that there are differences between motivational types of production companies' employees by the level of certain team roles representation. Those data confirmed again that motivational types of employees are linked to the team roles representation, which are necessary for successful collective work and for achievement of employees' personal success.

Promoting organizational well-being and performance and preventing work-related stress: evidence from the networks of monitoring and intervention and new instruments

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Theoretical and methodological relevance. These years have seen an increase in interest on the human factor as a determinant of success. This interest is mostly divided in two directions: there is the focus on the reduction of work-related stress and organizational disease and, on the other hand there is the focus on increasing organizational well-being, satisfaction, commitment and performance.

In this perspective, human factor has a tangible outcome also on the financial success of a company. In fact, Organizational disease, absences and dips in performance, conflicts and legal disputes represent a serious cost for organizations. Furthermore these factors lead the deterioration of working environment and relationships, lowering of attention and quality, absenteeism and presenteeism, increased accidents and turnover, as well as significant damages to the image and public relations.

On the other side the positive effects of organizational well-being in organizations are also economically relevant, especially in this historical period, characterized by a progressive shift toward an economy based on services and high quality production: in these fields the willingness of the workers to be focused and to use their abilities for reaching optimal solutions is the key to success, and this willingness is highly related to their levels of satisfaction and well-being.

Objectives. In this perspective, a wide model that can take into account the complexity of the work environment and its interactions with individuals and groups is a necessary tool for finding solutions.

Results. Such a model, already present in literature, is divided into Sources of disease, individual characteristics/coping strategies and effects.

The sources are: Climate (Ostroff, 1993), Culture (Schein, 2000), Conflict (Rahim, 2001), Workload, Safety/Environment, Malpractice (Katz, Williams, Brown, Aufderheide, Bogner, Rahko & Selker, 2005), Security of work (Bakker, Demerouti & Schaufeli, 2003), Perceived Organizational Support (Eisenberger, Huntington, Hutchison, & Sowa, 1986), and Collective efficacy. Many of these dimensions are composed by various sub-scales.

The characteristics are: Gender, Age, Family situation, Workaholism, Resiliency (Roisman, 2005), Self-efficacy (Bandura, 1995), Negative affectivity (Brief & Weiss, 2002), Optimism (Scheier & Carver, 1993; 1988), Locomotion/Assessment (Higgins, Kruglanki, & Pierro, 2007), Mindfulness, and Social desirability.

The strategies are: Focus on task, Logic, Time, Involvement, Work-life relation, and Social support. The individual strategies are particularly relevant as they can be learnt and improved, therefore they represent an area in which it is possible to intervene even in short times and with little investments.

The effects are: Physiological, Psychological and Behavioral Strain (Leiter, 1993), Burnout (Maslach & Leiter, 2000), Emotional dissonance (Zapf, 2002), Mobbing/Straining (Leymann, 1996), Dissatisfaction/Low Compliance (Griffin & Bateman, 1986), Collective Efficacy (Bandura, 1995; 1997) Presenteism, Turnover

(Hom, Caranikas-Walker, Prussia & Griffeth, 1992), Ineffectiveness/Low Performance.

Conclusions. Such a model has new evidences every year, as its implementation grows. A particularly interesting construct is leadership which impacts on satisfaction, burnout and turnover.

Another construct is Perceived Organizational Support, which has a strong effect in influencing performance and compliance.

Payment does not have a strong impact neither on increase of well-being or on reduction of organizational disease.

A source of data can be a network of monitoring and intervention. The first year of application of such a tool into wide organizations gave a series of insights of deep reasons of disease that often are invisible to the organizations until it is already late.

Using Facebook interface as a teaching method for predicting learning behavior in University students, majoring in Psychology

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Abstract

Background: The idea of this experiment emerged from our observation in the academic environment that students spend a lot of time on social media.

Objective: The purpose of this research is to demonstrate whether there are differences between the classical teaching method based on PowerPoint presentations and one based on a social-media interface (a Facebook page) reflected in the acquisitions that students accumulate after the educational process.

Design: We have used the experimental design with two groups, pre-test and post-test.

Setting: Two classrooms at Lucian Blaga University of Sibiu, Department of Psychology.

Participants: All 52 subjects are first year students, enrolled in the Bachelor's Degree program, at Lucian Blaga University of Sibiu, Department of Psychology.

Hypothesis: Students that participate in the Facebook presentation obtain higher scores in in-class tests than those who participate in the PowerPoint presentation.

Methods: The participants were divided into two groups. Based on a number they extracted they were randomly assigned to the control group or the experimental group and each group was taken into a different classroom All subjects responded to a pre-test and a post-test, before and after the presentation, using a PowerPoint or Facebook interface, about the method of psychoanalysis, its relevance to the history of psychology and Sigmund Freud.

Results: There were no significant differences between the two groups in gender, year, and pre-test and post-test variables. Students that participate in the experiment group (using Facebook interface) did not have higher in-class scores than the students that participated in the PowerPoint presentation. Thus, taking into consideration the general objective of the study, the students in the experimental group did equally well as those in the control group.

Keywords: Experiment; Facebook; PowerPoint; learning method; presentation; social media

1. Introduction

The concept of learning refers to acquiring new information, values or behaviours, consolidating the information one has, activating and developing different skills or abilities. It is a process that takes place during a person's life, modifying it constantly. Learning tends to go hand in hand with attention and motivation. They are interdependent; therefore the learning process is much harder or does not take place at all if both attention and motivation are not present.

Motivation is defined as the internal process that sustains and makes us choose one behaviour over another. It is both internal and external, that is it can be triggered by internal (personality, gender, moral values, religious or political views) or external factors (environment, education, social-cultural influences, family).

According to the well known French psychologist Theodule Ribot, attention is „the condition of life" (Ribot, 1924). It is „the effect and the cause of civilization" (Ribot, 1924) because survival is not possible in its absence. Attention can be voluntary or involuntary. Voluntary attention is set off by personal interests while involuntary attention is triggered by stimuli in the environment.

This paper tries to show in what way students learning abilities are affected by the course presentation. Are they more interested, attentive and motivated to learn a course during and after a classical PowerPoint presentation or after a presentation using Facebook social platform?

As research on the psychology of commercials points out, images attract attention more effectively than simple words, music is more attractive than narrative sequences, more intense, vibrant or loud stimuli are more attractive than the quiet, calm ones and new means of presentation are more interesting than the old ones. Following this theory we took into consideration the premise that a presentation using social media should be more attractive to our fellow students in the 1st year than the PowerPoint presentation that they were used to.

In their study at the Hong Kong Institute of Education, in Hong Kong SAR, China, Elson Szeto and Annie Yan-Ni Cheng showed that the use of social media and YouTube is useful at all three levels of education (kindergarten, primary and secondary school) provided that its limitations are fully taken into consideration (Szeto, E., Cheng, A.Y., (2013).

1.1. PowerPoint

In recent years when saying classical presentation one usually means a lecture that is accompanied by a PowerPoint presentation. But PowerPoint presentations can be seen as both helpful and destructive: helpful for unsure speakers that need help making their points and destructive for good orators that may be distracted by this method.

Russell J. Craig and Joel H. Amernic wrote an article at the The Australian National University portraying the advantages and disadvantages of using

PowerPoint presentations while teaching. Among the disadvantages they found we can ennumerate the lack of credibility it offers the speaker, the decline of free public speaking “replacing clear thought with unnecessary animations, serious ideas with ten-word bullet points, substance with tacky, confusing style” . However there are also advantages such as the fact that these presentations can enhance the understanding of the subject for students, they are easier to remember and more entertaining (Craig, R.J., Amernic, J.H., 2006).

1.2. Social media

The idea of this paper emerged from our observation in the academic environment that students spend a lot of time on social media networks, Facebook, even during their courses.

Since the invention of the internet people have been using it to communicate with the help of chats, messenger and other similar tools. People strive to be together, to interact, if only on the internet and chatting makes it easier to communicate with people that live far away from each other. Due to the fact that nowadays social media is widely used all over the world, researchers tried to show how social media, mainly Facebook, can help improve student’s knowledge, learning abilities and grades and that it provides students with a new external motivation to learn.

A very good example on this matter is the experiment conducted at the University of Gothenburg, in Gothenburg, Sweden which proved that boundaries can be crossed with the help of social media and students can improve their learning experiences (Lantz-Andersson, A., Vigmo, S., Bowen, R., 2013).

Facebook is a social media network whose primary goal is to connect users all over the world. Therefore, users create personalized profiles that can tell others about their preferences in other people, what they like (music, films, books etc), they can join different groups according to their interests, share opinions, photographs, videos *and chat in real-time.*

According to our own observations and similar studies we have found that besides the personal use, students use Facebook to interact with their fellow-students and professors as well. In order to do that, they create groups where they talk about homework and other university related information such as courses, books or exams. It is also the preferred way to organize formal or informal gatherings and to offer further information of parties or conferences *(*Lampe, C., Wohn, D.Y., Vitak, J., Ellison, N.B., Wash, R., 2011).

2. Methodology

We have used the experimental design with two groups, pre-test and post-test.

2.1. Objective

The purpose of this research is to demonstrate whether there are differences between the classical teaching method based on PowerPoint presentations and one based on a social-media interface, a Facebook page, reflected in the acquisitions that students accumulate after the educational process.

Using the experimental method we can specify at the end of the research whether there were significant differences in learning outcome due to the method of teaching.

2.2. Research hypothesis

Students that participate in the Facebook presentation obtain higher scores in in-class tests than those who participate in the PowerPoint presentation.

2.3. The null hypothesis

Students that participate in the Facebook and PowerPoint presentation do not present any differences in their in-class scores.

2.4. Participants

All the subjects in this experiment are students in the first year at “Lucian Blaga” University of Sibiu, Faculty of Psychology. They are enrolled in the Bachelor’s Degree program and they are taking the History of Psychology course. Among the participants there were 9 male students (17.3%) and 43 female students (82.7%).

2.5. Procedure

The independent variable is the visual support that is used in the experiment: PowerPoint and Facebook interface. The dependent variable, as the result of immediate learning, was operationalized by the number of words measured by the post-test. Both the experimental group and the control group received the same post-test.

The students present on the day of the experiment were divided randomly using the lottery method of selection. Then based on the extracted number (one or two) students were divided into two groups. They were all randomly assigned to the experimental group and control group and afterwards they were led into two separate rooms. The pre-test was applied in both rooms and the time for solving it was identical (15 minutes).

The experimental group, in one course-room had 15 minutes to solve the pre-test. Afterwards they participated for 30 minutes in the presentation that used a Facebook interface. This presentation had identical informational content about the method of psychoanalysis, its relevance in the history of psychology and Sigmund Freud. After the presentation students received a post-test with a 15 minutes solving time.

The control group, using another course room undertook the same process, except for the visual support. They received the 15 minutes pre-test, a presentation using a PowerPoint interface and the same 15 minutes post-test. The PowerPoint presentation also had identical informational content about the method of psychoanalysis, its relevance in the history of psychology and Sigmund Freud and it was also given in 30 minutes.

Aiming to have more control over the environmental conditions, during both presentations we have had the same lecturer who changed the rooms according to the groups and presented the same content as mentioned above.

In order to be able to use the results of the pre-test and post-test we did not take into consideration sentences containing wrong words or idioms. We chose to count the words whose meanings were bound to answer the questions as well as possible. The method for measuring the dependent variable was a test made of 6 open questions with aimed informational content that would be exhibited through the two interfaces (PowerPoint and Facebook). It was used to determine the subjects' knowledge about psychoanalysis.

3. Results and discussions

A total of 52 University students participated in this study. There were no significant differences between the two groups in gender, year, and pre-test and post-test variables.

We have analyzed the difference in performance between groups using the ANOVA variance analysis. It has not revealed significant differences between the experimental groups, $F\ (1,53) = 0,140$; $p=0,710$. The meaningful growth of the average scores between pre-test and post-test was probably due to retesting. In this case, the scores may have cumulated the students' learning behaviour. The effect size estimated with the eta square index is negligible, the value of the index in post-test being 0,003.

The null hypothesis was not rejected; therefore the experiment has shown that the initial hypothesis was not confirmed. Furthermore, students that participate in the experiment group (using Facebook interface) did not have higher in-class scores than the students that participated in PowerPoint presentation. Thus, taking into consideration the general objective of the study, the students in the experimental group did equally well as those in the control group.

Because no differences were observed between the two groups at the level of immediate learning using Facebook or PowerPoint interface we believe it would be interesting to replicate the experiment under different conditions. During the next academic year we are thinking to add another dimension to the social media (Facebook) presentation that is on-line connection with the experimental group in order to teach the content about Psychoanalysis and Sigmund Freud during the History of Psychology course using all that Facebook has to offer (share opinions, photographs, videos and chatting in real-time).

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Downshifting as a socio-psychological phenomenon

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Theoretical and methodological relevance. A socio-psychological phenomenon of downshifting is a variant of professional resocialization related to the change of place and nature of occupation. An acknowledgement of a necessity of downshifting is mainly manifested among the mentally fatigue persons. It is basically relevant to the fact that the human psychology has lately been forming an idea of labor as obtaining a promotion. This is exactly a situation in which a tradition of new attitude towards the labor and recreation is being formed, to which the downshifting movement has become a bearer.

The phenomenon of downshifting can be considered as one of the ways of adaptation to anomie in society, proposed Merton, – rituals. This type of adaptation involves «the abandonment or fall too high cultural purposes, large monetary success and rapid social mobility where these aspirations can be met. In addition, using the theoretical development of Sorokin about social mobility features downshifting can also be considered as a special kind of top-down, vertical mobility, accompanied by a conscious refusal from the acquisition of social status. This includes, for example, denial of service improvement (professional vertical mobility), deterioration of welfare (economic vertical mobility), transition to a lower social stratum, to another level of government (political vertical mobility).

Research objectives. Our aim is to consider the downshifting phenomenon and possible methods of research thereof within the framework of social psychology.

The results of theoretical analysis of the problem. This phenomenon can be studied from the viewpoint of social psychology of personality which brings such dispositions as values and purposes to the foremost position. The downshifting can also be studied from the viewpoint of critical age stages. A consideration of downshifting within the socialization process which may also be referred to as the infantilization of the society is not the least important. Given as the basis that the downshifting phenomenon is of a socio-psychological nature it becomes obvious that the research of downshifting must also involve the studies of an emotional sphere.

Conclusions. Thus, a due attention dedicated to the said problem allows determining the areas of increased tension within the society, in professional groups as well as in families, and helps to forecast the possible alternations within the system of labor relations.

Corporate social responsibility and social responsibility of businessmen

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Theoretical and methodological relevance. Social responsibility of business is a phenomenon having economic and psychological bases. Economists put forward some models of social responsibility of business. The first theory of corporate egoism underlines that the unique responsibility of business is increase in profit for the shareholders. The second point of view argues that business should care not only of profit growth but also make most available a contribution to the solution of public problems, improvement of quality of life of citizens and community, and also in environment preservation. The third position is the theory of reasonable egoism. This theory argues that social responsibility of business is simply «good business» as it reduces long-term losses of profit. Costs of social and charitable programs reduce the current profit, but in long-term prospect create a favorable social environment and, therefore, steady profits. Sponsor's programs promote the legalized decrease in taxable base of the company give good «effect of publicity». As we can see, the opinion of economists concerning social responsibility is ambiguous.

Moreover there are obvious differences of realization of social responsibility of the Russian companies and Western. Social responsibility of the Russian business is now at the very beginning of a formation way. At present it is possible to say that activity of the Russian businessmen isn't similar to the Western model of improvement of habitat of the person. Representatives of modern business in

Russia start to realize social responsibility for the actions connected with capital investments. We consider that for understanding of the reasons of various strategies of realization of social responsibility it is necessary to investigate the personality purpose. It is necessary to define mechanisms of social responsibility of the top manager of the organization. In this regard it is necessary to speak about the psychological nature of responsibility.

There are some researches showing responsibility as steady quality of the personality, as unconscious readiness for responsible behavior, a constant subaudition of the responsible person. Within Economic Psychology the models considering ethic and economic problems are developed. Researchers identify various personal characteristics of businessmen such as need for independence, increased willingness to take risks, determination, energy, self-confidence, optimism, need for dominance, competitiveness, focus on their own representation of the solution of problems, ability to learn. However businessmen have a constant conflict between profit motives and motives of social responsibility. This contradiction causes stress in the self-perception of entrepreneurs.

Objectives. The aim of our study was to investigate people's ideas about social responsibility of business, ideas about an ideal businessman and a socially responsible person. We also studied the effect of the individual values on the concept of social responsibility of business and the concept of an ideal businessman.

Method and organization of the study. At the first stageof ourstudy wedescribedideas aboutsocial responsibility of business.Wedeveloped aquestionnaireto exploreideas about thesocial responsibility of business. The results ofour questionnairewere comparedwith the results ofthe questionnaire"Value orientations of personality" (Schwartz, 2003).At the second stagewe identified important qualities for effective business and made questionnaire "An ideal businessman and a socially responsible person" (according to the method of semantic differential, Charles Osgood). We also used a questionnaire "Value orientations of personality" (Schwartz, 2003). The study involved 225 people (17 – 79 years old).

Results. Most of people believe that business should be involved in solving social problems and not only care about maximizing their own profits. Also, most of people believe that a company is obliged to preserve social programs in a situation of economic crisis. Leading role in the activities of assigned improve product is quality and environmental protection. Charitable activities are not considered as a priority.

Next, we compared the notion of corporate social responsibility of different social categories. Men more than women tend to perceive the main aim of business like increasing profits for shareholders and stakeholders. 50% of employed believe that a company must keep social programs in a situation of economic crisis, while only 4% of students are in favor of complete preservation of social programs , and the majority of students (86%) support the strategy of partial reduction of social programs with the loss of reputation of a socially-responsible enterprise.

Women oppose collapse of all social programs, while men (16%) support this business strategy during the crisis. People feel quite the same about what expenditure should be reduced in case of partial folding business. In the first place should be reduced costs for corporate events, and the appearance of charity. The last step should be reduced costs for taxes, costs for improving product quality and staff salaries.

Subjects who believe that business should be as involved in solving social problems, improve the quality of life of citizens and society have a higher scale

"Kindness" than participants who believe that business should be involved in solving social problems to increase profits by creating long-term prospects for development ($t = 2,2$; $p \leq 0,05$). The first group perceive business as a component of the social system believing that the most significant for an individual value – kindness, understood here as the preservation of the welfare and goodwill towards men.

It was also revealed that the group of subjects who were convinced that in a crisis situation all the social programs must be kept were more pronounced values such as "Kindness" ($t = 2,4$; $p \leq 0,05$) and "Universalism" ($t = 2,3$; $p \leq 0,05$), than the group of subjects who believe that in a crisis situation social programs should be partially collapsed. That is for a group of subjects that support the idea of keeping social programs characterized by the severity value of preserving the welfare and goodwill towards people as well as the value of understanding, tolerance, and protect the welfare of all people and nature.

Next we have made the profile of an ideal businessman. An ideal businessman was characterized by the following qualities: "known", "rational", "flexible", "open", "risk-averse", "independent", "sociable", "active", "straight", "hard", "sympathetic", "relaxed",and "attractive". We have shown a correlation between the personality values and idea about an ideal businessman.

If a person has a high value of independence, he/she wants to see a more rational ideal businessman. If a person has a high value of stimulation, he/she wants to see a more active ideal businessman. If a person has a high value of security, he/she wants to see less active ideal businessman. If a person has a high value of tradition, he/she wants to see more straightforward ideal businessman.

We also compared ideas about an ideal businessman with ideas about a socially responsible person. An ideal businessman is tougher and trickier, more risk-averse, more independent and flexible, more famous than socially responsible person. At the same time an ideal businessman is less open and responsive than a socially responsible person. A socially responsible person is less attractive than an ideal businessman.

Conclusions. Ideas aboutcorporate social responsibilityaregender and agedependent, as well as associated with thevalues of personality. Value orientations of an individual affect ideas about an ideal businessman. Ideas about a socially responsible person and an ideal businessman are very different.(This work wassupported by the RussianHumanitarian Foundation, project № 12-06-00556a).

Organizational development and team effectiveness

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Theoretical and methodological relevance. Nowadays organizations and individuals are characterized by constant changes. The features of modern changes: very dynamic, deep and complex, and they are bringing absolutely new concepts to the economy and technology. Correspondingly, adaptation to changes is a fundamental condition of individual and organizational development.Therefore, one of the important business areas of any company is providing organizational development, which suggests, first of all, setting up new innovative tasks which correspond to:

•the social and economic changes happening in society;

•prediction of innovative changes

•creation of the corresponding organizational and psychological conditions for their introduction

Objectives – toanalyzethe indicators of organizational development and research the technology of the team pyramid construction.

Results. Organizational development is a process in which the science of psychology uses the knowledge and practice in order to help organizations to attain better effectiveness. It includes improving the quality of work and life quality, increase of productivity (Cummings, T.G. and Huse, E., 1989; Cummings, TG and Worley, CG, 1997). Organizational development can be described as a methodology or technique that is used to carry out the changes in the organization to improve its efficiency.

Companies of innovative type understand the organizational development as a process of formulating future vision of the organization and realization of the planned change, performed by the team or group of workers headed by the director through changes in relations, behavior and in results of work of employees by training them.

It is rational to define two relatively independent components: social (psychological) and technical, which is related to the system of management enhancement in the organizational development.

Indicators of organizational development can be organizational maturity and problematical character of organizational development, organizational development levels can be: constructive level, problem level, crisis level. Clear differentiation of the development level determines the necessity and timeliness of corrective actions.

It should be noted that all the basic properties of any organization are determined by its structure – a set of elements of which it is composed and the correlations between them. At the same time this structure is not just a scheme of administrative subordination, but the complex form of interactions between real-life people. If at least to substitute one employee to another one or to change the relations between employees, organization properties as a whole unit will be different, sometimes very different. The most important thing in business is people. Any business is just a method of bringing people together. And people have business with those ones in whom they have confidence, and with those who consider them special.

There rises a question how to organize the process of the team development so that it would be manageable and effective? The process of organizational development and construction of the team pyramid is complex, multifaceted organizational innovation, which contains functionally interconnected and interdependent components: A) motivational; B) cognitive; C) operational; D) personal.

Effectiveness of organizations depends not only on the quality of its constituent elements, but also on the ways of interaction between these elements. Therefore, in the construction of the team pyramid it is important to consider the basic type of organizational structures: 1) Authoritarian pyramid; 2) Pyramid managed by the team; 3) Project organization; 4) Network of interactingteams; 5) Organization as the brain.

An algorithm for the team pyramid construction also includes a matrix of development – assessment tool that determines the focus of staff development strategies in accordance with the needs and interests of both staff and the company. Development matrix has several components:

- assessment of employee’s competence;
- evaluation of employee’s effectiveness (performance of defined KPI);
- evaluation of employee’s motivation to development and achievement of a new level of professionalism.

For each quadrant of the matrix the company clearly defines the strategy of interaction with such employee. This strategy starts with investing in development of an employee and concludes with his transfer to another position or his dismissal.

Thus, the company provides an individualized approach to the staff development, it does not teach "everyone all things", but invests in the "right" people trying to attain effective implementation of personnel’s tasks.

This technology can bring the result which means the increase of the work efficiency of the staff at all levels. These results are achieved through the identification and assessment, and then the development of professional and personal resources which constitute the intangible asset of the enterprise, as well as the formation of personnel policy.

A universal condition of success is organization’s adequacy to the tasks which has to deal with them in given conditions of its functioning. In each certain case, it depends on the types of employees relations to the enterprise: their satisfaction, loyalty and involvement.

An important direction of the innovative type company’s organizational development is the formation of staff loyalty, that is the formation of firm emotional attitude of employees to the organization, which is characterized by the adoption of organizational goals and values, the desire for making efforts to provide the effective work and corporative development, which is expressed with the desire to remain a member of this organization as long as possible. High level of staff loyalty, in its turn, correlates with the formation of an appropriate attitude to work and affects its organizational behavior.

One should especially point at the correlation of degrees of satisfaction and loyalty influence, employees’ involvement in organizational effectiveness:

- engaged employees dismiss rarely;
- engaged employees are more productive and motivated;
- engaged employees feel an emotional connection with their company;
- involvement forms trust of employees to their organization;
- involvement makes responsibility of employees;
- involved employees show better results than other staff .

Work engagement can be achieved only if the organizational policy induces people and forms following peculiarities:

- readiness, if required by the interests of organization, to additional efforts which are not limited by duty regulations;
- sense of self-esteem, based on satisfaction of professional achievements and work;
- interest in achieving significant working results for the organization;
- responsibility for the results of work.

Other factors influencing the involvement:

- equal opportunities for all employees;
- recognition of records and success of employees;
- fair financial remuneration and bonus system;
- safety at work;
- job satisfaction: only satisfied with the job employee can become truly involved;
- communication: companies have to provide effective communication between the various levels of management;
- tolerant attitude towards private and family life of employees;
- cooperation.

Conclusions. Organizational development – is the main resource of the company's success, and under other equal conditions, the winners are those who can use this resource. Relying on only one “mechanical” growth of the organization is an ineffective approach.

The transition to the teamwork should be carried out in parallel on two levels: informational and communicative. When the community starts to notice ineffective manifestations of its behavior and regulates them in the direction of effective ones, the transition to the level of team communication begins. At the same time the level of information becomes more successful. And the use of team pyramid technology construction will provide a unique and efficient architecture of organizational development.

The study of the workers' needs in psychological supply of changes and forms of organizational psychologists' work in higher education establishments

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Theoretical and methodological relevance. Thesupport of organizational psychologists of processes covering introduction of changes in higher education establishments is a necessary condition of further effective functioning and development of education organizations.

The work of organizational psychologists is derectedonoptimization of relationship between workers which intend to work effectively for achievement of general purpose of organization. Activity of psychologists includes assistance in adjusting relations between workers and executivestaffin organization, workwith optimization of control system, workwith improvement of social-psychological climate, help in adaptation of young specialists, and motivation of their activity.

It is worth mentioning that the question of giving psychological help to organizations' staff is discussedin the row of foreign research works(W. Bridges, L. Goodsteyn, W. Berk, J. Newstrom, K. Devis, J. Stewart, M. Fullan) and Ukrainian research works (U. Goncharov, L. Karamushka, O. Ognev, N. Kolominskiy). However,the activity of organizational psychologists on the example of educational organizations is not yet fully explored. It containsthe actuality of our research.

Objectives. An analysis of workers' needs in higher education establishments in psychological ensuring of changes; research of forms organizational psychologists' work.

Method and organization of the study. The research is conducted among 125 executives and workers of higher education establishments by a complex questionnaire for determination of psychological supply of processes of changes introduction in educational organizations (L.M. Karamushka).

Results. The research showed that one third of executives and workers of education organizations (33,6 %) had defined existent needs as extraordinarily important and necessary in psychological support by the organizational psychologists of processes of changes introduction in higher education establishments.

The most essential forms of organizational psychologists work in the period of changes introduction due to the conducted questioning among the workers of higher education establishments are:

- conducting ndividual consultations for all interested (51,2 %);
- conducting socially psychological trainings for the sake of preparation of higher education establishments workers to changes introduction (43,9 %);
- conducting group consultations for the sake of more effective co-operation (33,3 %);
- providing psychological information about the peculiarities of changes introduction in educational organizations (17,1 %).

Conclusions. The need of workers and executives of higher education establishments is determined in psychological supply of processes of changes introduction by organizational psychologists.

Questioning showed that the most essential forms of work of organizational psychologists in the period changes introduction in higher education establishments lies inconducting individual consultations, socio- psychological trainings and group consultations for workers and executives of educational organizations.

A Psychological Approach to Fear and Power in Freemasonry Symbolism

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Keywords: symbol, sign, significance, fear, unknown, power, occult, masonry

Introduction

XXIst century specialists emphasize the role of fear within social and psychological behavior. The exponential development of studies and publications regarding these aspects deal with the fact that fear is not a birth gift but an educated and cultivated emotion that is strongly connected with communicating power within certain communities and groups.. Researchers have also long debated on what fear is and what its roots are. From a social perspective fear is used by people to dominate other people, based on a legitimate use of constraint. Psychology approaches fear from the emotions point of view. Masonry, as a discreet and no longer secret entity, works with such symbols that for most people induce fear and reveals power. This study is meant to be an approach to fear and power as induced by masonic symbols.

Theories about Sign, Significance, Symbol

Each and every aspect of our lives is build out of symbols. Society uses symbols from early ages – numbers, letters, zodiacs, planets, stars, even water, earth, air or fire. Symbols are considered to be a universal alphabet that people use when speaking different languages or not speaking at all. Depending on their use and domain of use, symbols always represent something and guide us towards the meaning of something. Symbols are actually the keys that open the doors of communication.

Structural **linguistics** as explained by Ferdinand de Saussure uses terms like significance, sign, code or channel for analyzing linguistic models of communication. Semiotics refers to the actual use of sign and signification is order to produce a meaning. Saussure uses the written or spoken word as a sign that is connected with a significant and a signified that is an acoustic image. So that any linguistic sign has two sides: a material (significance – physical existence of sign) and an immaterial one (significant – mental concept of sign).

Language thus, becomes a system of signs, written, drawn or spoken. Such linguistic sign are arbitrary, chosen by a group for establishing a good communication channel; it is the result of a collective agreement and that is why the signs and their significance must be either willingly taught or forced educated. Scientists have proved that communication needs knowing the codes in order to codify and decodify.

In 1960, J.J.Katz elaborated the psychological theory of significance that explains how words are related to conceptual psychological information in people's minds that help providing definitions to words. Perceptual information is given by the imaginary design of objects connected to words. Katz explained the triadic intrinsic structure within a sign integrated in memory, made out of: words, conceptual and perceptual information.

The word *symbol* derives from the Greek word *symbolon* that simply means sign or a concrete representation of an abstract idea. A symbol is, in fact, a visible representation of a real or imaginary concept or object, used to express a certain idea. Sometimes the connection between the symbol and the idea is very obvious, but sometimes it used as arbitrary.

Symbolism is a form of expressing ideas most of them in writing and drawings, as the antic hieroglyphs systems. William Stukeley once said that *all wisdom that came to us from ancient times is expressed through the use of symbols.*[1]

René Guénon defines it as *the fixing of a ritual gesture.*[2] More than that when starting from the Latin word *symbolus* the explanation goes further into the origins of this term as *sign of recognition*, so that we are carried towards discovering a reality that lies behind appearances[3].

Symbolism provides the identity of what is known as Masonry or Freemasonry. If trying to withdraw from Freemasonry its symbolism, you take from the body its soul, leaving behind nothing but a lifeless mass of effete matter, fitted only for a rapid decay[4].

Masonry and its symbols

As one of the oldest and ancient brotherhood from all over the world, counting millions of member, masonry is still surrounded by mystery thanks to its secret language of non-verbal communication, language, signs and symbols. Some of them agree that its roots go beyond Knights Templar or builders and architects of Solomon's Temple, Hiram Abif for example, but others pretend that it came from the medieval stone workers in their mysterious rites, inspired by hermetic philosophy.

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[1] Mackey, A.G., Symbolism of Freemasonry, South Carolina, 1882, p. 73.
[2] Guénon, R., *Aperçus sur l'Initiation,* Éditions Traditionnelles, 1972, p. 202-209.
[3] Mainguy, I., Simbolurile masoneriei in mileniul III, Ritul Scotian Antic si Acceptat si Ritul Francez de la 3 la 7 ani, Editura Rao, 2010, p. 56.
[4] Mackey, A.G., op.cit., p. 6

Masons use signs and symbols for applying their actions, for transmitting and communicating in a secret language. A **masonic** rite consists of a group of symbols put into action, together with the used objects or drawn figures. The masonic gestures are signs and help communicating the masonic status, as the *disciples recognized God either by word or by sign.*[5] Masonry uses three types of symbols:

- **Figurative symbols:** the jewels, the interior decorations of a temple, the picture of the lodge;
- **Acoustic symbols:** hammer knocks, passwords, sacred words, noises, hand and feet claps and steps;
- **Symbols in action** or masonic rites.

Masonry inherited these signs and continues to use them as such, enriching them with knowledge and hidden spiritual significance, using them for separating the sacred from the profane, the interior masonic world from the outside world, and the known from the unknown.

Common people have fear and phobias that the world might be dominated by such a group of masons with access to richness and power. It is said that *what you don't know causes you fear.* Masonry appeals to such ideas and that is why fear appears. Masonry pretends to be a secret revealed only to those who deserve to get it and work hard to receive it, through knowledge, patience, time and sometimes pain at a spiritual level.

The primary fear was that of the unknown, hidden Creator, and it is said that *the fear of God is the beginning of wisdom; all who follow his precepts have good understanding.*[6] From early Bible *fear* is defined as *not knowing.* Once you know something, the understanding of it gives you power.

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[5] Biblia, Luca 24, 16,; Ioan 20, 19-20.
[6] Psalm 111:10

Why Fear?

Psychology explains *fear* as an unpleasant emotion that comes from a perceived threat that causes brain changes and behavioral changes. Fear is a response to a certain *stimulus* that happens in the present that has repercussions and risks for anything valuable for people: health, wealth, status, power, sense of security.

As fear was proven to be modulated by cognition and learning, fear of masonry and what it might represents simply guides us towards saying that the masonic symbols as drawn from the Bible and from ancient Egyptian and Hebrew cultures and religions represent a *mix of knowledge and secrets that induce fear to those who reject it for not wanting to know and provide power to those who embrace the sacred nature of wisdom while willing to know*. People develop specific fears as a result of learning about the object of their fear without trying to really understand what lies beneath it.

Masonry is often discussed as related to occult symbols. The word ***occult*** comes from the Latin word *occultus* (clandestine, hidden, secret), referring to *knowledge of the hidden*. Masonry is seen as being occult in terms of the symbols it uses which are sacred and hidden from the profane.

Masonic Symbols Related to Fear and Power

The Bible, the Koran and the Talmud three of the most powerful books human kind has known, books filled with symbols and drawings and meanings. People fear them, respect them and try to go deep into their wisdom. All these books are present in a masonic ritual or in a masonic temple as proofs of believing in one single God.

Fear appears in relation to masonry because some of the symbols are also used by paganism, Satanism or occultism.

Solomon's Temple, David's Star, Hiram Abif's Legend, the skull, the sun, the eye, the star, the sword, the hands, the snake, Isis and Osiris, the caduceus, the owl, the jewels, all are but a few symbols chosen for representing the meaning of masonry.

Two important symbols *the square* and *the compasses have* both a psychological and a sexual meaning. The meaning of the square is related to the female passive, generative principle, the earth, the sensual nature; the compass represent the male active generative principle or the sun, the higher, the spiritual nature.

The cosmic meaning is the relation between the Sun and the Earth, as deities that produce life. The connection with psychology is through the fear that such an image can produce, knowing that their symbols have huge impact when taken together.

A connection with ancient cults and paganism strongly appears and these also induce and educate fear of the unknown and its power. The representation of the sun or pagan god Baal and his wife Astaroth is the association that creates a wrong meaning of the square and compass. The interrpretations goes far beyond till Isis and Osiris, Shiva and Kali, Dionysos and Rhea, Lucifer and Lilith. Occult sciences and cultures that venerate sexuality as the highest expression of spiritual connection educated people towards fear of Satanic meanings in masonry.

Another occult meaning in given to the pentagram or the five pointed star, a masonic symbol known as the pentacle. As it is drawn with one point up and two points down it represents both Lucifer and the goddess of light or the morning star.

When turned upside down this star communicates evil nature of things, darkness and black magic or Satanism.

A complementary image is that of the hexagram or the six pointed star which in masonry has a positive meaning, as active principle in the history of masonry being called the *Seal of Solomon,* explained from three words sol – om – on, each part of the word representing the *sun* in different languages (Latin, Indian, Egyptian).

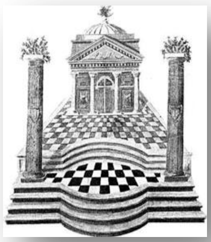
Each can see in a symbol what his/her capacity allows him to see. When rationality lacks, nothing significant can be perceived, and that is the reason why most people perceive fear of masonic symbols, simply associating them with paganism or Satanism. But the symbol has a pluri-dimensional shape and content, it is a means of communication what the mind wants to see: human rationality or mere spirit and unknown.

Benois[7] mentions the fact that *any symbol has at least two opposite meanings that reunited provide its complete understanding.* The caduceus, for example, the magic wand of Hermes, symbolizes immortality and the masons use it for expressing regeneration and initiation, some see it as evil and fear it because of the snakes involved in the image and drawn representations of the caduceus.

The *skull and bones* used by masons in the *chamber of reflection* is actually a symbolic image of death, a reminder of our own mortality or *memento mori.* When seen by outsiders or profanes it is often associated with satanic actions and rituals and the natural emotion that overwhelms a person is that of fear. That who owns the objects is given a sense of unexplained power, and the circle is ended with rejecting the poor feared one.

[7] Benois, L., Signes, symboles et mythes, Puf, 1975, p. 42-46.

Solomon's Temple	**David's Star**	**Letter G**	**Skull and Bones**	**Caduceus**
Wisdom	*Seal of Solomon*	*Geometry, God, Gnosis, Generations, Gravitation*	*The end of a lifecycle, human existence reduced to the simplest form*	*Immortality*



Conclusions

Symbols are very powerful in masonry and can be tools in creating either order or chaos. The power of symbols is given depending on the domain that they are used and by whom they are applied. As already mentioned symbols act like keys that help one find a path towards consciousness and rational explanations.

Possessing the faculty of self-awareness, people might discern between good and evil, between fear and the object of his fear, and turn the balance in favor of wisdom as opposite to fear, giving power to knowledge. The masonic spirit and identity lies in knowing its symbols, not fearing them.

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Fake leadership and dissimulated narcissism, a non-narcissistic point of view

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Keywords: leadership, narcissism, dissimulate, Machiavellianism, personality, corporate narcissism

Introduction

Peter Drucker famously stated that *management is doing things right; leadership is doing the right things*. This study is meant to add that leadership is a psychological approach to one's inner leader. Good leaders handle an excellent social intelligence, an urge for change and a vision upon what really deserves attention.

In an early study[8] **published by UNESCO we analyzed** the relationship established between the emotional intelligence of the leaders and their leadership behaviors and stated that an exceptional leader might use this emotional intelligence in a *Machiavellian style* dissimulating his intentions in order to gain the trust and collaboration of his subordinates and guide the organization towards profit and success without needing to use any other negative tools.

This study goes further in time when leadership is no longer viewed as a tool for good leaders and is often associated with fake leaders, namely a leader that can act in a narcissistic way in order to dissimulate his lack of qualities and misunderstood personality.

[8] Novac, C, Dumitrascu, D., *Emotional Intelligence or Dissimulated Leaderhip?, UNESCO-CEPES, Sibiu, 2011.*

Good leaders, a dying breed?

The dark triad of personality that embeds narcissism, Machiavellianism and Psychopathy is nowadays a trend in leadership and a good leader must sometimes make use of them, all at the same time or one at a time.

The economic crises affected all fields and domains of activity, management and leadership are no left apart. Company leaders no longer try to move their business forward over the next few years unless strongly financially motivated or driven by personal interest.

One DDI report[9] in 2011 outlined that leaders rated themselves as ineffective and low in identifying and developing business and organizational strategies. No progress whatsoever is registered.

Reports emphasize the idea of high quality leadership in a stronger and competitive business environment but, unfortunately, this stands only for theory. In practice, leadership is often assimilated with corporate narcissism at its highest peak.

Good leaders must have the following critical skills in order to succeed improving the quality of their organization[10], namely:

1. Interpersonal skills;
2. Technical skills;
3. Building customer loyalty;
4. Managing diversity;
5. Building networks;
6. Business acumen;
7. Driving and managing change;

[9] Boatman, J., Wellins, S., R., *Time for a Leadership Revolution,* DDI - Talent Management Expert, [online] http://www.ddiworld.com/DDIWorld/media/trend-research/globalleadershipforecast2011_globalreport_ddi.pdf, [accessed] february 26, 2014, p. 15.
[10] Boatman, J., Wellins, S., R., op. cit., p. 22.

8. Improving employee engagement;
9. Making difficult decisions;
10. Coaching and developing others.

Instead of developing these kinds of skills, leaders once reaching the top are more preoccupied in developing their own personality as a means of *dominating* the others, a misunderstanding of *coaching and developing others* or *interpersonal skills.*

Newborns: Narcissistic Leaders

A new kind of leadership is born in the IIIrd millennium; one that doesn't live in a box and is not forced by theories to think outside of one. It is a kind of leadership in which the leader is only interested in him; he is the only priority he has and lives on the back of the others, namely the group he is supposed to educate for the sake of the company or organization they all represent and work for. He is the so called narcissistic leader.

But Freud recognized that there is a dark side to narcissism. Freud thought narcissists were the hardest personality types to study. He named the disorder by Narcissus, a character in Greek mythology, who saw his reflection into water fell in love with it and died because of his pathological preoccupation with himself.

Publius Ovidius Naso, Michelangelo Merisi da Caravaggio, Nicolas Poussin, Nicholas Bernard Lepicie they all caught on poetry, legend and painting a lonely person looking at himself in the mirror of a pond. Loneliness is what actually drives a person to depression.

In our study case, the leader is in the middle of a group and yet, he is solitaire and alone because of his personality disorder, he tries to reflect upon the orhers.

Narcissistic personality disorder belongs to a group of conditions that specialists from Cleveland Clinic, called *dramatic personality disorders* and certain psychological studies[11] approached NPD as an already established *sumum* of diagnostic criteria, as expressed bellow:

- Huge sense of self-importance;
- Unlimited success or power;
- Belief in special or unique status;
- Requirement for excessive admiration;
- Lack of empathy;
- Envy;
- Arrogant behavior and attitudes.

The IIIrd millennium leader is thus a narcissist, arrogant, dominant and hostile person. Its only goal is a clear and beautiful mirror projection of him.

The so called *dark side of management and organizational behavior*[12] was studied by leading experts on a diverse range of topics, including abusive supervision attributions, dysfunctional mentors, destructive executives, social exclusion, public and private deviance, instrumental counterproductive behavior, and an examination of the difference between abusive and supportive leadership, mirroring a parallel movement in psychology, that of narcissism.

Thus, a narcissistic leadership, a destructive one, is guided by unyielding arrogance, self-absorption, and a personal egotistic need for power and admiration.

[11] Rosenthal, S., A., Pittinsky, T.l., *Narcissistic Leadership*, The Leadership Quarterly, 2006, p. 617.
[12] Neider, L., L., Schriesheim, C., A., *Dark Side of Management*, University of Miami, 2010, p. 29.

As strongly connected with the Machiavellianism, business organizations and management specialists unleashed *a new beast* in the body of a *corporate narcissistic* leader, driven by unemotional morality, deceiving and manipulating personality.

The use of positive emotions to advance major improvements, apply emotions to enhance their decision making, and motivate their employees with trust and cooperation by means of their interpersonal relationships is no longer a trend in leadership, or a breed that is about to extinct.

Psychologists[13] analyze the appearance of corporate narcissism in groups in which a narcissistic leader gathers around him a group of codependents to support his behavior.

An exceptional leader might make use of emotional intelligence in a Machiavellian style to dissimulate his intentions in order to gain the trust and collaboration of his subordinates and guide the organization towards profit and success without needing to use negative tools, but never will he succeed when being a narcissistic kind of leader.

The art of dissimulation or the mask of narcissism

Francis Bacon wrote about dissimulation hundreds years ago: *dissimulation is nothing but a faint kind of policy, or wisdom; for it asked a strong wit, and a strong heart, to know when to tell truth, and to do it. Therefore it is the weaker sort of politics that are the great dissemblers.*[14]

According to Bacon, dissimulation is a necessity that allows people to conclude one is acting one way but, in reality, acting in a different way and also to

[13] Downs, A., *Beyond The Looking Glass: Overcoming the Seductive Culture of Corporate Narcissism,* 1997,
[14] Bacon, F., Essays - *Of Simulation and Dissimulation,* 1597 – 1625.

misunderstand what he is doing and thinking., that is *wearing a mask and play a role.*

The *art of Taqiyyah* or the art of dissimulation is being learned in some Bahai religions and Muslim Schools as a means of protection for family, houses and all personal possessions. Dissimulating leads to survival.

Extending this approach to leadership, we might consider the fact that dissimulating leadership is an art used for surviving and developing a business. Leaders in organizations are often compared to actors forced to play a role they sometimes don’t like, appealing to the art of being a narcissistic and dissimulative leader.

Narcissistic leaders have strong belief systems and leadership styles, and are driven by their needs for power and admiration and not by their concern for his team or the institutions they lead, thus being forced to dissimulate every single action they make, and each and every gesture they assume.

Conclusions

The *Jerusalem Post*[15] defines our times as the *age of dissimulation* simply justifying this definition by saying that *our leading minds devote their energies and cognitive powers to figuring out new ways to hide reality from themselves and the general public.*

As *great minds think alike – all leaders think alike in the age of dissimulation.*

This study dealt with narcissistic leadership as a disorder and not as a healthy kind of narcissism, because the results of such a personality in action harm other people and influence a negative behavior.

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[15] Jerusalem Post – *Our world: the Age of Dissimulation*, [online] http://www.jpost.com/Opinion/Columnists/Our-World-The-Age-of-Dissimulation, [accessed] March 1st 2014.

A modern plus for a narcissistic personality disorder to develop is the so called *selfie* images that are put all over the internet, especially Facebook. A narcissistic leader might use his own selfie to convince the members of his group about his qualities.

Because of the large number of narcissistic leaders that rule corporations in the IIId millennium, organizations must ensure that such leaders do not destruct or lead the company to disaster by simply *looking into the mirror.*

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The current state of HR Management in SMEs – particularities and perspectives in the context of the knowledge based economy

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Introduction

Small and Medium-Sized Enterprises (SMEs) constitute nowadays a major business sector all over the world, covering a wide spectrum of industries. The number of SMEs far exceeds the number of large and very large organisations. SMEs contribute strongly to the GDP and even more to the growth in employment of most countries.

The contemporary global economic environment has changed drastically and continues to do so. Social developments such as continuing globalisation, technological innovation, and growing global competition place pressure on companies and emphasise their need to maintain their competitive edge (Burke 2006), at least in part through maintaining the skills of their employees. Companies have to be able to anticipate technological innovation and be able to compete with other companies worldwide. This need makes important a company's ability to evolve through the continuous learning and development of the employees.

It is unanimously accepted that the small and medium-sized enterprises are an important component of economic activities. With an unpromising beginning in the early 1990s, their number has grown significantly over the years, both statistically and from the perspective of their diversified activities. Unfortunately, SMEs have been the most affected by financial crisis, firstly with the dramatic decrease of domestic demand and liquidities, and most importantly, with the hardening of the financing conditions, which have all led some SMEs to bankruptcy.

The new technological, informational and communicational changes we have seen in recent decades have marked the transition from natural resources-based economy to knowledge-based economy. In the new knowledge economy the wealth is based on knowledge acquired and their use and not on material factors of production. In this context, human resources, along with information resources, acquires a special importance and are experiencing upward increasingly strong.

1. SMEs particularities in a knowledge-based economy

Knowledge-based Economy is a concept used increasingly frequently in the early twenty-first century, to describe a new type of economy. It requires a new approach to describe, explain and understand. In such an economy, the model of natural resource-based organization has become irrelevant. It is therefore necessary to outline a new type of organization, knowledge-based organization, and a new type of management, also based on knowledge.

In the literature, the term knowledge-based economy has no single definition, and is most often defined by describing the features of this type of economy. A relevant definition of the term was given by experts of the Organization for Economic Cooperation and Development, who appreciate the knowledge economy as "economy which is directly based on the production, distribution and use of knowledge and information."[16]

In the literature of our country, Professor Ovidiu Nicolescu, defines the knowledge economy by specifying its main characteristics, as follows: "In essence, the knowledge economy is characterized by transforming knowledge into raw materials, capital goods, inputs essential economics and economic processes in which the generation, sale, purchase, learning, storage, development, knowledge sharing and protection become predominant and decisive condition profit and long-term economic sustainability."[17]

Both definitions show, in a summary form, the specificity and the content of the knowledge-based economy, stressing also the role of knowledge in economic processes. Knowledge economy has a number of implications for business organizations and their management. Thus, the SME are determined not only by their physical asset value, but mainly the value of intangible assets, by human resources and by knowledge or information they hold.[18]

Small and Medium sized Enterprises (SMEs) play a decisive role in the competitiveness and dynamics of the European economy. They represent a source of entrepreneurial abilities, of innovation and job creation. Specialists claim that the importance of ***SMEs*** in the modern economy "*resides in the consequences of their actions on the most important aspects of the lives of individuals on a given territory and on the level of economic development"*."

Therefore, the importance of ***SMEs*** is based on the following realities:

- *they constitute the offer for most of the products and services necessary to the population of a country in the current times;*

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[16] OCDE, *The Knowledge-Based Economy,* Paris, 1996, p. 7.

[17] Nicolescu, O., Nicolescu, Luminita, *Economia, firma si managementul bazate pe cunostinte,* Ed. Economică, Bucuresti, 2005, p. 48;

[18] Useem, J., *The 10 Driven Principles of the New Economy*, Business 2.0 Review, 5/2001.

- *they are the main generators of added value in any country; represent the most dynamic and profitable sector in Romania;*
- *offer jobs for most of the population; represent the only sector capable of creating jobs and absorbing the workforce coming from the state sector;*
- *represent the main source for the formation of a middle class with a decisive role in ensuring the political and economic stability in Romania;*
- *their performances influence the state and performances of the economy of all countries and the living standard of their population.*

Emphasizing the special importance of SMEs in the context of the contemporary economy does not mean, on the other hand, the underestimation of the role of large companies. The economy of all countries, in order to be efficient, requires also a developed component of large enterprises, especially in the fields of industry and transport. The economic realities prove the existence of a strong complementary relation between large companies on the one side, and SMEs on the other. An economy is the more healthy and advanced, the more it presents a balanced structure, not only from the point of view of sectors, but also regarding the size of companies, which generates superior synergic effects.

The importance of SMEs has been acknowledged even at the highest political level. In 2008, the Council of Europe encouraged the initiative named „**Small Business Act**" for Europe[19], whose goal was to consolidate their growth and sustainable competitiveness. „Small Business Act" for Europe strengthens the small enterprises and fosters economic growth.

SMEs are highly important for both the European and world economy. They have brought about new jobs, economic growth, innovation or entrepreneurship

[19] http://ec.europa.eu/enterprise/policies/sme/small-business-act/implementation/index_en.htm

development. Peter Druker claimed that „*small businesses represent the main catalyst of economic growt”*. The arguments to uphold this view are numerous. They range from the idea that SMEs can rapidly be integrated in a national industrial structure, which determines new jobs and improves the standard of living, to the fact that they are highly adaptable to economic changes and can be more easily managed due to their smaller size.

2. The role and importance of SMEs HR Management in the new economy

Knowledge-based organization represents a new paradigm in business since the beginning of XXI century. Operation of this type of organization is based on three fundamental processes, designated by the phrase "the three I": innovation (creating new knowledge), learning (assimilation of new knowledge) and interactive partnership for knowledge.[20]

Challenges related to nature and designing organizations postindustrial have attracted a large number of scholars, fact which led to the existence of a plurality of terminology in the literature, consisting of parallel use of notions: *"organization centred on memory"*, *"company intellectual-intensive"*, *"smart" organization* etc.

In the new type of organization, the managerial act is based on the priority systems and processes based on intangible assets, focusing on the development of adequate strategies and coordination actions permanent change of creative, competent professionals, capable of self management mand self-empowerment actors, with a proactive behaviour and a new attitude toward work, organization and its values.

[20] Kets de Vries, M., *Leadership. Arta si măiestria de a conduce*, Ed. Codecs, Bucuresti, 2003, pp. 69-72.

In such an environment, where the creativity and the quality are valued and not the quantity, employees are encouraged and strongly motivated to succeed, to achieve outstanding mperformance.

In the knowledge-based organizations, and generally, in the minformation society, human capital is recognized as the fundamental factor of overall progress, and experts agree that long-term investment in human capital has strong drive-propagation effects at the individual, organizational, national and global level.

The human capital shows the quality side of human resources: knowledge, skills and abilities of employees in the organization. In M. Armstrong's view, human capital is a component of intellectual capital that is “the accumulation and flow of knowledge available to an organization”.[21]

[21] Armstrong, M, *Managementul resurselor umane–manual de practică*, Ed. Codecs, Bucuresti, 2003, p. 47.

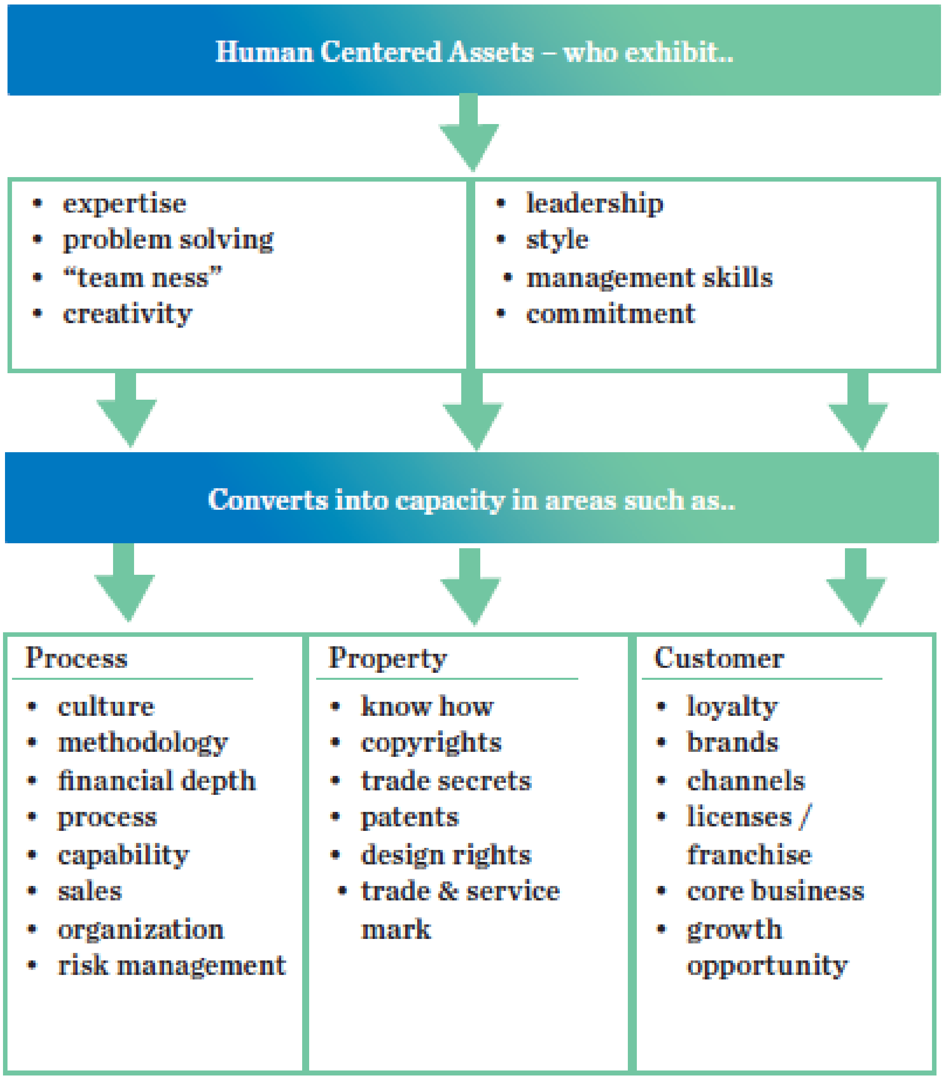

Figure: Aspects regarding Human Capital[22]

According to Armstrong's conception, intellectual capital has three components: *human capital* - knowledge, skills and abilities of employees in the organization; *social capital* - accumulation and knowledge flows arising from the networks of relationships inside and outside the organization; *organizational capital* (structural capital) - institutional knowledge held by an organization, stored in the database, manuals etc. This tripartite concept of the intellectual capital emphasizes, as M. Armstrong noted, that although individuals (human capital) are

[22] Shepherd, N. (2009) *Governance, Accountability, and Sustainable Development: A New Agenda for the 21st Century*, Thomson Carswell

those who generate, store and retain knowledge, such knowledge is enhanced by interactions between individuals (social capital), generating institutional knowledge that possess the organization (organizational capital).

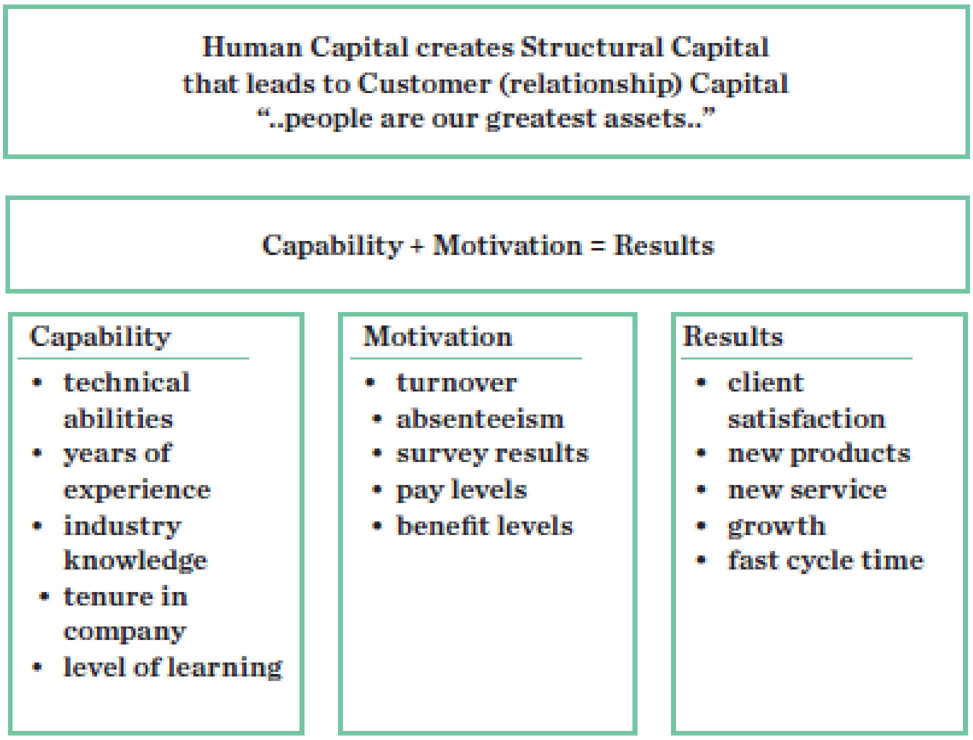

Figure: The relationshp betreen human and structural capital[23]

Although the value of human capital includes several components, the essential active component is education and training. The extent of economic and social change in contemporary society – a knowledge-based society - requires a different kind of approach to education and training. This type of society requires a reconsideration of the importance and role of human capital in the society and above all, education and training. Investing in education and training means to promote growth, given that in the new knowledge-based economy the basic factor of wealth is firstly, knowledge acquisition and use and not material factors of production.[24]

[23] Shepherd, N. (2005) *Governance, Accountability, and Sustainable Development: A New Agenda for the 21st Century*, Thomson Carswel.
[24] Smith, A., *Avutia Natiunilor – Cercetare asupra naturii si cauzelor ei*, Ed. Academiei Române, Bucuresti, 1962.

3. Conclusions

A main concern of any SMEs is the capacity to attract, engage, and retain the right employee. SMEs HR Management should provide with a number of strategies to increase employee attraction and retention such as: design an interesting employee value proposition; develop a total reward system that contains more than compensation; give constructive point of view on employee performance on regular basis; implement flexibility programs in terms of work-life balance; build a culture of engagement, develop and refine management skills to be effective, as it engages human resources while driving improved performance at the same time.

Human resources management play an increasingly important role in sustaining "leading edge" competitiveness for SMEs in times of rapid change and increased competition. Considering that HRM determines and modifies, to a large extent, aptitudes, capacities and attitudes, it seems clear that it becomes a crucial element in the development of innovation activities in tody's SMEs in the context of a knowledge-based economy.

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ENTREPRENEURSHIP PSYCHOLOGY

Geoinformational systems in lending to small business: psychological aspect

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Theoretical and methodological relevance. Current economic situation has shown that successful development of business is impossible without using high informational technologies, not only in the context of particular application program software but also general IT.

Thus, at this stage the development of business, particularly the lending to small business field can be influenced by geoinformational systems which are being used wider and wider in a variety of ways.

Their application is getting wider too; concepts and approaches underlying the technology are changing. Spatial data, maps and relevant information are becoming moderate and high quality.

Perhaps the main transformation taken place in recent years in the field of geoinformational systems (GIS) is that they stopped being perceived just as electronic maps, but as fully-featured tool for solving wide range of application tasks for monitoring, analysis, management and decision-making (Shcherbina S. GIS in the Internet. http://samag.ru/archive/article/1237).

Results. GIS is a powerful analytical tool which allows converting data into information to discover hidden regularities, to percept scenarios of situation development and to make decisions. In this guise GIS has a huge potential for further improvement to solve a variety of tasks, e.g. asset and data management: system integration, territorial and service administration, branch and client database management; planning and analysis: risk forecasting and evaluation.

GIS-technologies will have a massive impact on development, and consequently – on optimization of lending to small business sector.

By lending to small business there is not only a frequent question of borrower conformance to the bank requirements, but the point of how the bank itself assesses the borrower's business development. In this case GIS-technology application in an aggregate with psychological methods will allow forming a coherent view of the borrower.

For example, Kahneman and Tversky's research has proved that people can rationally assess neither the rate of expected benefits or losses nor degree of their probability (http://bankir.ru/tehnologii/s/psihologicheskie-aspekti-kreditovaniya-5604561/).

Apersonisn'table to evaluate future income in absolute terms; he or she estimate it compared to the ordinary income level, or to prevailing one. More than that, if a person makes consistent decisions under conditions of uncertainty and risk, benefit or losses will be measured for each step, but never integrated into one whole benefit or loss, and he or she never assesses the impact of the entire sequence of decisions taken on his or her welfare (Dovbenko M.V., Osik Yu.I. Modern economic theories in Nobeliants' works. Study guide – Publisher: Academy of Natural Science, 2011, http://www.rae.ru/monographs/129).

Conclusions. For this reason GIS-technology with its cartographic realism and relevant databases will be applied to estimate lending to small business to allow measuring such factors as geographical location, customer's demand, presence of competing businesses and come to a decision about borrower's business future development, as well as decide on how to minimize banking risks.

PSYCHOLOGY OF CONSUMER BEHAVIOR

The content of consumer socialization

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Theoretical and methodological relevance. Economic socialization continues to be an important category of economic psychology. Actual global economic crisis has led to the increase of topicality of its research, detected specific phenomena of economic socialization in period of crisis.

Disclosure of the structure of economic socialization remains to be an important theoretical exercise. We believe that the basic structural element of economic socialization is the consumer one. We note that the phenomena of the consumer socialization rarely explicated in researches and this category has insufficient theoretical detailed research.

Results. We consider the consumer socialization as a process of socialization of needs and socialization of the concrete ways to satisfy those needs. We suppose, that consumer socialization, unlike other types of socialization, take place almost constantly, that is, there is no significant imbalance between its primary and secondary stages.

The Figure 1. shows the author's scheme of the structure of consumer socialization.

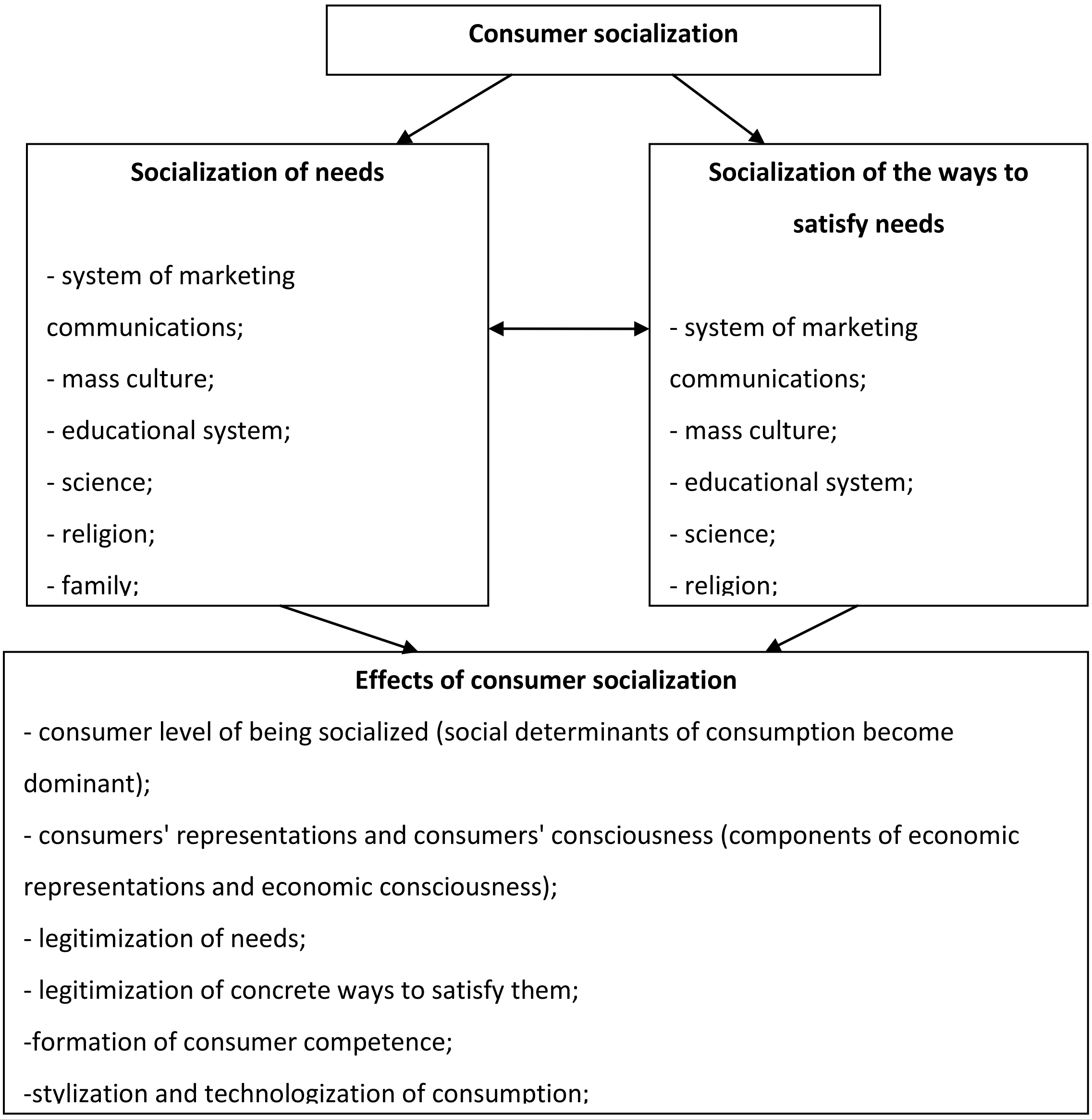

Figure 1. Author's scheme of the structure of consumer socialization

We suppose that effects of social legitimization of needs underlie processes of socialization of needs and socialization of the ways to satisfy them. At certain periods of life, human becomes a consumer of different goods and services and the dynamic of consumer activity is deterministic by the explication of needs and appropriate social norms. They prescribe certain types of consumer behavior.

System of marketing communications (advertising and so on), mass culture, educational system, science, religion, family, law, and ideology of consumption, all these things serve as the dominant mechanisms of consumer socialization.

Conclusions. Based on the figure, we can make the conclusion about the effects of consumer socialization, which are: consumer level of being socialized (social determinants of consumption become dominant); formation of system of consumers' representations and consumers' consciousness as the basic components of economic representations and economic consciousness; legitimization of concrete ways to satisfy them; formation of consumer competence and adaptability of consumer; stylization, technologization and ritualization of consumption; achievement of consumer identity; interiorization of consumer culture.

We suppose that consumer socialization becomes a factor and the criterion of institutionalization of the consumer society, providing stability of socioeconomic system. In this way, consumer socialization ultimately becomes one of the most important source for the formation of consumer consciousness, which presents itself, in our view, as the base of economic consciousness.

Features of consumer behavior in different generations

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Theoretical and methodological relevance. Consumer behavior – process of decision-making by the consumer about distribution of the income between various goods and services which he intends to get. The knowledge of this mechanism will allow to distribute more rationally the resources for the organization of production of the corresponding goods and services.

Special place when forming behavior of the consumer in the market is taken by the so-called psychological process characterizing responses of the consumer. To conquer the market, it is necessary to know and see their customers, to understand the culture of consumption of different generations and find each group of their own, personalized approach to each group. It is already insufficiently simple to reflect that actually the consumer wants, it is necessary to think of that as well as where he wants to satisfy the requirements by means of acquisition of your goods or services. Needs of the consumer, being internal activators of activity, are shown differently depending on a situation. Needs of the individual are capable to change significantly depending on forms of his activity and respectively they will differ in each generation (Kaylene C. Williams, 2010).

In this work we consider representatives of 3 generations: Baby Boomers, Generation X and Generation Y. N. Howe, W. Strauss entered the names of generations. They are the main consumers of today. The theory of generations helps to analyze features of various generations and to predict consumer behavior, proceeding from their basic values.

Relevance of the chosen theme consists of the problems considered in this work; they have great practical value for the experts connected with sale, and for development of the theory of generations.

Objective: studying features of consumer behavior in different generations.

Methods and organization of the research.160 respondents participated in the research: 53 people of 1958 – 1963 years of birth, 50 – 1975 – 1983 and 57 – 1990 – 1997. We have applied a questionnaire of social installationsresearch (V.I. Pishchik).Social installations are one of mechanisms of regulation of behavior of a person. They help to understand why people act in one way or another in certain situations. Therefore they can help us in our research to understand features of consumer behavior in different generations. We have designed the questionnaire "Consumer behavior" for our research. The questionnaire consists of 14 questions, which are subdivided into 5 blocks. There are 2 – 3 questions in every block. Every block corresponds to stages of decision-making on purchase: 1. Awareness of the problem 2. Retrieval for information 3.Assessment of options 4. Buying decision 5. Reaction to purchase.

Results. Analyzing the results received on the first method it is possible to draw conclusions:

1. When making a decision about buying, baby boomers generation is guided by need for goods, they often listen to the opinion of the family. The main thing is the price and quality of goods. They make the list and adhere to it more often than others thus choosing a necessary product for a long time. They are usually glad with some purchases and they almost never return them to shop.
2. Generation X unlike Boomers visits shop more often to get essentials. Advertising and family (friends) more often influence decision-making about purchases. The price plays one of important roles in a choice as well as quality and

packing. Practically they don't make the list of purchases but if they do, they adhere to it. They choose goods not for a very long time, thus they are often glad to have them but they sometimes return them to shop.

3. Generation Y quite often goes to shop for purchase of the same essentials. Advertising has great impact on making decisions on purchase. The price is important for a choice, but goods' brand, its popularity and quality play greater value. They almost never make the list of purchases. They choose goods more quickly. They are often happy with their purchase, but they return them more often than others. Analyzing results of a questionnaire of social installations studying, it is possible to tell, that at all three studied generations social installations to another, reflecting their openness to the world prevail. And it is possible to note, that all three generations have also high level of the social installations focused on.

Statistically significant differences were found in the characteristics of consumer behavior between generations of Baby Boomers and X on the following scales: awareness of the problem, assessment of options, making decision on purchase and reaction to purchase. Between generations of Baby Boomers and Y: awareness of the problem, retrieval for information, assessment of options, making decision about purchase. Between generations X and Y statistically significant differences were revealed in all blocks of questions.

Conclusions. Consumer behavior – the behavior shown by buyers in the course of search, choice, purchase, using, assessment and utilization of products, services and ideas which can satisfy needs of buyers. There is a characteristic consumer behavior for every investigated generation. For baby Boomers shop is a place for buying. Visiting a shop for them is a necessity, when the purpose of buying – the product itself. Baby Boomers love specialized shops very much, because one of deep values of this generation – expertness. They like to be informed, that's why they can go on shop long, compare goods. They choose goods very long, they like it. It's important for them to report to friends or relatives about purchase of a new, original, interesting product. Packing isn't important for them, but its status is. The packing of product must conform to their picture of the world. Making the decision about purchase, they look for the answer to a question: how can this goods/service raise the status, why it needs to be bought.

During formation of values of generation X large formats of shops – supermarkets or hypermarkets began to appear. It has affected a consumer stereotype of generation. For generation X the campaign purpose in shop is a purchase of essentials. It's important for them, that they can make purchases nearby. This generation is ready to spend more money for the convenience, for opportunity to buy many different goods of high quality in one place, to make it very quickly and to save time. For Generation X, it is important to emphasize its uniqueness and decide to purchase without pressure and imposing from the outside. In their opinion, a unique person has to receive a unique product. Making decision on purchase, they look for the answer to a question: what in these goods or service is for me.

For generation Y supermarkets and hypermarkets are entertainment place. If representatives of generation X usually come to shop alone, the representatives generation of Y prefer to come with companies of friends. Shop for this generation is the cultural center where people come to go for a walk, drink a cup of coffee to watch film, to listen to music. It's important for generation Y to try a product, they want to make decision about purchase easily, playing and having fun.

Social and psychological aspects of tourist values as elements of satisfaction with the quality of tourist industry services

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Theoretical and methodological relevance. This article is devoted to the social and psychological aspects of tourism values as a part of customer satisfaction in tourism in relation to service quality in tourist industry. The article analyzes the effectiveness of quantitative model of assessment of customer satisfaction with tourist services quality, which affects the culture of consumption and behavioral patterns in modern society; and thus affects formation of individual values, which are elements of realization of societal needs in restoration of mental and physical strength and in personal development.

In conditions of growing globalization of public and private life extensity and intensity of “horizontal” social individual practices, unconnected with international relations, establishing of new social institutions occurs as well as establishing the institution of personal interaction between citizens of different countries. New forms of communication such as Internet and mobile network appear between parties logistically located far from each other. International and domestic forms of tourism are getting diversified. Due to industrialization and advanced development of different technologies, tourist sphere develops in accelerated tempo worldwide. And in conditions of globalization, intensification and virtualization of interpersonal communication, it becomes an important factor in identity construction of people who are in a state of permanent tourism – real, virtual, reflexive.

Tourism is social by its nature as it is connected with realization of societal needs in renewal of mental and physical strength, in personal development of communications between people. Social aspect of tourism is reflected in the fact that it makes considerable impact on many spheres of social life. For example, tourism changes motives, interests and needs of people, their perception of cultural values and ideals, forms consumer culture and sets examples of behaviour in modern society and in this way it influences development of individual's system of values. Tourist activity offers important values to an individual that can be acquired in the process of human interaction with environment and influence establishing of individual consumer value, such as psychotherapeutic, rehabilitation, aesthetic, cognitive, health-improving, educational, etc.

It doesn't matter what motivation an individual has for travelling, which part of the world he/she is going to or how long he/she plans to stay there, a tourist needs to reach a positive level of satisfaction during his/her trip. This level consists of certain variables, which can be evaluated by travelers during the whole tourist service time: from the pre-purchasing time period up to post-purchasing period.

Efficiency of a tourist company and quality of its services is defined by the level of customer satisfaction, which measures and influences the establishment of tourist value. That is why the problem of definition of social and psychological factors, which influence tourists` satisfaction with service quality and influences tourist value is emphasized in this research. It is currently one of the most vital problems of tourist sphere.

Works of domestic and foreign researchers like M. Weber, L.D. Gordon, E. Durkheim, E.V. Klopov, A. Maslow, T. Parsons, M. Rokeach, B.A. Tregubov have important meaning for research of personality system of values in tourist sphere.

Different concepts of values and process of socialization are reflected in the works of following domestic scientists: B. G. Ananiev, A.G. Zdravomislov, D.A. Leontiev, N.P. Medvedev, B.D. Parigin, V.F. Sergantov, V.P. Tugarinov, Y.A. Shercovin, M.M. Shulga, V.A. Yadov. But it should be specified that scientific relevance of this topic springs from the fact, that the problem of study of tourism as a sphere for personal values realization stays in many ways unexplored still.

Thus the **objective** of this researchis to define tourist values as the element of satisfaction with tourist industry service quality based on definition of interconnection of expected tourist service consumer value with its quality indexes.

Results. One of the most vital factors in achieving high quality of tourist services offered is paying close attention to demands and expectations of consumers. According to Vickery the quality of service in tourism is formed not just at the place of vacation, but also when the tourist just enters the tourist companydoor. This kind of approach is the basis for successful functioning of every tourist organization, which offers services of high quality.

Problem of quality in connection with tourism development has been researched for a long period of time. Due to accelerated development of tourist industry quality becomes one of the main problematic aspects of tourist sphere strategic development. Complexity and globalization of modern competitive business environment in tourist sphere has made quality one of the most vital components of tourist company competitive advantage, as well as one of the main components of customer satisfaction in tourist sector.

Currently a lot of models for comparison of expected consumer value of service with its quality indexes exist. Results of the studies show that one of the most effective models for tourist service quality evaluation, the SERVQUAL (Service Quality) model, was developed in mid 1980s by a team of three researchers (A. Parasuraman, V.A. Zeithaml and L.L. Berry). This model measures service quality by five characteristics: physical state, reliability, sensitivity, certainty and empathy.

Despite the fact that SERVQUAL model has been widely criticized, it is still considered most suitable for researchers with regards to two important aspects:

- this model makes research and management its centerpiece;
- it gives special meaning to complexity of management of service providing process.

Generally, the proposed quality of service and consumer satisfaction is changeable. With their help consumers evaluate product quality, though there are certain differences between them which can be generalized in a following way:

- service quality is the evaluation of separate components of tourist product, while service satisfaction has wider definition;
- expectations pertaining provided quality often have “consummate” character of perception, as it can be based on inflated consumer demands regarding service quality, while satisfaction is mostly based on assessment objectivity;
- assessment of provided quality is more cognitive, while assessment of satisfaction is more of an emotional reaction to a product of service industry consumed by tourist.

In **conclusion** it should be specified, that tourist satisfaction is a measure of tourist value formation. The necessity of tourist satisfaction assessment is based on the need to be able to influence further tourist service consumer behaviour, to form their perception about tourist sphere capacities and to teach tourists established social roles, in other words to form a tourist system of values. That’s why further research and development in this direction are very vital.

PSYCHOLOGICAL PECULIARITIES OF NATIONAL ECONOMIC POLICY

Interethnic economic trust: theoretical perspective

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(Odessa, Ukraine)

Theoretical and methodological relevance. The phenomenon of interethnic economic trust lies in overlapping zone of social psychology, cross-cultural psychology, and economic psychology. At present when more and more societies become multiethnic because of globalization processes, identity based problems arise. These problems concern multiethnic societies which occurred due to immigration as well as other social processes and multiethnic companies in which subsidiaries are situated on all continents. Trust according to Fukuyama (1995) is the cultural key to prosperity.

In all these contexts making business requires certain level of interethnic trust. Differences between cultures, perceived ethnic hierarchy (Hraba, Hagendoorn, & Hagendoorn, 1989), in-group favoritism (Brewer, 1979), and general distrust to strangers discourage effective business performance. Besides totally economic and legislative reasons which can prevent effective development of global business, psychological reasons play definite important role. One of such reasons can be preference to have business with in-group members.

Results. Taking into account the context of interethnic trust in multiethnic societies the question of trust in government and authorities is essential as long as interethnic economic trust is largely connected to trust in government/authorities.

W.F. van Raaij (2012) draws attention to trust as a vital factor of economy. Trust in government and institutions are essential for transactions, without such trust more juridical precautions are required. As a consequence of distrust business processes slow down and transactions costs increase bringing negative economic effects.

L. Hagendoorn (2007) points out that “trust in government has a positive effect on outgroup stereotypes, acceptance of outgroup members and the willingness to help and trust individual outgroup members because the government represents interests of all citizens. By trusting the government citizens trust that the state will provide safety, social security and material opportunities to all ethnic groups”.

Connection between trust in government/authorities and economic behavior was vividly shown in a number of studies concerning tax behavior. E. Kirchler et al. described and proved empirically a “slippery slope framework” consisting of three dimensions: trust in tax authorities, power of tax authorities and tax compliance. Tax compliance is assumed to be influenced by trust and power of authorities (Kirchler, Hölzl, & Wahl, 2008; Wahl, Kastlunger, & Kirchler, 2010). In the later research tax compliance was shown to be connected with national/EU identity and perceived distributive fairness (Hartner-Tiefenthaler, Kubicek, Kirchler, Rechbrger, & Wenzel, 2012).

Cultural differences in trust are worth mentioning talking about trust to ingroup / outgroup members. Takahashi et al. (2008) and Yamagishi et al. (1998) distinguish between cultures with institutional basis for trust and interpersonal basis for trust. Institutional basis for trust is typical for societies with strong norms and sanctioning systems, interpersonal basis for trust is typical for societies with weak norms and sanctioning systems. Strong norms and sanctions in cultures with institutional basis of trust exclude necessity for development of interpersonal trust by providing a reliable external guarantor of behavior.

B. Lancee and J. Dronkers (2011) identify ethnic, economic, religious diversity and language proficiency in the neighborhood as factors affecting interethnic trust for immigrants and native residents. They consider that definite forms of diversity can undermine but also build various aspects of trust taking into account that diversity has different effects on immigrants and native residents.

One of the methods for empirical research which we propose to use is a projective technique which enables to reduce socially desirable replies. Regarding the fact that empirical research should be held among immigrants and people working in organizations and restricted by corporative norms projective technique is likely to show more trustworthy results than open end statements.

A method developed in 1980s in Leningrad Scientific Research Psycho-Neurological Institute named after V. M. Behterev can reveal affective components of such attitudes. This method is called “Color test of attitude” based on 8-colour M. Lüscher Test (Bazhyn, Etkind, 1985).A subject is asked to range colors according to personal preference from the most pleasant to the most unpleasant. Then he/she is asked to associate a notion (outgroup member) with a definite color. Several notions can be proposed at once and colors can be repeated.

Valence, normativity and program of behavior are revealed with this test. Valence is associated with the1st, 2nd, 3rd place of color in personal preference range means emotional acceptance, 4th, 5th – emotionally neutral attitude, 6th, 7th, and 8th – emotional rejection.Normativity of notion is defined by comparing the chosen association color with normative sequence of colors which is the following: "34251607" where 1 – blue, 2 – green, 3 – red, 4 – yellow, 5 – violate, 6 – brown, 7 – black, 0 – grey. As in case with valence, the1st, 2nd, 3rd place of color in normative sequence means acceptance of the notion as a social stimulus, 4th, 5th – neutral attitude, 6th, 7th, and 8th – rejection as a social stimulus.Program of behavior is determined referring associated color to the personal preference range: the 1st, 2nd position are connected to future behavior program, 3rd, 4th – present, 5th, 6th – potential, 7th, 8th – rejected behavior program.

Open end statements and questionnaires are also important to use in revealing cognitive components of trust / distrust attitudes toward ingroup / outgroup members in economic relations though we believe that their results should be compared with the results of projective techniques.

Conclusions. Social identity can be used fordevelopment of interethnic economic trust between ingroup and outgroup members taking into account the importance of trust in government/authorities in these ethnic groups (on institutional level), positive experience of interethnic economic transactions (on personal level).

Social perception of economic policy

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Theoretical and methodological relevance. The relevance of social perception (understanding) of economic policy stems from the fact that its characteristics and results determine the levels of trust in both the political authorities that pursue it and the state in general. Trust is the basic psychological factor that significantly enhances the economic impact of the state on various populations. Therefore, any implementation of the economic policy should be accompanied by monitoring of the main parameters of its impact on people's economic consciousness and behaviors.

Objectives. The aim of the study is to determine the nature of axiological (value-semantic) content of the economic policy seen by citizens in its regulatory activities.

Results. Organizational environment of the state (in particular its economic dimension) specifies a set of essential characteristics of economic consciousness and behaviors of the individuals included in this environment during their lives. These characteristics comprise dissemination of certain economic ideas and ideals, material and financial standards of living, typical levels of aspirations, stereotypes about possibilities and ways of enrichment in the particular society.

Obviously, the individuals' desires, intentions and financial goals are shaped primarily by their interiorized senses of the mass consciousness rather than by the deep-seated internal factors. It should be noted that the mass economic consciousness has imprinted only the stereotypes of implementation of these desires and intentions that are allowed and approved by the organizational environment of a particular state and have been repeated by many different generations of citizens. (For example, the economic consciousness of a totalitarian state has no ideal of individual financial enrichment, instead it popularizes the stereotype of selfless work 'for the good of the fatherland' without financial compensation).

This shaping is done through the economic policy of the state which provides a comprehensive long-term effect of specific public policies and programs that meet certain political and economic ideals and are aimed at the implementation of an appropriate economic development model of the society. That is why it can not affect peoples' economic consciousness and behaviors. The state's economic policy means purposeful influence on economic processes and usually includes: 1) the influence on economic operators to bring their behaviors in line with the policies of the state (creating incentives for making decisions consistent with the objectives of the state's economic policy), 2) the achievement of social equilibrium, that is a stable state of the society characterized by the dominant sense of justice and satisfaction with the financial position (which may be illusory), 3) the creation of a favorable image of the state in economic management (which is achieved through prompt responses to the requests of the economy, clear economic programs and their implementation, and consistent and rational economic policies, etc.). The more favorable this image is, the greater is the possibility of economic regulation (Sokolinskiy, 1999).

Speaking of the citizens' social perception of the state's economic policy, it should be noted that the most actively perceived and subjectively interpreted are the state's financial policy (the national currency exchange rate, turnover, stability, etc.), the so-called social benefit programs (support for the low-income citizens), and the tax policy.

The economic policy's psychological impact on the public is determined, in our opinion, by its latent axiological content. Any economic regulations are necessarily based on a priori values of the state and ordinary citizens. For example, the empire state that values world domination has its economic policy oriented towards the power bodies with a characteristic hypertrophy of heavy industry and reorientation of other sectors (culture, science) to service them. If we consider one of the classifications of economic policies (Sokolinskiy, 1999) we will see that each of them corresponds to a certain axiological content and a latent concept of the citizen – the subject of economic behavior.

So the following types of economic policies can be distinguished:

1. 'Laissez-faire' type, which stands for 'freedom of action', i.e. the virtual absence of the state economic regulation. The image of the state resulting from this policy is a distant, disinterested, democratic state; the concept of the citizen: independent, self-reliant, responsible, and self-efficient;

2. The centrally planned economic management. The image of the state is a totally controlling state; the state claims to know the ultimate truth – what and how much should be produced, sold, and consumed. The concept of the citizen: a person is treated as stupid, prone to deviations or too busy with labor to implement detailed economic behaviors. Therefore, the individuals' economic behaviors in such circumstances are really simplified and reduced to the production of material goods and low consumption (without savings, investment, different ways of making money, etc.);

3. The 'middle way' policy that provides an economic balance between different groups of people. The state acts as a source of equitable distribution,

coordination and balance, while the citizens' basic aspirations are the pursuit of justice and equality. Often this 'social state' that implements many social programs and provides multiple benefits, makes citizens develop paternalistic attitudes and financial helplessness (as R. Pipes notes, single motherhood support programs breed single motherhood, and anti-poverty programs promote poverty) (Pipes, 2000);

4. The competitive order policy that supports citizens' competitive economic behaviors. It shapes the image of the state that does not restrict the citizens in their financial achievements while encouraging their competitiveness. The concept of the citizen under these conditions provides initiative and achievement orientation.

5. The 'dotted line' economic policy is a policy of irregular (minor) interventions. It is close to the 'Laissez-faire' type and contributes to the image of a low-profile and unobtrusive state ('state-minimum'), on the one hand, and the self-reliant and economically competent citizen, on the other.

Of course, the spread of certain beliefs about the state and the citizens leads to their gradual realization. Therefore, the study of these beliefs and their relationship with the state's economic policy has not only a theoretical but a fully applied character as well.

Regarding the psychological results of the state's influence on the economic processes through its economic policy, we can speak of the direct results and side-effects (unplanned) of its implementation. It should be noted that the latter are often more significant for both economic consciousness and real economic well-being of the individuals. This demonstrates the feasibility of differentiated studying of understanding of state's economic policy, its causal attribution as well as its cognitive and emotional acceptance by ordinary people.

Conclusions. Thus it can be concluded that:

1. The state’s economic policy affects the formation of the individuals’ economic consciousness and behaviors via the latent axiological content inherent to the state’s regulatory steps made separately in combination.

2. This axiological content applies both to the state’s position on the citizens and the citizen's position on the state, and translates, in particular, a different value and purpose of the state and citizens in their interaction.

3. According to the laws of social perception, the perceived by an individual via direct interaction with the economic policy bodies is ‘completed’ to form a generic and consistent image of the state. Remarkably, the anticipation of the state is carried out based on the logic of the axiological content of the economic policy.

4. The types of economic policies provide different value-semantic bases while the economic policy implementation shapes the complementary image of the state and the concept of the citizen.

SOCIAL REPRESENTATIONS PARADIGM FOR RESEARCH IN ECONOMIC PSYCHOLOGY

Tax consultants' social representations of their profession and of tax management practices

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Theoretical and methodological relevance. Dissatisfaction with tax practices of large companies have been expressed in recent years in mass media. Various financial schemes allowing companies to minimize their tax payments have been incriminated. These practices have been referred under different labels, such as *inter alia* tax management practices (TMP), tax optimization and tax planning. Besides multinational companies, tax practitioners play a key role in promoting TMP among businesses. Tax advising emerged as a necessity in a globalized world, with businesses operating simultaneously in multiple countries and facing a variety of legislative norms. It assists companies with increasingly complex legislation in order to stay within the rule of the law. Tax compliance services are thus an important aspect of tax advising. However, in addition to compliance, tax practitioners are also involved in tax planning services provided to customers. TMP, as activities frequently linked to tax practitioners, have been highly controversial. For instance, relocating businesses in off-shore jurisdictions or the use of transfer pricing have been criticized for being unethical and damaging public interest.

In the frame of Social representations theory (SRT) from social psychology, the research we are presenting here explores Romanian tax practitioners' views of their own profession and of TMP. In Romania tax advising is a relatively new profession, being officially recognized in 2001. Hence, authors have the opportunity to conduct the research in the early stages of the profession in Romania and to understand the factors that influence its development.

SRT affirms that people create social representations of different social objects in order to make sense of the world and to communicate. Social representations are not idiosyncratic cognitive schemes functioning separately for each individual, but are shared among the members of a social group through communication. Among the various functions that social representations have, one of their roles is to create and maintain social identity, thus giving cohesion to the group in which they are shared. The novelty of tax advising in Romania as well as the controversial aspect of TMP gives a good occasion to observe how social representation of tax advising and TMP are constructed in order to protect professional identity of tax consultants.

Method and organization of the study. In order to explore tax practitioners' views on the nature and legitimacy of their activity in society, we decided to conduct in-depth interviews. The target population in this study was limited to tax practitioners operating in Bucharest. In constructing the sample multiple strategies were used, each of which had different outcomes.

First, searches were performed in the electronic database of the Chamber of Tax Consultants in order to identify tax consultancy firms registered in Bucharest.

A large number of firms were found. Requests for interview were sent by e-mail to about 260 firms, out of which only two replied. Phone calls proved to be efficient in two cases, out of the 20 firms contacted by phone.

Second, emails were repeatedly sent to the PR offices of the Big four companies operating in Bucharest but the results were disappointing. Only one participant was recruited using this strategy. E-mails were then sent to key/head partners working in the Big four. In a single case this strategy proved useful. After delivering the interview guide to the head partner and to the PR manager we received the permission to interview relevant employees. In the case of other Big four companies, no reply was received. Two tax partners from Big four have been interviewed after being contacted directly (using Facebook private messages).

Third, we used snowball sampling (Berg, 2001) in order to identify additional suitable subjects for our research. The method relies on requesting interviewed participants to recommend other potential interviewees possessing qualities needed for research. In our case, this strategy proved to be the most efficient one in recruiting interviewees (8 participants).

Searches for interviewees continued until a degree of theoretical saturation (Eisenhardt, 1989) was achieved, i.e. when interviews no longer yielded new aspects for researchers. Altogether 17 semi-structured interviews (Berg, 2001) with tax practitioners operating in Bucharest were conducted by one of the authors during January – March 2013. Most interviews took place at interviewee's workplace. The interviews lasted between 40 and 114 minutes and addressed a broad range of questions for the purpose of a larger project. Most interviews were tape-recorded with interviewees' consent. Three interviewees did not agree to have the interview recorded, thus only hand notes were taken.

Thematic analysis was used in order to analyse the data obtained through interviews. Several themes were considered relevant, according to the frequency of their appearance but also to the space they occupied during the conversation.

Results. Preliminary results show that our interviewees see their profession as a new and interesting one. More important, many of our interviewees insisted on the need to demarcate between the two related professional domains – tax consultancy and accountancy – in an effort to build professional identity. Tax advising industry functions as just any other business field, in which competition makes tax professionals to use various strategies to attract customers. Hence, ignoring customers' interest in order to prioritise public interest would be detrimental for the business. Due to competition reasons, it is frequently insufficient for the tax professional to limit its role to take decisions at customer's request only. Competition appears as a key driver in making the tax adviser to be pro-active and seek for new means to add benefits for the customer. Innovation has been mentioned in our interviews as one significant trait of a good tax professional.

Conclusions. Regarding TMP these activities are seen as very useful for the client and the tax consultant as well. Taxes were often described as a cost in our interviews thus the rationale of TMP is to bring profit for both the client and the consultant. Most of the interviewees do not see TMP as problematic or unethical, although there is recognition that society and sometimes fiscal authorities tend to judge TMP in this way. Rather, the social representations o TMP are built around their legal character, the solutions given by the tax consultants not being meant for contributing to tax evasion but for optimising taxes within a legal framework. Interestingly, in the views of all of our interviewees the legality of TMP is also a guarantee of their legitimacy and morality.

PEDAGOGICAL BASIS OF ECONOMIC CONSCIOUSNESS DEVELOPMENT

Fundraising as a resource of economic socialization of students-volunteers

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Theoretical and methodological relevance. At the present stage of higher education development acutely raised an issue of technological formation of socially and economically active, competitive individual under the conditions of higher education institution. Taking this into account the issue of extracurricular activities for students and their involvement in the volunteer work, just as the use of new means of economic socialization, in particular fundraising isimportant.

Modeling of a more competitive professional, the individual who is active in social and economic sense, hardworking and responsible person for a long time is considered in the context of labor education (P.P. Blonsky, N.K. Krupskaya, A.S. Makarenko, M.M. Pistrak, V.O. Sukhomlynsky, S.T. Shatsky etc.). Only over time, scientific papers that considered the nature of the economic education, training and educationappeared (V.D. Popov, V.P. Feofanov, BulavenkoS.D.).

In modern science, the question of economic education, education and training, as well as the successful preparation of young people for life in a market economy are considered byA.A. Arzamastsev, O.V. Bezpalko, S.D. Bulavenko A.I. Dzundza, I.D. Zverev, G.M. Laktionova, V.M. Madzihon, M.L. Malyshev, L.I. Mischyk, A.V.Mudryk, A.S. Nisimchuk, V.M. Orzhehovska, A.I. Pylypenko, L.I. Chebotarev and others.

During the theoretical analysis of scientific sources it was defined, that the problem of one of the conditions for the successful operation of any business is its professional resource provision, namely, the process of finding and attracting resources called fundraising, and it is understudied and discussed in the context of economic socialization of students in higher education not in a full amount, this definition was included to the conceptual apparatus of science recently.

Objectives. The research purpose is the disclosure of the nature and specificity of fundraising as a condition of economic socialization of students in volunteer activities under the conditions of higher education.

Results.Notethatrealizationofprofessionalactivityrequiresafullresourceprovision.Dictionary interprets resources as the reserves of anything that could be used if necessary. In a small encyclopedia of social pedagogy resources are seen as a sourceand prerequisites for obtaining the necessary for people material and spiritual wealth, which can be under condition of available technologies and socio-economic relations.This process of finding and attraction of resources is called fundraising (ZaverykoN.V., 2011).

The analysis of recent scientific researches shows that the concept of fund raising highlights unilaterally. In almost all articles fundraising is interpreted as a set of interrelated activities,aimed at the attracting of a variety resources, which are required by organization for the implementation of its mission; submission of requests for funds for charitable or public-benefit purposes.

The Encyclopedia for professionals considering the social essence of this concept states the following: “Fundraising is the activity, which provides obtaining by the organization and the person a variety of resources to perform important social goals.Thebasisofthetermare "fund" and "rising",in accordance "fund" – to create, to acquire, to justify, to consolidate, found, finance, fund;rising – raise, raising, growing, something which takes the weight" (Encyclopedia for professionals of social services, 2012).

There is an other definition of the term: "Fundraising – is the search and attracting of financial, material and human resources to implement social projects of non-profit organizations, which set themselves socially significant goals" (Handbook Fundraising, 2006).

In Ukraine, formation of fund raising in recent years is connected with the growth of the importance of the social programs, development of the NGOs, innovations in the development of socially significant areas, organizations and services, separate citizens, the financial support by public financingof whichis having certain problems. The fundraising is considered as an approach, technology, process, set of activities, art, and method of obtaining the necessary resources for the implementation of socially significant activities.

The researcher of this issue Pylypenko A.I. notes that, although the concept of the fundraising is more associated with the "third sector", still it is considered in a broader sense as involvement of not only financial resources, but other sources of potential benefactors – creative ideas, suggestions, intellectual, scientific developments and volunteers to perform socially meaningful activities. In a narrow sense fundraising is considered as material support of programs, projects, activities, events, and other types of activity, which may include payment to the executors of the project by the contact and supporting of other activities: conducting research conferences, seminars, trainings, consultations, publication of scientific, methodological and other design products, business trips, social advertising, brochures, etc. (Encyclopedia for professionals of social services, 2012).

In educational work with students, future professionals in education and social services, it is important to focus on the concepts that a rise in connection with the use of fundraising. Thus, everyone who is able to respond to fundraising in Ukrainian language is defined by a generalized notion of “dobtochunetz”, “blagodiinuk”, “filantrop”, that is a person who makes money donations and generous assistance; in the Russian language the definition of “blahotvorytel”, “pozhertvovatel” etc. is used, in foreign practice – “donor”, “donator”, “contributor”. In the international practice individuals or legal entities that receive assistance are called “beneficiary”, contributions can come from individuals, business organizations, national and international foundations, governmental and non-governmental organizations (Encyclopedia for professionals of social services, 2012).

Thus, we can draw the following theoretical generalizations: fundraising creates scope for the implementation of mission, strategies, goals, values,provides an opportunity to implement the vision of solving social problems keeping the principles, possibility of providing social services. Thus, the field of fundraising contains the following components: type so fresources involved (monetary, technical, human); sources of resources attracting: where they are focused; persons who possess them; methods of attracting of the resources (which are the most appropriate, for example, through personal request or using the Internet); condition of receiving contributions, determined by the principles of fundraising.

It is known that in the high school fundraising strategy is progressing and also takes appropriate organizational forms usually in extracurricular activities especially volunteering. In the DNU named after Oles Gonchar there is a public association – The Center for Social Initiatives and Volunteerism, that develops and implements various social projects,holds a sufficient number of different events, including charity events, that require the involvement of certain funds(Management of volunteer groups from A to Z, 2012).

The collaboration with many charity foundations, organizations and individuals enables implementation of fundraising in practice at the Center for Social Initiatives and Volunteerism of University and obtains financial supportjust as terms of the budget. Thanks to fundraising charity events which were held for orphans and children who were left without parental care, children in orphanages of Dnepropetrovsk "Heart to Heart" in 2008-2013, respectively. The purpose of these actions was mobilization of the resources of the local community in order to ensure needs of mental development of orphaned children with disabilities who are educated in state institutions. Active volunteer activities allowed students to purchase and convey to orphans with disabilities certain sets (books, albums for drawing, pencils, paints, toiletries, sports equipment) and others.

In the view of our research fundraising can be defined as a new, innovative form of volunteer workthrough the active participation of students, which is a multi-valued in the sense of their professional formation: personally acquiring of social experience in writing projects, anticipation of grants, conducting a search of various types of support, resources, etc.

Conclusions. Through fundraising, students are acquiring the new economic, social and psycho-pedagogical knowledge, abilities and skills concerning organizing measures for the attraction of funds of the social partners, planning, implementation of charity ideas, etc., acquiring life and professional skills. This form of volunteer work as actionsis essential in personal and professional development of students volunteer, their economic socialization.

The future psychologists, social educators are concerned about the lives of orphaned children; they are willing to perform the actions that are required in the development of not only orphans but also of themselves. Note that the Department of Education and Correctional Education provides in content and organizational work on the monitoring and supervision of students' volunteer work in the university environment.

The issue of cooperation with foreign NGOs concerning fundraising requires further studying.

The forecasting of the labour market requirements among graduates of vocational education system in the countries with low inter-regional mobility

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Theoreticaland methodological relevance. In the countries, where there is low level of interregional mobility, there is a reason for which forecasting of requirements of a labor market among graduates of the vocational education system is necessary to move from federal levelto regional. Due to the lack of uniform methodology for forecasting demand on a labor market probably different regions will use various approaches to forecasting: a) orientation to current state of vocational education system, b) use of poll of large enterprises and organizations in the region. It is necessary to improve statistics of vocational education system and labor market as well as development of scientifically reasonable techniques of forecasting of labor market requirements for graduates of the vocational education system.

Theoretical and methodological justification of the problem represents that it mediates a certain interest, in this case the need of universal techniques creation for the sake of forecasting of regional economy requirement in graduates of the vocational education system, they have to be simple and clear and based on the approach providing requirements of enterprises, organizations of real sector of economy in specialists of popular professions / specialties, considering traditionally developed specifics of sectors of national economy of each region.

Research **objective** – to reveal aspects of theoretical and methodological justification of the problem essence – creation of universal techniques for forecasting of the requirement of regional economy in graduates of the vocational education system.

Results. Actually there are two approaches to definethe requirements of a regional labor markets in specialists with vocational education:

- ✓ The first approach - *"definition of requirements of regional economy"* - is based on the fact that structure of human capital, necessary for production of a unit of production, does not have considerable regional distinctions; is defined by the level of technologies and the organizations of labor for various sectors of economy. It is supposed that the structure of the sectors of national economy within separate regions is quite conservative and changes smoothly. This technique of calculation is called a *"technological" technique*–it is universal for all regions, for all sectors of economy and for vocational education system. To make "technological" technique more reliable specification of parameters is needed– the coefficients characterizing structure of economy and structure of employment in the region;
- ✓ The second approach –*"calculation of regional economy requirements"* –is based on carrying out statistically significant polls of the employers' requirements in specialists with vocational education within the group of enterprises and the organizations in the region. Data of employers' poll are projected on all sectors of regional economy. This technique calculation is called a *"sociological" technique*– it reflects situation in the concrete enterprise, organization more precisely, but its generalization within sector or the territory is rather problematic.

On the basis of the above-presented approaches to definition of requirements of the regional labor markets, using strengths and advantages of each of them, it is optimal to create the "certified" technique of forecasting of requirement on regional labor markets.

System efficiency of vocational education directly depends on coherence of its functioning with requirements of human resource market, i.e. it is necessary to achieve a demand of each graduate of vocational education system of by labor market. In the countries with relatively low inter-territorial mobility of population this task should be solved practically for each region separately. Exceptions can be implemented forhuman resource of branches practicing shift methods of labor. Taking into account this situation in calculations of necessary volume of specialists release byvocational education system the basic variable must be the requirement of economy for human resource of the corresponding qualification.

On the basis of existing methodical approaches to determination of graduates’ amount in vocational education system and directions of their preparation it is possible to distinguish the following points which form qualitative approaches and calculation of quantitative regularities:

- ✓ lack of reasonable calculation of preparation in the vocational education system –amount of preparation is established partly according to: financing, demands of higher education establishments, which, as a rule, determine regional amount of preparation invocational educationsystem;
- ✓ on regional level the amount of specialists’ preparation in the vocational education system is impossible define strictly according to the requirements on thelevel of federal labor markets, but it is necessary to take requirements into consideration;
- ✓ some regional tendencies are subjective and can be changed but it can fail leading to alignment of preparation amount due tothe interests of regional labor marketstabilization;

✓ responsibility for the amount and quality of preparation mostly lays down on regions; therefore the administrative mechanisms based on economic calculation aimed at removal of disproportion on a regional labor market have to be switched on.

The analysis of a labor market assumes an assessment of an economic situation in regions, definition of the enterprises, organizations functioning on the territory of the concrete region, studying of their stuff politics, and assessment of employment and deficit of labor force.

The analysis and the forecast of a regional labor market are a basis for determination of necessary amount and is professional - qualification structure in preparation of qualified specialists in vocational education. Forecasting of labour market must be carried out by local institutions of labor and employment of population with assistance of institutionsof statistics, migration services and vocational education management institutions on the basis of complex solution of definite tasks.

Conclusions. As a result of the theoretical analysis of the problem two approaches are shown to define requirements of a regional labor market as well as the existing positions which formulate qualitative approaches and calculation of quantitative regularities in the system of vocational education in the countries with low level of interregional mobility.

It is possible to conclude that the analysis of the theoretical problem is shown thoroughly. The presented materials can be used by institutions ofvocational education management on regional level, administrations of educational establishments, scientists, economists, graduate students, students, and those who is interested in questions of labor market and system of vocational education as anacquainting material.

Theory and practice of economic socialization of orphans in China

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Theoretical and methodological relevance.The problem of economic socialization of young people is a problem of great interest and practical importance for modern pedagogical science. Development of market relations in the world leads to the emergence of new social norms and values, statuses and roles, activities. Process of their development includes all economically active population of the country and mainly youth.

Orphanhood (actual and social) is a dangerous social phenomenon inherent in any society. There are societies, which do not recognize the orphans as a special category of the population, in others it is made a strict mechanism of social and public charity as to orphans. The difference is only in respect of a country to this reality and the amount of money and social services that a public association (state, local community, religious community etc.) is ready to spend. Economic socialization of people graduated from orphanages and boarding schools is a sharp problem of nowadays educational practice because this group of youth particularly in Ukraine living in educational authorities by the "all included" principle has no habits, skills and knowledge as to individual economic life. The statistics says that most of crimes committed by the orphanages' graduates are of economic kind and is explained by lack of money and no habits for day-by-day life and economic activity. As economic socialization in general is quite a new pedagogical phenomena for Ukrainian educational practice now we study the positive experience of other countries.

Objectives.The aim of this article is to represent the experiences of Chinese institutions of social care for orphaned children (orphanages, children's villages) in the aspect of economic socialization.

Methods used:

- scientific methods (analysis, synthesis, comparison, generalization) to study the encyclopedic, psycho-pedagogical and methodological literature on the point of the research;
- problem-target methods to analyze scientific and methodical literature, periodicals and regulatory guidance educational documents;
- comparative pedagogical for comparing the theoretical ideas and practices China.

Moreover, such methods as personal observations of the author during her internship and work in the education system of China, interviews with teaching staff of institutions of social care for orphaned children in China, summarizing the data of official statistics were also of great use.

Results. For a long time China has been an isolated country and the whole pedagogical system of this country, on one hand, was not influences by the abroad pedagogical and philosophical systems, on the other – till now is not quite studied by the European researchers. Through the time the Chinese developed their own system of social relations in the field of caring for orphans, which is today turned to be the system of state care over this category of population. The modern system of work with orphans in China aims to maximize the integration of orphans into the society from the position of equal opportunities, eliminate the negative effects of abandonment (a large number of orphans, financed by the state), to minimize this phenomenon in quantitative terms in future.

Labor and professional socialization has always been the main idea of the pedagogical activity in China. Due to this the educational institutions of social care raise the children with the spirit of the leading role of work in their life. It can be considered one of two main factors of economic socialization of orphaned children in China. Most orphanages in cities have several departments: an orphanage (children up to 14 years old), gerontological center, center for disabled and a nursing home. Senior children are to take care of younger ones (for this to each senior pupil (age 10 – 14 years) are "attached" 1 – 2 junior aged 0.5 to 8 years), change their diapers, together care for the elderly and infirm. Usually the Children’s villages have craft shops, which on the one hand, provide all the stuff commune needs, and on the other – give the pupils basic knowledge and skills on working professions. 100% of Children’s Villages have agricultural territories where pupils grow vegetables, most have poultry (chickens and ducks). Some Children's villages also receive orders from the local community and the state to raise certain plants (village "Fujian" (North China) specializes in growing pumpkins; in the commune "Yanguan" (Hebei Province) they grow fine-leaved canola and cilantro).

Today, the Chinese government provides the policy of maximum integration of orphans in Chinese society. Orphanage – it's only a place where orphans live, for education children go to regular schools. The most popular event as to professional self-determination of Chinese schoolchildren is holding the "Weeks of professions". Every week of the school year is dedicated to a particular profession. On this week, students must prepare a presentation as to the importance of the profession for the society, a school organizes meetings with representatives of the profession with the students, trips to different institutions (factories, hospitals, airports, etc.), where on Saturday and Sunday students can work by the chosen profession, help people who work in this institution. Particular attention is paid to "low skilled" jobs (shoemaker, worker, nurse, etc.). On the one hand, these measures allow children to experience the different occupations by themselves and on the other – these activities teach children to respect any profession, improve social status of a profession.

The second factor that is of great importance for the Chinese system of economic socialization is early including of children to the day-by-day economic life of the orphanage and society. Most of the day-by-day work at the orphanage, like cleaning, cooking, shopping, filling out the paperwork and payment of utility bills, making the budget or decisions about unexpected charges etc. is also made by senior pupils under the supervision of the administration of the institution. It is believed that these activities are the stages of socialization of a child, skills which will help him/her in future housekeeping and everyday life. As to Children's Villages each unit has a fixed piece of land, the harvest goes to the Village's canteen or is sold. Also Children's Villages have workshops, where local businessmen can officially place orders for producing souvenirs, jewelry and etc. As a percentage of production from the money earned by the institution goes to the personal bank account of the pupils. The account can be cashed only when the pupil achieve 16 years (14 if the pupil has a work/labor book). From the early childhood orphans in China are taught that they are the part of the Chinese society and there will be no privileges for them.

Conclusions. In conclusion, it is to be noted that the current system of economic socialization of orphans in China has a lot of achievements that may be interesting and useful for reforming the system of economic socialization of pupils in social care institutions in other countries, as these measures are mostly of practical diversity and aim to consolidate the efforts of both an orphan and the society to achieve a positive result.

Gustosology as the part of economic socialization of a personality

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Theoretical and methodological relevance.Ukrainian society transition to a new paradigm of economic development, a radical change in the system of economic views, attitudes and mentality sees economic socialization as one of the priorities of the modern educational system. This concept is relatively new to modern pedagogy and psychology in Ukraine (as Soviet Union pedagogical traditions were quite different from nowadays' ones due to the other system of the country's economy) and is mainly developed by foreign researchers. In contemporary educational literature economic socialization is defined as "a process where people learn to act in the economy: to plan a budget, borrow, save, buy, accept ads, and also understand the general concepts and purposes of economic relationship between all the subjects of this process". Today we can't see economic socialization just as a part of the educational process related to children and youth. Modern realities require that middle-aged and elderly are to be acquainted with the principles of money investing process, new products and services etc. Adequate economic socialization of a personality nowadays is a factor of viability.

Like any other kind of activity economics (no matter if it is economic actions of one person or a state) requires not only skills, but also habits and taste to this kind of activity.

Objectives.The aim of this article is to give a general description of Gustosology – Integrated science of aesthetic taste, its nature, peculiarities of its formation and functions in social life, the role of culture in the development of a personality and society in general and to characterize it as the factor of the economic socialization process.

Results. The complex scientific and academic subject called Gustosology (from Lat. *Gustos* – taste), in other words the science of taste, is designed to promote the harmonious development of a personality, preparing himself/herself for the life in the contemporary world. Its main task is to give a comprehensive, systematic description of the basic forms and manifestations of beauty in all fields of human life and their reflection in the aesthetic tastes of a person. The aim of this discipline is to integrate into one system all the knowledge that concerns aesthetic tastes, including the history of their development, theoretical and practical spiritual attainment, the place and the role of psychological and gnoseological properties and characteristics of a human being, as well as economic, political, spiritual, cultural and other factors in their formation and development, their functioning and importance in various areas of life, including software and methodological support of aesthetic education in schools, universities and so on.

The category of aesthetic taste is one of the most complex in aesthetics, as it is formulated on the basis of philosophy, psychology, pedagogy, cultural studies, taking into account the specific regularities of art, the objective reality and the subjective perception of it, a corresponding spiritual transformation of the above-mentioned ingredients and it manifests itself as an organic unity of rational judgment and sensual-emotional experience. Aesthetic taste is always a composite of the emotional and the rational. The rational is based on a person's aesthetic views and ideals, and the emotional is based on his/her aesthetic feelings. Thus, in a certain way, the harmony between social and biological nature of man is expressed in aesthetic tastes.

As to the origin of man's taste, some researchers believe that it is inherent to a person from his birth and that it is a form of instinct, while the majority of specialists consider that it is developed during the life. The concept of taste can be viewed from different perspectives. At first glance it seems that taste is automatic, involuntary manifestation of holistic intuitive judgment about the subject without its prior analysis. But in spite of its one-time external evaluation, taste has a wide range of dependencies on the basis of which it is developed and changed. First of all, it depends on the experience acquired by a person, and from this perspective he evaluates reality. Tastes of different sections of the population, ethnical groups and historical periods differ because that they are formed in different conditions by people with different life and socio-cultural experience.

Every person has developed or undeveloped aesthetic tastes. They are formed under the influence of the environment, works of art and depend on aesthetic views, aesthetic feelings, emotional state, temperament, etc. Taste is the reflection and the specific expression of a person's individuality. Though at a first glance it can be interpreted as the ability to assess an object as a whole, without being broken into parts, genetically and according to its essential characteristics, it is heterogeneous, i.e. composed of ingredients of different quality, and structural elements, which are related one way or another to all the diversity of a person's spiritual world. It is not isolated in an "aesthetic corner" of a person's consciousness, but it can be found in all components of his/her personality. First of all, it is rooted in life ideals and aesthetic needs of a person are its component, inseparable from his/her integral perception, comprehension of his/her own life, feeling of being present in the life, self-consciousness, emotional world, etc. A person's aesthetic experience, which is manifested in his/her taste, belongs, as a matter of fact, to the sphere of emotional life. Particular criteria and aspects of aesthetic emoexperience, specific taste, emotional and aesthetic culture correspond to the above stated condition and type of emotional world of a person.

Aesthetic taste is one of the leading categories of the aesthetic science and practice. It is an integral part of the general culture of young people at the turn of the 21st century as well. Its formation becomes an important task for the whole process of upbringing and personality development and an important indicator of the formation of a personality, a powerful tool for enriching the spiritual world of a person.

Conclusions. As the result it should be mentioned that singling out Gustosology from aesthetics as a new self-reliant science is a logical outcome of satisfaction of the objective needs of modern living conditions and developmental trends of the society. Aesthetic taste is an indicator of integrity and spiritual maturity of a person, and consequently his/her harmonious development.

Economic component in practically all spheres of modern life causes demand of economic education for young people as a prerequisite for their future success in self-realization. One of the ways to ensure effective economic socialization of youth is economization of general educational disciplines, insertion of economic cycle disciplines to the programs of secondary and high educational institutions, creation of business schools, courses, etc. However, the decisive factor in this process is a person’s self-awareness as a part of general economic activity. Educational institutions, family, society needs not just to give a person certain amount of economic information, but also to include him/her in the general economic practice, enrich them with taste for this kind of activity.