

THE SELFISH PROBLEMS SOCIETY OF REALIZATION NATIONAL PRIORITIES

It is obvious, that human is always in the spatial world of economy, we are cooperating with that world and influence on it, while experiencing great influence of the environment. Novation and tendency are closely connected with the components of the common development. The tradition provides a stability, sequence, safety and reproduction of the ideological values. There is definite worldview, cultural experience, the way of life in the tradition's system. Moreover, novation is the main sign of the creativity, development in general. Preponderance of the traditionalism is a base of inertia and stagnation, but impetuous novation brings chaos and destroying. Therefore, an innovative way is the key to harmonizing the relations between tradition and innovation, which provides public progress. The author emphasizes the necessity to record the features of the socialization, which are directly proportional to the market mechanisms, and have direct influence on the economical mechanisms of the human civilization in general. We cannot build up the economic despise the human nature. The civilization's history showed that there are only two stimulus of impact to make people work more productive: violence and personal interest. During millennium people have preferred to use violence, it seemed to be simple. We needed centuries of wars, revolutions and insurgencies to understand that it isn't the best way of increasing work productivity.

Keywords: positive development, innovativeness, desire of justice, egoism, potential reserve, knowledge economy, spatially oriented kind of the development, the crisis phenomenon in the economy, unemployment, lobbying of the interests.

Formulation of the problem. Socio-economic and political circumstances which formed now in the series of countries, including Ukraine, which are on the way of the reforming and inoculation of the innovation ideas of the development, don't allow to definitely identify the aims and methods of their rebuilding. That is why there appears a necessity based on the analysis of the world experience; Regard to own national features and achieved level of the economic development, to learn how to determine own strategically aim and model of its achievement. The effective way of the development may be defined only when the system approach to the processes of statement and decisions of any aim are used.

Each of us is a social being, that means leaving in society, cooperate with it and must submit to a definite norms and rules of social behavior: follow the moral norms which made by the previous windings of the development, traditions and habits. The human performs and submit to juridical laws and social institutions, which are accepted in the country.

At the current stage of the Ukrainian state formation, the modernization of all the spheres of life takes place, moves out all the great demands of the society's development. Its crossover from socio-economic model of the industrial type to the model of the "knowledge economy" [1, p. 3], a time to new historic boundaries,

leading to the phase of the informational society of the progressive innovation direction.

Apparently, person is always exist in the spatial world of economy, cooperate with it, influence on it and feel environment influence. A. Smith [2, p. 12-75], scottish economist, was the first who tried to examine person in his numerous relations with economic world and influence of the egoistic directions of development. The base of Smith's theory was the tendency to examine human activity from the three viewpoints-moral, civil and especially economic.

Analysis of recent research and publications. Many foreign scientific works are devoted to the problems of innovation society and innovation economic, both foreign authors: D. Bell [3, p. 330-342], Z. Brzezinski [4, p. 44-59] and domestic scientists B. Maznichenko [5, p. 31-35], V. Chukhray [6, p. 8], who points to the development of the society as part of crisis features, and authors works [7, p. 37-51] about innovation type of economy in the part of knowledge management.

The process of development of the innovation society, based upon knowledge economy, is a difficult system mechanism. Which feedbacks need changing of the thinking and relation onto own social knowledge, development of the individual and social creativity, perception and implementation new things, feeling of





the dignity and responsibility for the results of own work and its implementation in the social life.

They connect innovation with the introduction of any nature: this is can be any socio-economic introduction, while it does not have massive, serial expansion in manufacturing field, work and administration. By definition of A. Prigogine [8, p. 25], it is commitment to changing, which brings the attribution of constant in the environment: social, material. Thanks to which the environment obtains new properties. In the other words, the innovation is a process of creation new qualities and its using.

The purpose of the article. Described selfish society problems arising from the implementation of the national priorities of the country.

Research of basic material. Novation and traditions are closely connected with the components of the common development. The tradition provides a stability, sequence, safety and reproduction of the ideological values. There is definite worldview, cultural experience, the way of life in the system of tradition. In addition, novation is the main sign of the creativity, development in general. Preponderance of the traditionalism is a base of inertia and stagnation, but impetuous novation brings chaos and destroying. That is why innovation way is the pledge of the correlation's harmonization between tradition and novation, which provides public progress.

Each of us is a social being, that means leaving in society, cooperate with it and must submit to a definite norms and rules of social behavior: follow the moral norms which made by the previous windings of the development, traditions and habits. The human performs and submit to juridical laws and social institutions, which are accepted in the country.

At one time, they consider that "human" and "economical" [9] in human are not consonant. However, both this characteristics are extremely connected and effect on each other. We can say that A. Smith was the first who tried to explain economic relations between people, taking into account there social peculiarities. He emphasized that human naturally is a creature egoistic enough, and that is why his personal aims can conflict with interests of other people and environment in general [10, p. 14-29]. Anyway civil society forces people to cooperate with each other, get common benefit and in the same time provide goods for everybody. In the

other words, there are mechanisms of their direct and feedbacks, which provide such cooperating.

A. Smith points out that exactly thanks to the separation of the work people cooperate with each other, escalating own commonwealth and common welfare of the country [11, p. 47]. He was the first who advanced the revolutionary for its time thought about that exchange takes place only when and where it is profitable for both parts.

Analyzing the literature on the economic theory and history, we can mention such interesting expression: "Market-is an internationally designated place, where people can deceive each other" [12, p. 14]. In the other words, it is considered that in the exchange at the market, one person is a winner and the other is a loser. Smith denied this statement and proved that in fact there is general benefit for every member of the market relations. This benefit concludes in economy aftermath of the social work by all the members of the market relations. Human agrees to exchange only when he thinks that spend less time for the producing of his product then he would have to spend for manufacturing of goods, which he wants to get during exchange.

However, the question is, how synchronize human efforts in the society in such a way that they can spend powers of the nature and sources to produce things which society needs. Much more likely, such conclusion that coordination in the civil society becomes possible only thanks to human ambitions for personal benefit and thanks to the tendency to exchange [13, p. 213 – 233]. Taking into account peculiarities of the human socialization and spheres of his activity it is possible to assume that at the bottom of the economic mechanisms of development is aspiration to own benefit: human pursues own aims but moreover human have to do things which society need in general.

Using term "market", it is not a concrete square or shop in which there are sellers and customers. "Market" is a set of forms and organizations of the people cooperating with one another. In the other words, that are all the organizations, which contributes producers and consumers to find each other, bring together buyers and sellers to present them an opportunity to satisfy supply and demand.

The features of the socialization are directly proportional to the markets mechanisms, and have direct influence on the economical mechanisms of the human civilization in gen-



eral. We cannot build up the economic despite the human nature. The history of the civilization showed, that there are only two stimulus of impact to make people work more productive-violence and personal interest. During millennium people have preferred to use violence, it seemed to be simple. We needed centuries of wars, revolutions and insurgencies to understand that it are not the best way of increasing of the work's productivity.

Modern society while not totally get away from such stimulus: "violence", however, concluded that to achieve economic facts as "workforce productivity", "economic progress", it is better to use personal interest of the human. As far as, human is at the same time biological, social and economic creature, in the process of social development formed difficult socio-

economic mechanism, which consists of numerous elements, levers of influence, stimulation and limitation of the contradictory human nature and personal interest.

The principles of the "social economic", which destined to produce ways of life together and economic cooperation, should provide, first of all, the right of every person to act according to the own benefit observations (it doesn't mean only small profit from labor costs). Second, to direct people's realization on their own interests in such a way that promotes the well-being of all the members of the society in general. Thirdly, limit people's activity in such a way that own benefit could not intervene other people (fig.1).

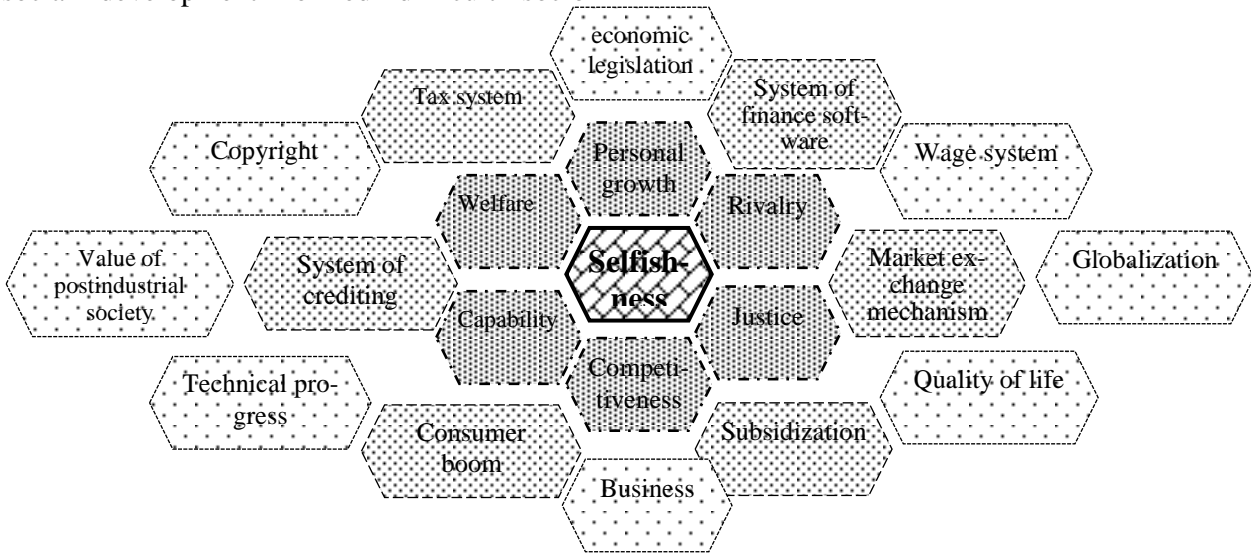


Fig. 1. Systemic factors, which conducive egoism's development

Source: developed by author's

So, modern socio-economic ways are different in different countries, but they are based upon the same contradictory human's features as striving for welfare and competitiveness, natural egoism and addition to cheat, thirst for justice and feeling of freedom, tendency for perfection, personal growth, compete with each other and ownership. All this categories to which certainly every member of the society aims, however in the different degrees, provided the result of human activity, it formal features (the system of material security, wages, crediting, mass consumption and so on) becomes the elements of one mutual conditioned mechanism, promoting the development of self-interest of each member of the public relations. Social system becomes a stimulus of egoism development,

which subsequently accepted social visual cultivated as universal "evil".

One of the main factors of humanity economic progress certainly, should consider the desire of welfare. Obviously, human always wants to live better, more interesting and more comfortable. Considering its natural laziness and disadvantages, we should not idealize human. Nevertheless, the stimulus of the social development is in the every individual-constant and no vanishing desire to make their condition better. In the other words, desire to make better own condition is a source of social and national welfare. Endlessness of human desires and needs, as anything else, makes person, to look for new ways of getting new benefits both material and spiritual. Therefore, infinity of the needs makes person develop ways and methods



of own activity, increase production level and production quality.

In a determined sense needs is a motivation of the innovation economic development, but economy in it turn causes new needs. Therefore, there was no need for cars, planes or internet while they had not become a part of everyday life. In addition, modern people cannot imagine their life without satisfaction of these needs.

Nevertheless, to consume more, we need to produce more. This constant conflict could be solved through work, except that more productive work. We need to emphasize that not all work leads to bigger consumer and welfare growth. This purpose is served only human work, aftermath of which recognized by the society, it means useful.

While talking about utility goods (things or services), we mean their capabilities to satisfy any people needs: material or mental. At the same time, utility goods or services do not guarantee good materiel income to the producer. Fact is that buyers always cheapen to product and solve the problem-is it worth that money, which sellers ask for it and is it worth to buy such product. That is way, society consider and pay money only for those products, which you can buy profitably. Moreover, profit, in that situation, is safety of own powers and time for achievement of greater prosperity. Whereby appears companion socio-economic problems, so as unemployment, for example.

All we need, is to realize that needs are motivation of manufacturing, and that base of the economic development (and consequently social progress) is challenge, competitiveness (fig.1). Producers of goods and services know that make money they can only after offering cheaper, more attractive goods to consumers then other manufacturer. This is why, manufacturers always found new ways of making traditional goods and manufacture new, which could "allure" buyers, they are fighting for their "wallets". This mechanism is an extra stimulus of innovation economic development.

Business competition-is an economic fight between manufacturers for the production more attractive goods, attracting larger number of customers and getting as much as it is possible benefit.

Business competition is an objective phenomenon. When in the economic they speak about objectiveness of any process, it means they are not depend on the subjective desires of

individuals. As far as, the resources, which are appointed to the purchase to buying goods, it is always limited, and then manufactures necessarily should join the battle for the opportunity to get money exactly for their products. The other manufactures also follow these considerations. Each of them pursues own, subjective interests, but the result of this subjective appetences is sufficiently objective aims which formed on the markets influenced demand and supple. As far as it is obvious that manufacturing of formed product and work is profitable than the others, the biggest part of the manufacturers switched it on this type of activity. The result of such behavior in the market is only one: "attractive" products become more than we need and prices should be lower, with the fatal losses for those who have not guessed which products and prices consumer need.

For functioning honest and fair, perfect business competition, market economic should provide work of the main principle-freedom of the competitiveness, freedom of choice. It means, that every manufacturer should solve own problems-what and how to produce, whom to sell, what price ask and how to spend earned money. In addition, buyer should freely carry own money and freely choose which product buy, where buy it and how much pay for it.

The principle of freedom is main principle of the market economy. Private ownership also based upon this principle. The problem of ownership is rather difficult category, which consists of economy, law and has biological roots. Because they extend into the animal origin of humankind, reach in ancient times and generate by natural causes. It is enough to remember that bears and other predators closely guard their "ownership", and struggle even with relatives for their territory.

From here, appeared primary thrust of man to "protect" their ownership, defend it from "strangers". Truly speaking, human unlike animal does not limit his needs to have more and more ownership, and it can lead to undesirable social aftermath.

Let us emphasize that attempts to limit human rights to acquire property were made long time age, and all of them was useless (an example can be our socio-economic experiment and it tragic consequences). It is generally accepted today, that limitation of ownership is even more threaten then difference in the material welfare, which connected with it. At the same time, nobody deny that property is great

achievement of humankind civilization, powerful stimulus for labor activity.

The right for private property provide right of the possession, using and orders of certain property. Guaranteed right of ownership means that owner can to whatever he wants with his property, if only he does not violates the interests of the other members of the society. Sense of ownership is closely connected with the right of ownership. It is a powerful stimulus of the human economic ambitions, which is a base of the economic and social progress.

At first sight, sense of ownership as individualistic characteristic, conflict with the very human feature as thirst of justice. Nevertheless, it is only at first sight.

The problem of "justice" is eternal and extremely difficult. Human striving to get justice always leads to wars and revolutions with numerous victims. The belief in the social ideals turns in practice seas of blood and tortures first for the opponents of "bright" ideals and then for the bearers of these ideas.

What is the social and economic justice? In our opinion, you should differ these two concepts, the most justice social structure can be provided in the place where everybody can freely compete with the help of own ability and capital with the capital of the other person of group. Such justice is a strong fundament for existing and development of civil society. The desire of justice is a constant base of the political, social and economic processes of society, and it is a motivation of development.

Egoism and selfish ambitions of some persons, no doubt, leads to numerous problems in the history of the humanity, including economical. However, humanity always studied to consider this lack, moreover tried to use it as one of the motivation of economic development.

For example, the socio-economic system, which A. Smith built up not in spite of, but based on greedy, egoistic human nature. He was the first, who point out that in the economic relations you should not rely on altruistic or humane features of human character. For achievement of own ambitions it is better to appeal to their egoism and such feature of humanity character as tendency to exchange. In his opinion, human "will achieve ambitions if he'll appeal to the egoism and will be able to show them that it is in their own interests to do what he wants" Give me what I want, and you will get what you want-this is the meaning of such offer. Not because of good relation of the

butcher, the brewer or the baker we are waiting to get dinner, but because of compliance own interests. We aren't appeal to the humanity but to the egoism, and we never tell them about our needs, only about their benefit."

That is the main miracle of the market economy in general and market exchange in particular: you are pursuing your own benefit, but you are doing that is useful for all society in general. Truly, any economic mechanism cannot fully curb human egoism and abuse. That is why humankind during its own long social history produced legal laws, regulations, and rules of social behavior. They are making counterweight to selfish aspirations of individuals and make easier their cooperating in the world of social economic.

Conclusions and prospects of further of research. Finally, the last but not the least feature of human character striving for perfection, self-expression. It is a feature, which essentially effects not only on the achievements and on human accomplishments in art, sport or incarnation of high humanistic ideals, but also in the economic sphere. Since people all the time try to make their life better, their welfare, get as much as it's possible better products and services, this push them to continuous increasing of the manufacturing, handicraft, artistic skill and training in different kinds of activity which they do. Mastery, perfection and manufacturing, finally, appear in purely economic category, as competitiveness. It means capability won the competition with other products, mastery of the other manufacturers. But this great feature-quest for excellence-and it creation in the economy result always meet with attempts of dishonest people to stole one's idea, falsify the product, cheat both competitor and consumer. That is why the humankind has to build "powerful bastions" of copyright protection, intellectual property, handicraft mastery and so on, repeatedly. It has well known that computer industry yearly loss tens of billions of dollars in a result of illegal replication of products and fakes.

In this way, the world of economy not only connected, but inseparably linked with human society, with the entire environment in which man live in that moment, in the country. Therefore, fair to say that person born, live and cooperate with the world of economy.



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Ліхоносова Г. С.

Егоїстичні проблеми суспільства в реалізації національних пріоритетів

Очевидно, що людина постійно перебуває в просторовим світі економіки, взаємодіє з цим світом, сама впливає на нього і відчуває великий вплив навколишнього середовища. Новації і традиції тісно пов'язаними складовими суспільного розвитку. Традиція забезпечує стабільність, стійкість, послідовність, збереження і відтворення ідейних цінностей. В системі традицій закріплено певне світосприйняття, культурний досвід, спосіб життя. Новація ж є головною ознакою творчості, розвитку, розвитку в цілому. Автор підкреслює необхідність урахування особливостей соціалізації, які прямо пропорційні ринковим механізмам, мають безпосередній вплив на економічні механізми людської цивілізації в цілому. Економіку не можна побудувати всупереч людській натурі. Історія цивілізації показала, що існує лише два стимули впливу на людей щоб змусити їх працювати продуктивніше - насильство і особистісний інтерес. Протягом тисячоліть люди воліли використовувати насильство, це здавалося простим. Знадобилися століття війн, революцій і заколотів щоб зрозуміти, що це не найкращий спосіб підвищення продуктивності праці.

Ключові слова: позитивний розвиток, інноваційність, прагнення справедливості, егоїзм, потенційний резерв, економіка знань, просторово-орієнтований тип розвитку, кризові явища в економіці, безробіття, лобювання інтересів.

Ліхоносова А. С.

Эгоистические проблемы общества в реализации национальных приоритетов

Очевидно, что человек постоянно находится в пространственном мире экономики, взаимодействует с этим миром, сама влияет на него и испытывает большое влияние окружающей среды. Новації и традиции тесно связанными составляющими общественного развития. Традиция обеспечивает стабильность, устойчивость, последовательность, сохранение и воспроизведение идейных ценностей. В системе традиций закреплено определенное мировосприятие, культурный опыт, образ жизни. Новація же является главным признаком творчества, развития, развития в целом. Автор подчеркивает необходимость учета особенностей социализации, которые прямо пропорциональны рыночным механизмам, имеют непосредственное влияние на экономические механизмы человеческой цивилизации в целом. Экономіку нельзя построить вопреки человеческой натуре. История цивилизации показала, что существует лишь два стимула воздействия на людей чтобы заставить их работать продуктивнее – насилие и личностный интерес. На протяжении тысячелетий люди предпочитали использовать насилие, это казалось простым. Понадобились века войн, революций и мятежей чтобы понять, что это не лучший способ повышения производительности труда.

Ключевые слова: позитивное развитие, инновационность, стремление справедливости, эгоизм, потенциальный резерв, экономика знаний, пространственно-ориентированный тип развития, кризисные явления в экономике, безработица, лоббирование интересов.

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