

POTENTIAL OF THE INSTITUTIONAL METHODOLOGY AND ITS APPLICATION IN STUDYING THE CONTEMPORARY PROBLEMS OF THE UKRAINIAN ECONOMY

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Sobolieva M. V. Potential of the Institutional Methodology and its Application in Studying the Contemporary Problems of the Ukrainian Economy

The article is aimed at actualization of the potential of the institutional methodology in order to develop the effective economic policies in Ukraine, taking into account best current practices from scientists, belonging to the institutional school of economic thought, as well as the allied schools, in particular, schools of the mental-psychological, synergistic and general-methodological directions. An analysis of the contemporary realities of the socio-economic development of Ukraine confirms the usefulness and relevance of inclusion into the scope of the objects for institutional analysis of such phenomena as human mentality and human views. Understanding the institutional properties of mentality enables to identify different mental models, organize and study them, estimate the grade of their prevalence in society as well as the plausibility of domination of certain among them. Further on, considering the sensitivity of the human psyche to the external influences, in particular, perception of stereotypes that appear in mass media, it will be entirely justified to develop and implement special economic policy tools, which means applying positive manipulative information technologies aimed at overcoming the archaic views and elaborating the contemporary adequate mental constructions in the public mind, directed towards stimulating both the economic activity and initiative.

Key words: institutionalism, social class, Ukraine, reforming, neo-feudalism, archaization, mental models.

Рис.: 1. **Бібл.:** 21.

Sobolieva Mariia V. – Candidate of Sciences (Economics), Associate Professor of the Department of Economic Theory, V. N. Karazin Kharkiv National University (pl. Svobody, 4, Kharkiv, 61022, Ukraine)

E-mail: mariya_soboleva@ukr.net

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Соболева М. В. Потенціал інституційної методології та його

застосування при дослідженні сучасних проблем української економіки
Метою статті є розкриття потенціалу інституційної методології для розробки ефективної економічної політики в Україні, з урахуванням сучасних напрацювань представників інституційної школи економічної думки та суміжних з нею шкіл, зокрема, ментально-психологічного, синергетичного та загальнометодологічного напрямів. Аналіз сучасних реалій соціально-економічного розвитку України підтверджує доцільність та обґрунтованість включення до кола об'єктів інституційного аналізу такого феномена, як людська ментальність та людські уявлення. Розуміння інституційних властивостей ментальності дозволяє виявляти різні ментальні моделі, систематизувати та вивчати їх, оцінювати ступінь їх розповсюдженості у суспільстві та вірогідність домінування певних з них. Крім того, враховуючи вразливість людської психіки до зовнішніх впливів, зокрема, до сприйняття стереотипів, що з'являються у мас-медіа, цілком виправдані є розробка та запровадження особливого інструментарію економічної політики, який зводиться до застосування позитивних маніпулятивних інформаційних технологій, спрямованих на подолання архаїчних уявлень та конструювання сучасних адекватних ментальних конструкцій у суспільній свідомості, спрямованих на стимулювання економічної активності та ініціативності.

Ключові слова: інституціоналізм, соціальний стан, Україна, реформування, неофеодалізм, архаїзація, ментальні моделі.

Рис.: 1. **Бібл.:** 21.

Соболева Марія Володимирівна – кандидат економічних наук, доцент кафедри економічної теорії, Харківський національний університет ім. В. Н. Каразіна (пл. Свободи, 4, Харків, 61022, Україна)

E-mail: mariya_soboleva@ukr.net

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Соболева М. В. Потенциал институциональной методологии и его применение при исследовании современных проблем украинской экономики

Целью статьи является раскрытие потенциала институциональной методологии для разработки эффективной экономической политики в Украине, с учетом современных наработок представителей институциональной школы экономической мысли и смежных с ней школ, в частности, ментально-психологического, синергетического и общеметодологического направлений. Анализ современных реалій социально-экономического развития Украины подтверждает целесообразность и обоснованность включения в круг объектов институционального анализа такого феномена, как человеческая ментальность и человеческие представления. Понимание институциональных свойств ментальности позволяет выявлять различные ментальные модели, систематизировать и изучать их, оценивать степень их распространенности в обществе и вероятность доминирования определенных из них. Кроме того, учитывая уязвимость человеческой психики к внешним воздействиям, в частности, к восприятию стереотипов, которые появляются в масс-медиа, вполне оправданной является разработка и внедрение особого инструментария экономической политики, который сводится к применению положительных манипулятивных информационных технологий, направленных на преодоление архаичных представлений и конструированию современных адекватных ментальных конструкций в общественном сознании, направленных на стимулирование экономической активности и инициативности.

Ключевые слова: институционализм, сословие, Украина, реформирование, неофеодализм, архаизация, ментальные модели.

Рис.: 1. **Библ.:** 21.

Соболева Мария Владимировна – кандидат экономических наук, доцент кафедры экономической теории, Харьковский национальный университет им. В. Н. Каразина (пл. Свободы, 4, Харьков, 61022, Украина)
E-mail: mariya_soboleva@ukr.net

Actual state of the Ukrainian economy is quite dramatic. The reasons for this are widely known and quite diversified. A well illustrative diagram of the specified state was provided by V. Lanoviy (see Fig. 1).

As is obvious from Fig. 1, during the years of national independence, the Ukrainian economy has passed through the first two cycles of economic development and now is found in the third cycle. Peaks of GDP downfall in relation to

the pre-crisis level in 1990 comprise: in the first cycle – 40,2% (1999), in the second cycle – 63,3% (2009), in the third cycle, which is going on currently, – 56,7% (according to estimation by V. Lanoviy as of 2015). The area above the diagram of GDP dynamics in Figure 1 specifies the losses from all three cyclic downfalls, when it is supposed that the level of 1990 would be preserved for the next 25 years. According to V. Lanoviy, content of the area above the curve is equal to 40,1% of the

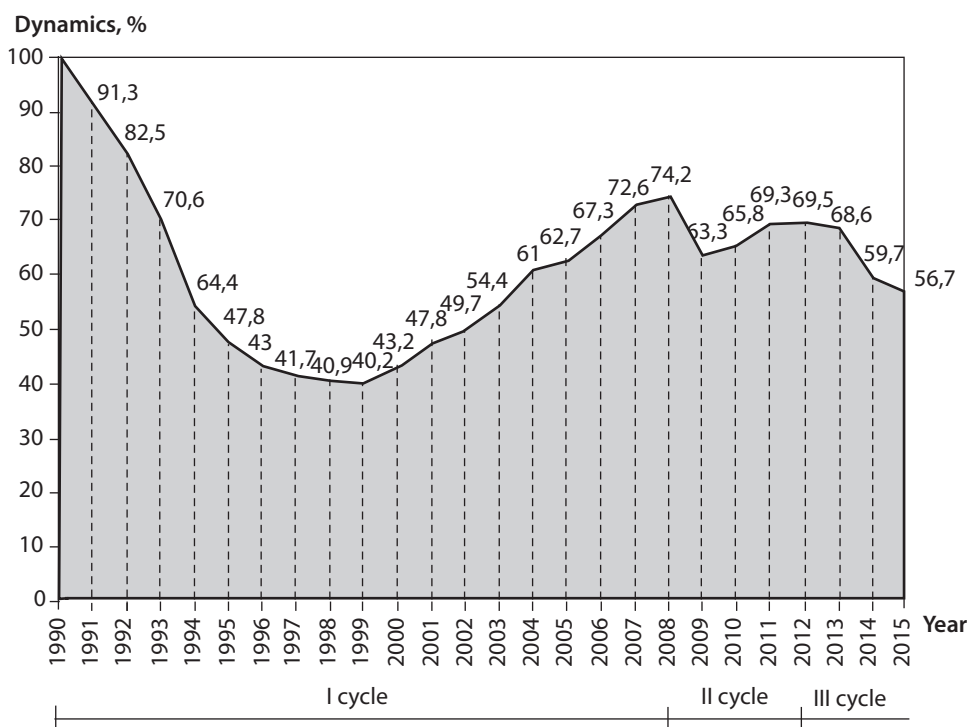


Fig. 1. Dynamics of Ukraine's GDP growth in relation to 1990, %

Source: [13].

total area of Fig. 1 (respectively, the color-filled area below the curve is equal to 59,9%). If we have assumed that the dynamics of GDP production and domestic consumption in this period approximately coincide, given the population decline from 53 mio. people to 43 mio. people during 1990–2014 (i.e., to the level of 81,1% in relation to 1990), it means that personal consumption in Ukraine has decreased on average to the level of 73,9% (0,599:0,811) in relation to 1990, i.e., the fall makes up 26,1%, or more than a quarter.

None of the countries of Eastern Europe and none of the republics of the former USSR had experienced a fall of such extent. Unlike the countries of Eastern Europe, the up-trend of 2000-es in Ukraine, which replaced the transformational recession of 1990-es, was interrupted by crisis twice.

Among the main factors in the formation of this specific vector of development of Ukrainian economy are usually considered lack of real market transformations, bureaucratization of governance, preservation of backward economic structure along with lack of incentives for implementing all types of innovation, aging of production apparatus and withdrawal of a significant portion of jobs, massive emigration of the working population abroad, etc.

By itself, a confirmation of existence of these factors that definitely are present and take effect, is nothing more than a confirmation, which explains very little virtually, because the substantial (if not surpassing) number of the indicated factors was representative also for the previous administrative-command system with the dominating role of State ownership. The paradox is that all these factors were intact after privatization, in contrast to other countries of the former socialist system, where privatization has helped to eliminate their influence. Moreover, privatization in Ukraine was accompanied by both increase in their nega-

tive influence and the emergence of new negative factors of growth retardation.

And until there is no adequate scientific explanation of these features, Ukraine unlikely will break out of the vicious circle of permanent interrupts of any positive trends of economic development.

What is then that economic science was able to offer on this matter?

Analyzing the recent sources and literature. To begin with, a distinct megatrend in the development of world economic science in the last years should be considered, which is a kind of powerful brainstorming, materialized in the implantation of non-economic factors of economic development into the current models of economic analysis systems. Its purpose is to at least push back if not eliminate the claim for mainstream, put forward by some representatives of the formal mathematical apologetics in the field of economic development modeling. Quite typical position is articulated by K. Basu, who notes in this regard: «The key concept ... is that the economy cannot be seen isolated from society and politics... we will have – in some cases – the need to cast aside shackles of the «methodological individualism»... Denying this approach (*i. e., deliverance.* – M. S.)... is a source of conservatism... we must make room for societal norms and identity: regarding their impact on the economy as much as their formation by the economy. If everything is done right, the result can radically change both our view on the economy and the approaches to developing economic policy» (*emphasis added.* – M. S.) [3, p. 12].

Thus, it appears completely natural that the institutional economic theory, set forth as an alternative to methodological individualism, enjoys a more favorable position, since institutions represent the outright mechanism for

collective actions, which «initiates» the economic processes and controls their progressions.

There is no economy without institutions. Among the most interesting contemporary scientific achievements in this direction can be noted, in particular, the works by A. Greif [5], D. Acemoglu and J. Robinson [20], A. Moskovskii [15] and others. A closer attention to the institutional theory in studying problems of market transformation, including the relevant problems of Ukrainian economy, is characteristic of some recent studies by the domestic scholars [see, in particular: 8, 16].

Another way of overcoming the dominance of formal mathematics direction was implemented by publications on mental-psychological principles of economic activities, as well as by finding additional motives of economic activity, beyond the pragmatic desire to gain profit. Here come under notice recent studies by G. Kolodka [9] T. Sedlacek [21] and other well-known and reputable authors. It is significant that directly the psychological and mental factors of perception by the population of market transformations of the Polish economy at the end of 1980-ies (and not the transformations themselves) were of prime interest to I. Balcerowicz – as a scientist [2], and as a politician – the author and conductor of these transformations [1]. Unfortunately, we do not observe any attention to these aspects of the elaboration and implementation of economic policies on the part of the active Ukrainian politicians.

Lastly, recent years have enriched the economic science with many interesting studies of the general-methodological orientation, called to rethink traditional approaches to both the subject and the method of economic science in the context of increased uncertainty and nonlinearity of economic development. Among them are works by such authors as O. Grigoriev [6], L. Evstigneev and R. Evstigneev [7] Yu. Lachinov [14], G. Papava [17] and others.

Unsettled parts of the general problem. Despite the obvious relevance of institutional theory for elaborating effective economic policies in the context of the market transformation of the Ukrainian economy and the need to overcome the specific transformational cyclicity, the domestic science stays out from solving these issues. The normative analysis of the market transformations is still prevailing, when the researchers are focused on a description of the world experience to solve one or other problem and suggest the desired schemes, algorithms and mechanisms to address these problems in Ukraine, totally disregarding the real state of the relevant issues and peculiarities of functioning of the Ukrainian economy, which also include mental peculiarities of the economic agents [see, for example: 3]. Commonly, the researchers believe that the market economy is a reality in Ukraine, which holds sway in all types of economic activity, determining the state of minds of all economic actors and, similarly, of the economic policy, which is carried out.

Meanwhile, as a matter of fact, the economic reality is very far from such optimistic assumptions.

On the basis of the above observations, the **objective** of this article has been determined as follows: actualization of the potential of the institutional methodology in order to develop the effective economic policies in Ukraine, taking into

account best current practices from scientists, belonging to the institutional school of economic thought, as well as the allied schools, in particular, schools of the mental-psychological, synergistic and general-methodological directions.

Research results. As a matter of course, all aspects concerning the stated objective cannot be covered within the limits of this only article. Therefore, we have to focus on the most essential and important questions, correct answering of which will provide a successful solution of all others. Firstly, we can refer to determining the type of socio-economic model of development of the contemporary Ukraine, and secondly, to estimating the level of actual spread of inadequate views regarding that type in society.

Regarding the first question, it should be noted that in everyday life, similarly as in the theoretical reflections of most scholars, prevails the belief that the current socio-economic structure of Ukrainian society belongs to the capitalist model, which apparently has been developed in the past 25 years. In the same vein are found the views, according to which Ukraine has allegedly moved to the market economy, as allegedly evidenced by liquidation of the planning system, privatization of State property, creating the social class of entrepreneurs, rejection from centralized pricing and some other conspicuous attributes of a market economy management. Sometimes, however, we have to admit that our reality is not entirely a market economy model, but rather its crony oligarchical version with fairly substantial modifications (mutations) of the market mechanisms.

However, such views are overly simplistic and not considered (or insufficiently considered) with a significant impact on the economy from the part of political institutions. Speaking in terms of the institutional economic theory, if we do not take into account the real processes that took place in the political system of Ukraine throughout the period of the national independence, we will not be able to adequately describe its contemporary economic system.

Meanwhile, D. Acemoglu and J. Robinson believe that studies of modern societies need to take as a premise the key role of political institutions notably, concerning the formation of one or another vector of the economic development of a country [20]. But was it the case in Ukraine in 1991? We need to face the fact that, unlike in the Eastern European countries, we had not any political screening, so virtually all party-komsomol nomenclature stayed in power. The national-patriotic forces, aware of their lack of experience in economic management, practically signed an informal non-aggression pact with the former nomenclature. Perhaps they expected that in the wake of the unpopular market reforms the nomenclature would be forced to leave the historical arena, clearing the way to the political Olympus in favor of the independence supporters. Maybe they simply did not want to take political responsibility for these reforms. But this was their main fault, since the nomenclature successfully seized the historic opportunity and, having carried out a crony oligarchical privatization in the 1990-ies, having laid their hands on access to the former State-owned property and, consequently, income from this property, was able to amass in a short period giant financial flows, which were

successfully converted into political dominance, i.e. had actually privatized the State itself. A monopolization of economic, political and, more importantly, information space was successfully accomplished, because the new oligarchs gained control over the main media as well.

Thus, the institution of private property – systemically important in a market-capitalist system, legally established as a result of the State property privatization, – in fact remained a purely formal institution after this privatization of the State, being not secured by the supremacy of law institution, rather having to be contented with a quasi self-protection mechanism, based thereupon that guaranteeing of property rights in Ukraine were (and still continue to be) not actually provided by a reliable system of independent judicature, but were dependent on the rights owner's degree of approximation to the authorities and his loyalty to them.

All this existed against the background, when not only the judicial, but also the whole law enforcement system was not changed much since the days of Stalin's dictatorship, except for ceasing the practice of extra-judicial killings, banishment to Siberia and use of punitive psychiatry.

Further on, so-called forceful entrepreneurship was widely growing, when virtually every business in the country, in order to somehow make ends meet, had to take care of a «cover» - could this be a tax collector, a public prosecution office, the internal affairs bodies or even the national safety.

Thus, as a result of so-called market transformations, in Ukraine has established the socio-economic order based on the vertical informal relationships of power holders, binded by personal devotion of those on the lower levels towards those on the parent levels of the power pyramid. In return for their loyalty, the subjects received from their overlord (in our conditions - president) a system of preferences, especially regarding the property acquisition and assignment of a specific link of the State mechanism (customs, State border, State monopolies, energy production, public procurements, public loans, etc.) for personal enrichment. This system of real plundering the national economy was draped by the decorative institutions like the rule of law, accompanied by castration of the electoral process and the actual deprivation of the overwhelming majority of citizens of their social and political rights and freedoms, degradation of the judicial and law enforcement systems and actual enslavement of the people. As for certain subsystems of the State structure, the actual slave-holding relationships reigned (and continue to reign) in there. A striking example of such is the penitentiary subsystem.

It can be assumed that such social organization has been established in most parts of the former Soviet Union, with the exception of the Baltic States and Georgia. However, research in this area most noticeable were carried out only in Russia. Specifically researchers from Russia have been actively using the term of «society archaization» [see in particular: 12, 18]. By archaization is usually understood semination in society of endorsement impressions and perceptions regarding the distant past. Archaization is distinguished from traditionalism, which is similar to archaization, but applies to a relatively «fresher» past. Ultimately,

the studies use the term of «neo-traditionalism», when, in addition to the sympathizing statements concerning the times passed, the idea is actively promoted (and is likely to become materialized in practice) about a relatively possible return to the past in terms of the contemporary social practices. A typical example of such neo-traditionalism is the glorification of Stalin and propagating a restoration of the USSR, which in Russia has become not only the declared policy, but also the ideological curtain of the war against Ukraine, unleashed in 2014.

A deeper analysis of archaization by the sociologists S. Kordonskii [10, 11] and V. Shlapentokh [19] has led them to the conclusion on creation of a feudal class society in the contemporary Russia.

Unfortunately, there have not been such fundamental researches in Ukraine so far, although the formation of a contemporary feudal society (or neo-feudalism) draws attention of the individual researchers (including the author herself, in [8, p. 16, 26, 179, 235, 242]). Nevertheless, we believe that in this sphere, Ukraine, as a matter of fact, is not very far from Russia.

A gravity of the formation of such socio-political organization for the continuous development of Ukraine's economy consist therein that our confidence in the established market economy creates substantial illusions as to the possible ways out of the current systemic crisis. Unrecognizing the feudalisation of all sides of the public life is inherent in the current power «elites» as well. Remaining confident (even if sincerely) in their devotion to the idea of a European future for Ukraine, these «elites» in their mentality and the way of decision-making are still a fragment of the former nomenclature and do not feel a cognitive dissonance when they declare a desire to associate with the EU and, at the same time, are continuing to use schemes of illicit enrichment by means of financial flows from the State budget and State monopolies. In addition, a Soviet mentality of these people naturally goes along with a market-based thinking, though it could be counter-intuitively used to address the issues of governance under the management patterns of commercial entities, oriented not towards the public interest but the private interest of the State managers.

CONCLUSIONS

In sum, our analysis of the contemporary realities of the socio-economic development of Ukraine confirms the usefulness and relevance of inclusion into the scope of the objects for institutional analysis of such phenomena as human mentality and human views. Along with that, one must recognize that in the mind of an individual human being can simultaneously be effective different models of economic behavior that can be alternatively used for different occasions, which makes any predictions, related to the economic development in society, highly uncertain.

However, understanding the institutional properties of mentality enables to identify different mental models, organize and study them, estimate the grade of their prevalence in society as well as the plausibility of domination of certain among them. Further on, considering the sensitivity of the human psyche to the external influences, in particular,

perception of stereotypes that appear in mass media, it will be entirely justified to develop and implement special economic policy tools, which means applying positive manipulative information technologies aimed at overcoming the archaic views and elaborating the contemporary adequate mental constructions in the public mind, directed towards stimulating both the economic activity and initiative.

Certainly, such a policy cannot be an end in itself. It is able to fulfill its positive potential only in an integrated approach to reforming the economic system, including changing the value orientations of the ruling elites or their replacement by a new elites with new values. This problem is no less complicated than a restructuring of the economy, but, without solving it, all market reforms in Ukraine are doomed to defeat. ■

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МЕТОДОЛОГІЧНІ КОНТУРИ ІНСТИТУЦІОНАЛІЗМУ В ТЕОРІЇ РЕГУЛЮВАННЯ ЕКОНОМІКИ

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Кіндзерський В. В. Методологічні контури інституціоналізму в теорії регулювання економіки

У статті висвітлено теоретико-методичні аспекти сутності й окреслено методологічні контури інституціоналізму в регулюванні економіки, державного регулювання як інституційної системи забезпечення взаємодії економічних агентів. Дана характеристика найбільш відомим концепціям інституціоналізації регулювання та методологічним постулатам здійснення регуляторної політики держави в економіці у контексті наукових трактатів, які позиціоновані різними науковцями. Дослідницька увага прикута до регуляторної політики впливів на економічних агентів в ареалі міждисциплінарного синтезу, конкурентних умов господарювання, підприємницької ініціативи тощо. Визначена роль регулювання як інституту становлення ринкового підприємницького середовища, а також розвитку конкуренції. Охарактеризовано теоретичні основи регулювання економіки з позицій інституціоналізму з проекцією їх на аграрну галузь. Акцентовано увагу на сутнісно-функціональних ознаках інституційного регулювання, що фундаментально впливає на пріоритети й завдання держави у системі упорядкування господарських, соціальних, ринкових, фінансово-економічних та інших відносин.

Ключові слова: інституціоналізм, регулювання, механізм, методологія, економіка, інституції.

Табл.: 2. **Бібл.:** 21.

Кіндзерський Віталій Володимирович – аспірант Чернівецького національного університету ім. Ю. Федьковича (вул. Коцюбинського, 2, Чернівці, 58012, Україна)

E-mail: v.kindzersky@meta.ua

УДК 338.24.01

Киндзерский В. В. Методологические контуры институционализма в теории регулирования экономики

В статье определены теоретико-методические аспекты сущности и очерчены методологические контуры институционализма в регулировании экономики, государственного регулирования как институциональной системы обеспечения взаимодействия экономических агентов. Дана характеристика наиболее значимым концепциям институционализации регулирования и методологическим постулатам осуществления регуляторной политики государства в экономике в контексте научных трактатов, которые позиционированы разными исследователями. Исследовательское внимание привлечено к регуляторной политике влияющей на экономических агентов в ареале междисциплинарного синтеза, конкурентным условиям хозяйствования, предпринимательской инициативе и пр. Определена роль регулирования как института становления рыночной предпринимательской среды, а также развития конкуренции. Охарактеризованы теоретические основы регулирования экономики с позиций институционализма с проекцией их на аграрную отрасль. Акцентировано внимание на сущностно-функциональных характеристиках институционального регулирования, которое фундаментально влияет на приоритеты и задания государства в системе упорядочения хозяйственных, социальных, рыночных, финансово-экономических и прочих отношений.

Ключевые слова: институционализм, регулирование, механизм, методология, экономика, институты.

Табл.: 2. **Библ.:** 21.

Киндзерский Виталий Владимирович – аспирант Черновицкого национального университета им. Ю. Федьковича (ул. Коцюбинского, 2, Черновцы, 58012, Украина)

E-mail: v.kindzersky@meta.ua

UDC 338.24.01

Kindzersky V. V. Methodological Outlines of Institutionalism in the Economic Regulation Theory

The article determines the theoretical and methodical aspects of the essence, outlines the methodological boundaries of institutionalism in regulating the economy and the State regulation as an institutional system for ensuring interaction of economic agents. The most important conceptions of institutionalization of regulation as well as methodological postulates concerning the implementation of the regulatory policy of the State in the economy area are characterized in the context of the scientific treatises, issued by various researchers. The author's attention is drawn to the regulatory policy of influences on economic agents in the areal of the interdisciplinary synthesis and, further on, to the competitive conditions of management, entrepreneurial initiative, etc. The role of regulation as an institution for establishing the market business environment, as well as development of competition, has been determined. The theoretical bases of the economic regulation have been characterized from the perspective of institutionalism, projecting them upon the agrarian sector. Special attention is paid to the essential-functional characteristics of the institutional regulation that fundamentally impacts the priorities and tasks of the State in the system for harmonization of economic, social, market, financial-economic and other relations.

Key words: institutionalism, regulation, mechanism, methodology, economics, institutions.

Tabl.: 2. **Bibl.:** 21.

Kindzersky Vitaliy V. – Postgraduate Student, Yuriy Fedkovych Chernivtsi National University (2 Kotsjubyntskyi Str., Chernivtsi, 58012, Ukraine)

E-mail: v.kindzersky@meta.ua