

For specific sociological indicators argues plurality broad philosophical and religious orientations and legislative guarantees of freedom of conscience level of Ukrainian society.

Basic materials and summarizing the provisions of Article built on such philosophical, social, legal and religious figures, religion, belief, disbelief,

version of incertitude, secularism and freedom of conscience. The complex comparative analysis of these markers in their structural and functional cut for any particular region of Ukraine.

Proved that multi-religious diversity of its destinations, currents and religious and philosophical doctrines may be a means of conflict, and effective mechanism for the prevention of inter-confessional conflicts.

Grounded the idea of democratization of Ukrainian society with its wide margin as the main factor in the dynamic development of the religious network that allows you to create such religious map that meets the spiritual needs of all create religious process and thus prevents confessional hatred. A sociological analysis of religious networks accente attention on the structural components of the network, which can be factors in religious conflicts.

Theoretical and methodological principles that built material of the paper, allowed to carry out a comprehensive religious stadyes and sociological objectification of the key factors causing confessional contradictions and clashes lead to an escalation of social and religious conflicts.

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THE VALUE PREFERENCES OF ORGANIZATION, SELF-ORGANIZATION AND MANAGEMENT IN THE SOCIOLOGICAL FOCUS

The need of the speeding up socio-economic and political transformations within the Ukrainian society, of the ensuring efficient usage of human and economical potential, of the improving of the self-organizing factors impact on social management significantly actualize the importance of the defining conceptual and categorical apparatus in sociological theory of management with a purpose of studying the nature of self-organizing mechanisms in the social management systems in transit society. The need to speed up socio-economic and political transformation in Ukrainian society, ensuring efficient use of human and economic potential, improve the efficiency of self-organizing factors of social management significantly actualizes the problem of research conceptual and categorical apparatus sociological theory of management to study the nature of self-organizing mechanisms in the social management of transit society. This article is devoted to the reviewing of relations, features, similarities and differences of such fundamental concepts as self-organization, organization and management in social systems through the sociological and axiological focus. The paper also presents an analysis of both static and dynamic models of social order in the social system (organization).

Keywords: organization, self-organization, management, organizational values, self-organizing potential, the social management system.

Initial conditions. Each modern man, as the analysis shows, is closely linked with a number of different social organizations. Within the organizational structures generally human activity is carried, because there is no organization without people, just as there are no people who have never deal with organizations. Organization - is a complex social organism, in which different needs and interests of individuals and groups, incentives and restrictions, technologies and innovations, discipline and unconditional free creativity, regulatory requirements and informal initiatives overlap and coexist. Every

social organization has its own system of values and norms on which the model of self-organization behavior and its goal achievement management are based. Such organizations dynamically develop when they contain clearly defined and substantiated strategy, appropriate organizational structure and available human, organizational, financial, informational, technological resources etc. Moreover, they turn to be structurally rebuilt when they no longer meet the selected goals and fall apart when they become unable to perform their core functions in modern society. That is why without the study of patterns and mechanisms of organizations functioning and development there is no opportunity for their effective management for people's benefit, and, furthermore, there is no way for the implementation of advanced self-management mechanisms, new organizational and managerial models, methods, procedures and technologies.

It is difficult to overestimate the role of scientific substantiate of various aspects of the organizations formation and effective functioning in modern Ukrainian society, in which radical social transformations take place, particularly in the areas of social, economic, political and spiritual life. The new requirements for the design, composition and activities of organizational units, as analysis confirms, primarily present market relations and crisis, transition to different forms of ownership, different business initiatives of people and methods of state govern and regulation, which are constantly changing in dynamic global market environment. Therefore, the transition to innovative mechanisms of human potential self-organization in social management systems is built on up to date organizational values, norms and principles. All that turns to be one of the most important conditions for intensification and success conducting of systematic socio-economic and political reforms.

Setting objectives. The objective necessity of sociological conceptualization of organizational values and self-organizational potential in terms of social change requires not only a meticulous study of the nature of such fundamental categories as organization, self-organization and management, but also determination of their value preferences, relations, features, characteristics and differences. Therefore, the main purpose of this article is to clarify value preferences and essential properties of organization, self-organization and management in the context of socioaxiological approach through the scientific concepts of organization and management.

General material. The problem of studying organization, self-organization, and management as complex social phenomena has been a subject of various sciences, but their preferential value to the social system development was not fully aware. And only in the late XIX – early XX century scientific research in biology [5, p. 70-76], psychology [14, p. 234-240] and sociology [14, p. 149-158] proved that the objects which significantly differ in composition could contain similar features because of the common manner of their organization. A wide palette of processes and forms of organization and self-organization in nature and society objectively led to the occurrence of generalizing organizational theory. One of the first universal organizational concepts was the tectology (general organizational science), the project which was proposed in 1913 by a Russian scientist O.Bohdanov [5]. He has made a general description of the processes of emergence, existence and collapse of various organizational structures. Subsequently, a generalized approach to organization and self-organization of any subjects, processes and phenomenon was reflected in formation of the new fields of scientific knowledge, including: cybernetics and general systems theory [6-8, p.12]. Although, this approach has not led to the universal and productive organizational theory, but it has played an important role in studying the organizational aspects of specific subjects, processes and phenomenon, including those with a social nature.

It is important to underline, that researches in the field of social and economic organization have had only applied focus and have been aimed at rationalization the organizational and administrative activity [14, p.16 - 21]. This has allowed to work out a number of original concepts of organizing the production and management, and also has given a significant impetus to the formation of scientific basis of modern management, specializing in the study of organizational problems of a narrow focus. In these researches attention has been paid mainly on the organization's formal side which has been interpreted as a particular amount of individuals with a certain number of their structural subdivisions [14, p. 170-174; 95- 102]. However, when the impact of informal, what means personal, relations in social groups has been proved [14, p. 210-214], referred to the results of their work, including the effectiveness of labor, it

has turned to be objectively necessary to direct scientific research on the detection the informal organizational interactions, what has led to the doctrine of human relations in the organization.

Nowadays, the range of studied problems of organization, self-organization and management is constantly expanding. Separate areas of the research are: organization and self-organization of the informational flows in social management systems; self-governing mechanisms of defining common goals, of decision-making process, as well as differences between actual and declared goals and decisions; organizational values of labor motivation within staff and managers; stimulation of self-organizational potential, etc. A specific focus is on the study of self-organization, self-government and self-management, organizational design and organizational culture, and also on the influences of technological progress, including the impact of new self-govern technologies on changes in organizational culture and behavior. However, wherever the scientific research would be directed, the original and non-changeable subjects of scientific analysis stay the same. They are organization, self-organization and management in the context of contemporary understanding of values and mechanisms of self-governing interactions of individuals and social groups in modern transforming society.

Therefore, a systematic sociological and axiological analysis of conceptual and categorical apparatus of scientific principles of modern management in the context of clarifying the nature and the essence of organizational values and self-governing mechanisms of social self-management primarily involves an understanding of the essential attributes, relations and value preferences, fundamental categories of organization and self-organization and management, which have common ground such as ordering. In return, in the modern scientific literature more general category such as *organizational values*, that is considered as a part of all organizational relations, actions and interactions of people and organizational mechanisms, created by them, has not received a proper logical definition. Meanwhile, by *organizational values*, we mean a set of subjects, phenomena, processes, standards, criteria, beliefs and norms that significantly affect human's behavior, promote meeting their needs, and are recognized by most of the organizations members [13, p. 74].

It should be emphasized, that traditional sociological and axiological understanding of the category "organization" is revealed in two main ways: firstly, it is defined as the internal ordering, or coherence of interactions of the part in the structural whole, and, secondly, as a set of coordinated processes and actions. At the same time, the state of order (or movement to this state) may be, on the one hand, the result of spontaneous (stochastic) processes, and the result of intentional actions of a person or a group of people, on the other hand. Thus, in the first case, we deal with self-organization, and in the second case – in terms of traditionalist notion – with the organization. However, in modern scientific point of view, the term "organization" (from French – organization and late Latin – organiz, means: to order, to arrange, to inform, to give a structural shape, etc.) is considered wider and usually in such basic ways: 1) as an internal order, coordinate interactions more or less differentiated parts of a whole, which is referred to its structure (organization as a state); 2) as a particular amount of individuals (people), who implement a program (or a specified purpose) together and whose actions are based on specific procedures or rules (organization as a system); 3) as a set of processes or actions that lead to the formation and improvement of relations between parts of a whole (organization as a process); 4) as a purposeful impact, a way to change existed system's conditions processes of their formation (organization as a method) [13; 15; 17]. As we can see, within sociological and axiological approach there is an opportunity not only to explore multidimensional content of organization, but also to highlight preferential value and complexity of this phenomenon, what is reflected in laws of synergy, whereby the cumulative effect of a whole is always greater the sum of the effects of its parts. This statement is valuable not only for determining organization as a state of a system or a process, but also for understanding it as a method of target impact [5, p.142 - 188].

As a category, *management* also has many definitions. But they all are reduced to the idea that any action or behavior of the one subject is determined through the influences to it from another subject that in the theory of social management is called a factor, a control parameter or a subject of management. In scientific literature advanced definition of management is given. That is seen as a result of interactions between any objects - from inert to biological (including humans), technical and social systems [1, p.34 -

37]. Based on this, the term *spontaneous management*, is also applied. [2, p.214]. However, wide interpretation of the category management has led, in our view, to condition when it has become synonymous with self-organization and self-government. With this broad approach all relations in nature can be pertained to managerial, and the management itself can be considered as the only one functional attribute of matter. Obviously, with such interpretation of management inevitably we find ourselves in a methodological dead end. That is why from the various of apprehensions it is necessary, in our view, to examine separately the processes that occur objectively (without human consciousness) and those that are performed (or reproduced) by a human depending on goals that must be achieved. Based on this perspective, it should be determined that management is a product of "the second", that means human, nature and agree with the point of view of the well-known scientist H.Atamanchuk who believes that management literally begins when conscious undertakings, interests, knowledge, goals, will, energy and human actions are presented at relations, interactions and processes of any kind [3, p. 23].

Thus, based on the main goal of this study, as a basis can be used a sociological understanding of management as purposeful and conscious human impact (or created organizational management structures) on any objects, processes or phenomena with a purpose to achieve private or common interest. However, in this review, the matter of relations between value preferences and organization, self-organization and management in social processes does not cause many difficulties. Self-organization is contradictory in its manifestations to individuals and their communities because it includes both: the organization and the disorganization. Self-organizing social system removes internal entropy in the external environment that means system unblocking. Turns out, that for the order and the further development of some social systems (organizations) other "pay" with the loss of social order and degradation. The price for such process to external forces (self-governing system) and to internal forces (individuals who make up the system) may be too high, including the emergence of social pathologies, conflicts, crises or disasters. Moreover, even the social system itself prone to internal destruction and to related to it functional deviations that R.Merton called dysfunctions. Thus, the subject of social management, who is interested in establishing and maintaining general social order in the area of its goals, values, needs and interests, tries to prevent or align these deviations.

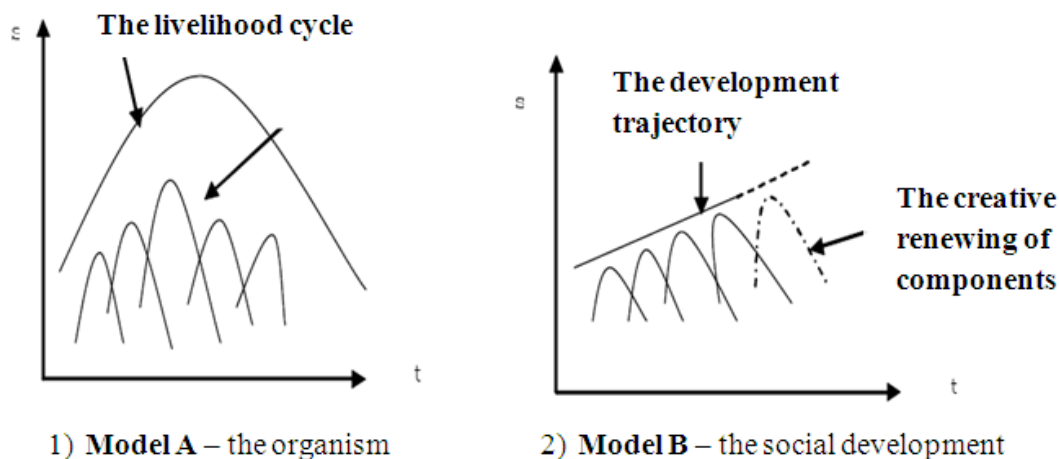
It follows, that *organization* and *management* are actually aimed at ensuring a certain social order in the social systems. The implementation of certain values and norms, particular pattern of behavior and actions, brings the system to its "closure", which can be explained as a restraining or suspension of self-organization. This understanding of relations between organization, self-organization and management turns to be a product of the classical paradigm in sociology of organization and management. At the same time, in the context of postneoclassical paradigm that considers human and social systems from the perspective of their openness in front of the environment and value imperatives of dynamic order, relations between self-organization, organization and management is much more complicated. This complexity is, above all, caused by the human active participation, as an actor in all social processes. Indeed, self-organizational processes in modern society are not exempt from the effects of the subjective factor that adds to the self-organization both organization and management components. On the other hand, organizational, and managerial relations themselves are derived from self-organization and also are incorporated in formal structures (organizations) under the influence of informal self-organizing relations [4, p. 5-23].

Moreover, the organizational process is involved into management as a function of social management cycle. That is why it is completely understandable that in this interpenetration of spontaneous and voluntary social processes, value connection between self-organization, organization and management cannot be distinguished only in terms of their monosemanticness in all states of functioning and development in social systems (or social organizations). In order to accomplish more thorough analysis of value preferences, of nature and dynamics of relations between self-organization, organization and management, the comparative system-axiological analysis of their role in the organizational and managerial processes has been implemented. This

reflects the various livelihood phases of social systems or social organizations which are presented schematically in the relevant graph using two types of models – Model A and Model B [13, 15-24].

Graph 1.

Static and dynamic Models of the social order in social system (social organization)



Model A, the social organism, demonstrates consistently changing procedural phases of livelihood in any social formation that has the appropriate boundaries of its formation, functioning and development in social time and space. We can call it the final model of the social system. Model B, the social development, turns to be oriented for the movement to the future. The social system that meets the requirements of the Model B, due to changes in its organizational values and mechanisms, as well as updated functional components (which belong to it), opens the cycle of its development (overcoming stages of degradation, conflicts and systemic crisis) and becomes an exposed to the external environment for the further development.

It should be noted, that the spontaneous origin of social processes in the social system (both in Model A and in Model B) is almost the same in the "chaos" of different social movements, initiatives and associations of individuals and social groups, which are determined with their own goals, values, needs and interests. In this case, certain "areas of the social order" are caused by different social factors that have an impact on long-term character. These include such social factors as archetypes, laws, ideas, traditions, values, norms, beliefs, customs, habits, practices and so on. Individuals and social groups cooperation begins at the moment of highest critical tension, system's misbalance that is created by growing uncertainty regarding to the need of self-order. A vector of the coherent movement forms at the bifurcation points as a result of attractor appearance in unstable models that involves separated elements of the social system to the general flow of the organization or disorganization. Organization and management in this process become included to self-organization at the time of social choice exercised by the individual or group of individuals.

As for establishment and development of the social system, the process of forming its basic value and qualitative characteristics that determines its specificity and frontier towards other social systems (organizations) are also similar in both models (A and B). In this process, appropriate communication channels of components' movement in social system are formed, as well as permanent functioning parameters of social order, which actually are the organizational foundation of the social system and its management subsystem. With the advancement of the system to the phase of its social the significant increase in role and importance of value preferences in organization and management is progressing. Social system reaches its maturity when and where

the formation of its organizational structure (organization itself), which includes the control subsystem or management subsystem, is completed. The foundation for the last is established by the *second feedback circuit* that consists: the memory apparatus which records and accumulated useful for the social system information; *the decision-making apparatus*, and *the key ways*, which mean the communication channels of the social information movement.

In future instead, the focus of social processes in social systems A and B models, which are investigated, begins to diverge. In the first model (Model A) configuration demonstrates mostly closed nature, while the second model (Model B) continues to move in the original direction. Consequently, the question arises: "What are the mechanisms responsible for certain differences?" The formed social system (Model A) is characterized through clear boundaries (frontier) towards other social systems, and also strict determination of the mechanisms of internal structural links, hierarchical organizational relations, the linear development of the majority of social processes and their consistent backwardness. Social organization (or system), that has developed in such a way, supports its operation using the established management subsystem, the main subject of management (control and regulation) in which is tracking deviations of the system from fixed structural parameters of social order and dysfunctions, defined as system pathology and the threat of its integrity. From the standpoint of the classical approach in the theory of organization and management, this phase of the life cycle in system functioning is considered as optimal, and the main task of the subject of management (management subsystem) is the social system (organization) defense. Such framework brings organization and management to the rank of dominant in social system processes and opposed them to self-organization. It is possible because self-organization turns to be a producer of deviations from the pattern parameters of social order, which is provided by management subsystem. The substantial social practice, as an analysis shows, denies this ratio because self-organization in social systems is impossible not to perceive, much less suspend it. Moreover, in situations of closeness (or closure) in social systems self-organization phenomenon appears, on the one hand, as an internal factor that is maximizing their entropy, and, on the other hand - as a way of their restructuring.

Thus the fluctuations that occur within the social system "shake" conservative components of social organization and its management subsystem and also prevent its transformation. If the conservative organizational values are permanent supported by management subsystem, the self-organization comes out as a disorganization of the last. The social system which loses control proceeds to degradation mode. If in this phase subject of management attempts to maintain social order parameters, which are morally exhausted, the system is immersed into pre-crisis stage. By the restoring previous social order this situation cannot be solved, since the previous homeostats revealed their complete failure. As a result, the social system has become essentially imbalanced. However, strong fluctuations in the social system are usually embodies in a systemic crisis.

As for functioning of the second Model of the social system (Model B), the dialectic of relations between self-organization and management has entirely different nature. The management subsystem aims to support not static social order (which emerged within the social systems development), but *self-organization* namely the support of the dynamic organization of the social system. Recalling that according to the anthropocentric principle the main resource of the original social system development in cognitive and spiritual aspects is the active person, as a key factor of a social self-production. If in the Model A human freedom is stricted by organizational management structure, in the Model B a management subsystem expands life-creating human freedom by implementing preventive restructuring, videlicet rejection of the strict stabilization (created informational noise) parameters of social order, and by overcoming social deviations presented by individuals and social groups (associations) that interfere the free self-organization of socially active and creative individuals.

The analysis shows, that both models of social systems functioning (Model A and B) demonstrate the dialectical relations between self-organization, organization and management, which are the preferential basis for organizational values that focused on cognition and rationalization processes of emergence, formation, functioning and development of dynamic social systems in modern society. Organization in axiological dimension manifests itself as a private (or partial) case of self-organization, as the moment of development in the social system (organization), that means reaching new qualities and characteristics. Management, in this case, is a tool that supports dynamic organization and balance of social systems. If

the *management* is arbitrary and it is directed by the will of subject of management to strengthening social organization on one of the achieved levels of the system formation, the *self-organization* primarily helps to overcome conservatism and bureaucracy in it through disorganization within the social system. Because of it the social system (or its components) once again, often through overcoming the crisis, becomes involved in its formation and further development, but on more appropriate level, which better reflects staff intentions and matches to the changing challenges in the external environment.

As a result we note, the second model of the social systems formation and development (Model B) refers mainly to the social structures that are functioning on the social macro-level. On the social micro-level the social organizations livelihood is more consistent with the characteristics of the first social system formation and development model (model A). However, the frontier in these systems is caused by their stricted hierarchical organization not only because of arbitrary genesis, but the dependency of their resource potential from the genetic program, social status, management manner, activity technologies, etc. Therefore, the main objective of the management in these social systems, that live relatively long, is primarily to ensure freedom of organizational relations and cooperation of staff in order to achieve effective formation, establishment, development and also implementation of the greatest possible innovational contribution to the social potential development at the macro-level, including society as a whole.

Conclusions.

1. As the analysis indicates, the problems of organization, self-organization and management have been the subject of various branches of scientific knowledge, the preferential value of these ordering phenomenons in the ordering natural and social processes has not been realized. And only in the late XIX - early XX century scientific research in biology, psychology and sociology proved that the objects which significantly differ in composition could contain similar features because of the common manner of their organization and self-organization. Furthermore, a wide variety of forms and processes of organization and self-organization in nature and society objectively led to the emergence of general organizational theory - tectology, within which the description of various such processes as emergence, existence and disintegration of the organizational structures have occurred. Later this general organizational approach has developed within cybernetics and system theory. Despite the fact that it has not resulted in a universal theory of organization, it has contributed to the maintaining a role of social science in the study of organizational aspects within specific social phenomenons and processes.

2. The ability of classical and post-classical concepts in sociological theory of organization and management, in terms of formal logic, considers the organizational value potential on three levels: as a system, as a process and as a state. The organization as a system is defined as a type of social (socio-economic) system due to its structure that determines the basic positions for the sociological theory of organizations. The organization as a state presupposes a a certain level (degree) ordering. Finally, the organization as a process implements as a one of the main functions of the management during formation of the social system and improving its functioning. Where in, a concept of organization as a state and as a process in society in fact turn to be the subject of sociological study within the management theory.

3. It's been determined that the main feature of the organization, regardless of the specificity of its particular interpretation, is ordering that is identified with one of the main functions of the management, the purpose of which is to implement the principle of self-organization. In this sense, the organization merges with all functions of social management and permeates all its process, with an assistance of what, in fact, the organizing influence on the social system as a whole is been made. Then management as a method of targeted impact on objects, processes and subjects plays a role of organizational mechanism that provides organizational interactions between the rulers and the ruled subsystems within the social system and in the case of interactions between the social system and the environment. It follows to the important methodological standpoint: management is organized and organization is managed (or directed).

4. Interconnections and relations between organization and self-organization within social systems is based on such general organizational values such as ordering. If organization is understood within its internal order or consistency of structural parts, meanwhile, here we are dealing with the self-organization of the social system. Moreover, the state of order or the movement towards this state may be a result of spontaneous (stochastic) processes, as well as a product of deliberate conscious action of people, when

debating the social system management. Therefore, management is always a consequence of human nature and occurs when and where ideas, values, interests, knowledge, purpose, will, energy and actions of people are permanently exist. Accordingly to it, the managerial basis is purposeful and conscious influence of people or organizational structures created by them on any objects, processes and phenomena in order to implement partial or general needs and interests.

5. In the context of postneoclassical sociological and axiological approaches, that consider human and social systems in terms of their dynamic organization and openness, the dialectic of values relations between self-organization, organization and management is much more complex due the role of the human factor in all social processes deployment. Self-organization in society is not free from subjective factor that includes such processes as organization and management. On the other hand, organizational and managerial relations themselves are derived from the self-organization. Therefore, the organization in dialectical correlation between self-organization and management reveals itself as a private (partial) case of self-organization, a moment of social order at intermediate stages of the social system (social organization) formation and development, which means the reaching new quality properties. The management here serves as a tool to maintain the dynamic organization of the social system. If the management is arbitrary (bureaucratic or not qualitative or not effective), the self-organization overcomes conservatism and bureaucracy of social organization by disorganization, and then the system or its components through conflicts, contradictions and crises rebuild themselves in structural and content aspects and the process of renewing and further development launches.

Thus, the results of sociological and axiological analysis of organizational, self-organizational and managerial value preferences become an important theoretical and methodological basis for further sociological research of organizational interaction and social management within the transit society. It also an important start point for elaboration of valid self-governing mechanisms and criteria for evaluating the effectiveness of modern organizations and social management.

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Микола Туленков, Тетяна Вербецька, Світлана Баранова
Ціннісні преференції організації, саорганізації та управління
у соціологічному вимірі

Необхідність пришивидшення соціально-економічних і політичних перетворень в українському суспільстві, забезпечення ефективнішого використання людського й господарського потенціалу, підвищення дієвості самоорганізаційних чинників соціального управління суттєво актуалізує проблему дослідження понятійно-категоріального апарату соціологічної теорії організації управління з метою вивчення природи самоорганізаційних механізмів у системах соціального управління транзитного суспільства.

Ключові слова: організація, самоорганізація, управління, організаційні цінності, самоорганізаційний потенціал, система соціального управління, транзитне суспільство.

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UNIVERSAL MATRIX OF MODERN MARKET: SOCIOLOGICAL CONTEXT

The article analyzes the combination of social relations, which form modern market. The introduction of two coordinate vectors: a) state of the personality that is in the reproductive, adaptive and creative states and b) state of society, which is in the state of stagnation or developing randomly or according to linear laws, serves the basis for the formation of the coordinate grid with nine taxa. Each market segment has its own "climate" and "requirements" for company's behaviour. The rationally proved movement across matrix field helps the companies win the competition and survive.

The means of optimization is the corporate ideology as a universal tool of bringing the above-mentioned components into compliance with each other. Corporate ideology has to be of nine types. The conducted research showed that: 1) the mode of declining development corresponds to the ideology of traditionalism, which adheres to the value and sanctity of traditions, value of activity as a