

1. ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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ENTREPRENEURSHIP CULTURE AS A FACTOR OF STRATEGIC SOCIO-ECONOMIC CHANGES

The article is devoted to research entrepreneurship culture as an important factor of socio-economic transformations. The authors emphasize that the incoherence of the interaction of formal and historically formed informal institutions actualizes the role of entrepreneurship culture, as it directly affects the general vector of the development of the socio-economic system. The article defines that the culture of entrepreneurship determines the dynamics of the development of the institutional environment, affecting the effectiveness of the interaction of formal and informal institutions, ensuring the performance of complementary functions; mediates the process of institutionalization of historically determined values, stereotypes and models of economic behavior in the system of formal norms and rules; ensures, under the influence of other socio-economic factors, the adaptability and dynamism of the institutional structure, promotes the formation and development of new institutions. Authors analyzed the most common methods of measuring the components of the nation's entrepreneurship culture and the selection of the most important international indicators of the efficiency of national economies is substantiated. A structural-logical model of the analysis of the relationship between the components of entrepreneurship culture and indicators of socio-economic development has been developed.

Key words: *entrepreneurial culture, management psychology, strategic development, competitive potential, organizational culture.*

Formulation of the problem. The culture of entrepreneurship is a long-term determinant of economic behavior of a person, a factor of social progress or regression depending on which characteristics are dominant in the mental structure of the nation. It reveals the impact on socio-economic transformations at the micro, meso and macro-levels, which is manifested in the formation of motives and behavior patterns of employees, determines the level of their economic activity; allows you to form different approaches to management, leadership styles, functioning and development of the organizational structure of the enterprise. Under the influence of the culture of entrepreneurship, processes of socialization of the country's economy take place, it contributes to the economic integration

of the country, the formation of its competitive potential, and determines the level of its economic freedom. In our opinion, this actualizes the need to diagnose the mental characteristics of the population of each specific country, to identify the dominant stereotypes of behavior and values in society. Only as a result of such research is obtained information about actually existing informal rules, which can be used in the future for the development of strategic and tactical steps of the state's socio-economic policy.

Analysis of recent research and publications. The influence of the specific role of culturally motivated norms in the market environment was studied by

H. Hofstede, S. Schwartz, R. Lewis, F. Trompenaars, G. Triandis, T. Gaidai, O. Bondarenko, A. Hrytsenko, H. Pylypenko, R. Nureyev, Y. Latov, T. Vukolova, A. Shastitko. They actively studied the problems of entrepreneurship culture and the main factors of its formation. It should be noted that the methodology for assessing the impact of entrepreneurship culture on the socio-economic development of the state has not yet been sufficiently developed.

Formulation of the purpose of the article. The purpose of the article is to develop a methodology for studying the interdependence of indicators of the economic development of the state and the main components of the entrepreneurial culture of society.

Presentation of the main research material. An important prerequisite for studying the influence of entrepreneurship culture on socio-economic development is the determination of the general mechanism of psychological and socio-economic factors. E. Danilova offers a generalized matrix, which presents the zonal nature of the interaction of socio-psychological and socio-economic factors. The content and result of their interaction are determined by the intensity of influence of each of them. Depending on the balance of forces, qualitatively different zones of intensity of interaction appear. Let us briefly describe the interaction intensity zones presented on the diagram [5].

Zone of polarized interaction characterized simultaneously by the maximum intensity of both socio-economic and socio-psychological factors. The result of such interaction can be presented in several forms:

a) accumulation or integration of the effects of high intensity socio-psychological and socio-economic phenomena, thus the forces of influence of various factors add up or multiply;

b) mutual neutralization: at the maximum intensity of socio-psychological and socio-economic factors, none of them determines the behavior of the individual and the group, since they neutralize each other [5].

Zone of strict economic determination behavior of an individual and a group is characterized by the maximum intensity of the influence of economic factors that determine behavior, and the minimum intensity of the influence of social and psychological factors.

Zone of unexpressed interaction characterized by an equally weak influence of socio-economic and socio-psychological phenomena, and the behavior of individuals and groups is completely determined by other factors. At the same time, it is assumed that the initial factors can potentially influence the behavior of the individual, but do not influence due to unfavor-

able conditions.

Zone of strict socio-psychological determination-individual and group behavior is characterized by a high intensity of influence of socio-psychological factors that determine economic behavior, and a minimal influence of socio-economic factors.

Zone of parity interaction characterized by approximately equal influence of socio-economic and psychological factors in medium intensity zones. The result of such interaction is, as a rule, unstable economic behavior. The process of parity interaction is unstable, and the adoption of one of the behavioral options occurs in two main forms:

a) there is a predominant influence of one of the factors, either socio-psychological or socio-economic;

b) behavior is determined by some additional conditions, accidents, various circumstances.

The influence of the culture of entrepreneurship on the socio-economic development of the country can be summarized as follows: the culture of entrepreneurship as a fundamental informal institution is formed under the influence of the objective conditions of the life of the nation and determines the nature of socio-economic norms (formal institutions), which, in turn, form the historical trajectory of the nation's economic development [13]. At the same time, the influence of entrepreneurship culture is manifested on three levels:

– micro level – the culture of entrepreneurship determines the behavior of individual employees, motivational mechanisms of labor activity, the level of their economic activity;

– meso level – the influence of entrepreneurship culture is manifested in the formation of different approaches to management, leadership styles, functioning and development of the organizational structure of the enterprise;

– macro level – on the basis of the culture of entrepreneurship, processes of socialization of the country's economy take place, it contributes to the economic integration of the country, the formation of its competitive potential, and determines the level of its economic freedom.

Let's consider certain aspects of the interaction of entrepreneurial culture with economic variables in more detail.

1. Influence on motivation to work. The culture of entrepreneurship, materializing in the process of production activity, is capable of influencing the process of motivation for effective work and self-organization, speeding up or inhibiting it. A critical analysis of the culture of entrepreneurship is needed, first of all, to find ways to qualitatively update its components in

accordance with the requirements of the market economy. A valuable orientation of the culture of entrepreneurship should be directing the consciousness of employees to the development of their competitiveness in work, which creates grounds for the development of competitiveness and real independence of the economy [4].

2. Influence on the style of leadership, management. Currently, it is generally recognized that the culture of entrepreneurship is one of the most important factors affecting the forms, functions and structure of management. The organization, being a social system, possesses all the characteristics of the society in which it functions. People working in the organization reflect all the features of the national culture and mentality. In this regard, the expressed desire for collectivism or individualism, the predominance of diligence or laziness, frugality or extravagance determine the forms and methods of management, permeate the behavior and actions of managers. Thus, the correspondence between management and mentality smoothes the contradiction between the managed and the managers, helps to overcome crisis situations [7].

3. Influence on the formation of organizational culture. This influence of the culture of entrepreneurship is manifested in the process of the enterprise in different countries. In different countries with different national cultures, certain models of enterprise management have developed. Reforming industrial enterprises is impossible without a scientific search for institutional forms capable of connecting socio-cultural mental features of people with their role functions in the modern production and economic process. On the basis of entrepreneurship culture, such components of organizational culture as values and norms of behavior, communication system, relations between units and employees within the team, work ethics, motivation system, system of decision-making and control over their implementation, attitude to innovations, reaction to changes, positioning are formed organizations in the external environment [6]

4. Influence on the processes of economic integration of the country. When considering the conditions for reforming the institutional structure of Ukraine, it is necessary to take into account not only the currently existing economic and political features, but also the previous period of society's development, its history, traditions, psychology, and distinctive properties of national social self-awareness. European integration arose in specific socio-historical conditions, so an attempt to copy the model in completely different conditions is associated with significant difficulties,

especially since most integration groups today follow other models that correspond to the modern realities of the world economy. Therefore, the management tradition formed in the post-Soviet space requires the formation of an adequate institutional basis for integration through the development of institutions that effectively create incentives for integration cooperation; contribute to activation and mobilization of passive or neutral business entities in relation to integration processes; ensure the neutralization of the negative effect of disintegration institutions on the basis of overcoming contradictions between the interests of the integration association as a whole and the interests of individual participating countries [9].

5. Impact on the formation of the country's competitive potential. In the era of general unfathomable consumption, the individual characteristics of a member of society affect both the creation of an innovative, competitive product and its demand. Such features include the culture of entrepreneurship. This explains the fact that countries where spiritual values prevail over material ones, the population is characterized by a breadth of views, which promotes openness to innovations, their creation and implementation, are among the world's economic leaders. It is easier for such people to give up the old and accept the new, especially new knowledge. The scientific capacity of products, as a significant factor in their competitiveness, depends primarily on the main developer-individual, who is characterized by a professional educational level, general erudition, world-view (cosmopolitanism, a combination of materialism and idealism), the level of knowledge of information technologies. The trend of individualization, characteristic of the modern economy, requires the constant growth of the qualifications of employees, and only the culture of entrepreneurship is able to provide the appropriate motivation for such improvement [17].

6. Influence on the processes of socialization of the carriers of the culture of entrepreneurship and the formation of the social base of the market economy. In the field of economics, the socialization of an employee is usually considered within the framework of his labor adaptation, aimed at the gradual adjustment of the employee to new professional, social, and organizational and economic working conditions. During work adaptation, the employee learns values and norms of work behavior, which allows us to talk about his socialization in the organization. Focusing on the research of V. Chernobai, which showed that socialization significantly affects the formation of the mentality of a certain ethnic group, it can be assumed that the entrepreneurial culture of

an employee is formed and developed in the process of socialization, thanks to which he becomes a member of a given labor team. In turn, its entrepreneurial culture can influence, under certain conditions, the mentality of the entire collective of the production organization. The employee does not just physically join the organization's team, and enters the system of social and labor relations characteristic of this team. According to the research of domestic and Russian scientists, these relations represent a set of relationships between individuals and social groups in the processes of interaction and interdependence, which are determined by labor activity. It is in the process of interaction with other members of the team that the employee receives information about norms and rules of behavior in the organization, about values that are shared by both the head of the team (organization) and employees. This is how the socialization of social and labor relations takes place, which is the process of interaction of members of the labor team, determined by their activities, as a result of which the formation and change of the employee's entrepreneurial culture takes place. A person comes to an organization with social characteristics formed in the process of life activity – value orientations of economic activity. The specified characteristics are objective prerequisites for the formation and development of the culture of entrepreneurship in this organization [8].

Therefore, the culture of entrepreneurship influences the most important components of economic behavior of people at different levels. Due to this, there is a need to diagnose the mental characteristics of the population of each specific country, to identify the dominant stereotypes and values in society. Only as a result of such research is obtained information about actually existing informal rules, which in the future can be used for the development of strategic and tactical steps of the state's economic policy in the field of building the institutional environment of the transformational economy.

In order to assess the impact of individual components of the entrepreneurship culture on the socio-economic development of the country, it is necessary to clearly define the criteria and indicators by which it will be implemented. The difficulty of assessing the culture of entrepreneurship lies primarily in the fact that its components are categories that have a qualitative dimension, so the study of the correlation between these characteristics and indicators of socio-economic development is a difficult task. However, among the approaches to assessing the mental characteristics of different countries existing in modern science, in our opinion, the most successful is the

method of Sh. Schwartz [20], which allows you to assess the mental characteristics of different countries precisely on the basis of quantitative parameters, therefore the use of this particular method is justified in the course of our research.

S. Schwartz grouped the mental characteristics of society into 10 types, which have motivational differences, according to their central goal:

1. Power – social status and prestige, control or dominance over people and resources.

2. Achievement – personal success and its demonstration through achievements and opportunities that meet social standards

3. Hedonism – self-pleasure and sensual pleasure.

4. Stimulation – a life full of thrills, novelty and challenging tasks.

5. Independence – self-direction in thinking and decision-making, creativity, cognition.

6. Universalism – understanding, valuing and protecting the well-being of all people, as well as nature; tolerance.

7. Benevolence – preservation and improvement of the well-being of persons with whom a person often communicates.

8. Tradition – respect and agreement with, and commitment to customs and ideas derived from traditional culture and religion.

9. Conformity – avoiding actions, tendencies, and urges that could upset or harm other people, as well as violate social requirements and norms.

10. Security – safety, harmony and stability of society, relations with people and the person himself [19].

In order to have the opportunity to investigate the degree of influence of the characteristics of entrepreneurship culture on socio-economic development, in addition to the methods of measuring mental characteristics, it is also necessary to choose indicators of the development of the economic system. To assess the effectiveness of national economies, we consider it expedient to use integrated international indicators that allow comprehensively characterizing the socio-economic development of countries and making international comparisons. We consider it expedient to include such indicators as:

To assess the efficiency of the national economy, we consider it appropriate to use the following indicators:

1. GNP per capita (Gross National Income – GNI (PPP) per capita)- the main indicator of the effectiveness of the development of national economies, adopted as the most important criterion of the World Bank for economic analysis and the formation of its own economic policy [8].

2. Index of Economic Freedom (Index of Eco-

conomic Freedom – IEF) calculated by the American independent strategic research center «Heritage Foundation» (The Heritage Foundation) and the business newspaper The Wall Street Journal. The Fund's experts define economic freedom as the absence of government interference or interference with the production, distribution, and consumption of goods and services, except for the protection and support of freedom as such that is necessary for citizens. In order to assess the level of freedom of economies, the Fund's experts rate states according to a 100-point system in terms of 10 main components. At the same time, the indicator 100 corresponds to maximum freedom, and 0 indicates its complete absence [19].

According to the experts of the Heritage Fund, the level of the Economic Freedom Index consists of the following components: business freedom; freedom of trade; tax (fiscal) freedom; state expenses; money (monetary) freedom; freedom of investment; financial freedom; protection of property rights; freedom from corruption; freedom of labor (labor relations) [4].

3. Global Innovation Index (GII)- calculated since 2007 by INSEAD Business School experts on the basis of 132 countries. The author of the GII concept, Professor S. Dutta, emphasizes the key role of innovative potential and innovation policy of countries, in the context of ensuring their competitiveness in the global environment, as a leading driving force of modern changes, an engine of development and well-being [21].

The method of calculating the index determines the separation of two groups of indicators:

- index of conditions (factors) of innovative development (Innovation Input Index), consisting of five sub-indices: institutes; human potential; ICT and general infrastructure; market development; business development;

- the index of results of innovative development (Innovation Output Index), which contains sub-indices: results of scientific research; creative achievements and well-being. The named sub-indices include 19 generalizing indicators and more than 60 indicators that highlight various aspects of innovative development and are obtained from numerous sources, including the databases of the World Bank, the World Economic Forum, the International Telecommunication Union, etc. The method of calculating the named index is constantly being improved [21].

Thus, the improved generalized method of assessing the impact of entrepreneurial culture on socio-economic development involves the search for correlation-regression dependencies between the mental characteristics of society according to Sh. Schwartz,

as well as indicators of the efficiency of national economies – GNP per capita, the Index of Economic Freedom and the Index of Global Innovativeness.

We have formulated a hypothesis about the existence of dependence and a close connection between indicators of the efficiency of national economies – GNP per capita, the Index of Economic Freedom, the Global Index of Innovations and measures of economic mentality.

According to the results of the calculation of the correlation dependence between the indicators of the efficiency of national economies and dimensions of the culture of entrepreneurship according to Sh. Schwartz, it was established that a significant relationship is observed between the GNP per capita, the Index of Economic Freedom, the Global Index of Innovation and the dimensions of Independence, Power, Security, Traditionalism and Stimulation. According to the results of the analysis, other dimensions of entrepreneurship culture do not have a significant impact on the studied economic indicators of the countries.

The correlation coefficient between the values of the Index of Global Innovativeness and the measure of Independence $R1 = 0.84$, which proves the presence of a strong direct relationship between the studied indicators: an increase in the values of the Index of Global Innovativeness is observed as the values of the Measure of Independence increase. The correlation coefficient between the values of the Global Innovativeness Index and the Stimulation dimension $R2 = 0.66$, that is, there is a significant direct relationship between the studied parameters.

Value correlation coefficient between the values of the Index of global innovativeness and the dimension of Power $R3 = -0.72$, with a decrease in the values of this dimension, an increase in the values of the Index of global innovation is observed. The correlation coefficient between the values of the Global Innovativeness Index and the measure of Traditionalism $R4 = -0.67$, with the measure of Security $R5 = -0.74$, and Traditionalism have an inverse effect on the level of innovativeness of the economy.

The correlation coefficient between the values of GNP per capita and the Independence dimension $R1 = 0.68$, with the Security dimension $R2 = -0.69$. With the increase in the values of the security measure, there is a decrease in the values of GNP per capita. The Independence dimension has a positive direct relationship with GNP per capita.

The correlation coefficient between the values of the Index of Economic Freedom and the Independence dimension $R1 = 0.78$, the Security dimension

$R^2 = -0.66$, Traditionalism = -0.67 . Therefore, when the values of the Security and Traditionalism dimensions increase, there is a decrease in the values of the Index of Economic Freedom, instead, the values of the Independence dimension are positively correlated with this indicator of the efficiency of the economic system.

Conclusions. The analysis of the influence of the culture of entrepreneurship on the social and economic development of society and the correlation and regression analysis of its components with international indicators of the efficiency of economic systems allow us to draw the following conclusions:

1. Entrepreneurship culture exerts its influence on socio-economic transformations at the micro-, meso- and macro-levels, which manifests itself in the formation of motives and behavior patterns of employees, determines the level of their economic activity; allows to form different approaches to management, leadership styles, functioning and development of the organizational structure of the enterprise; on the basis of the culture of entrepreneurship, processes of socialization of the country's economy take place, it contributes to the economic integration of the coun-

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try, the formation of its competitive potential, and determines the level of its economic freedom.

2. The influence of the culture of entrepreneurship on socio-economic development can be adjusted with the help of measures to reform the national economy, which should take into account the long time for significant transformations in the structure of the economic mentality, the conformity of the main national mental traits to the conditions of the modern market environment and the general vector of the national economic policy.

3. The most significant influence on the level of socio-economic development of states is the dominance in the structure of entrepreneurship culture of such values as Independence, Traditionalism, Security, Stimulation and Power.

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КУЛЬТУРА ПІДПРИЄМНИЦТВА ЯК ЧИННИК СТРАТЕГІЧНИХ СОЦІАЛЬНО-ЕКОНОМІЧНИХ ЗМІН

Стаття присвячена дослідженню культури підприємництва як важливого чинника соціально-економічних трансформацій. Автори підкреслюють що неузгодженість взаємодії формальних та історично сформованих неформальних інститутів актуалізує роль культури підприємництва, оскільки безпосередньо впливає на загальний вектор розвитку соціально-економічної системи. У статті визначено, що культура підприємництва визначає динаміку розвитку інституційного середовища, впливаючи на ефективність взаємодії формальних і неформальних інститутів, забезпечуючи виконання взаємодоповнюючих функцій; опосередковує процес інституціоналізації історично зумовлених цінностей, стереотипів і моделей економічної поведінки в системі формальних норм і правил; забезпечує під впливом інших соціально-економічних факторів адаптивність і динамізм інституційної структури, сприяє формуванню та розвитку нових інститутів. Авторами зазначено, що культура підприємництва як основоположний неформальний інститут формується під впливом об'єктивних умов життєдіяльності нації і визначає характер соціально-економічних норм (формальних інститутів), які, в свою чергу, формують історичну траєкторію господарського розвитку нації. При цьому вплив культури підприємництва проявляється на трьох рівнях. На макрорівні культура підприємництва визначає поведінку окремих працівників, мотиваційні механізми трудової діяльності, рівень їхньої економічної активності. Вплив культури підприємництва на мезорівні виявляється у формуванні різних підходів до управління, стилів керівництва функціонування і розвитку організаційної структури підприємства. У статті також визначено, що на основі культури підприємництва відбуваються процеси соціалізації економіки країни, він сприяє економічній інтеграції країни, формуванню її конкурентного потенціалу, визначає рівень її економічної свободи. Авторами проаналізовано найбільш поширені методики виміру складових культури підприємництва нації та обґрунтовано вибір найголовніших міжнародних показників ефективності національних економік. Розроблено структурно-логічну модель аналізу взаємозв'язку складових культури підприємництва та показників соціально-економічного розвитку.

Ключові слова: культура підприємництва, психологія управління, стратегічний розвиток, конкурентний потенціал, організаційна культура.