

ACTUALITY THEORETICAL PROBLEMS OF POLITICAL ECONOMY

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THEORETICAL FOUNDATIONS OF MOVEMENT OF SUBJECTIVE COMPONENT OF SOCIAL REPRODUCTION

The article discusses the theoretical basis of the study of subjective component of the economy as a complex dynamic system that evolves with the development of productive forces and relations of production, reflects the characteristics of personal, collective and public economic consciousness, it acquires a complex structure, and the mechanism of movement. Presents alternative approaches to the understanding of the subjective in the economy. The essence and structure of the ESS. ESS functions are allocated as a process of formation (production) and economic adjustments subjective forms. The criteria of classification of economic subjective forms. There was a need to protect the economic consciousness, creation of conditions for free (perfect) reproduction system of economic subjective forms.

Key words: the subjective component of the economy, the economic space of the subjective, the institutionalization of ESP, economic interest, a virtual economic reality.

Problem statement. In the solution of global problems of humanity, raising the level of social responsibility of business, the development of an innovative way of economic development increases the relevance of permanent restructuring of public consciousness to the new conditions and perspectives of the development of civilization. To understand the essence of modern economic processes in the context of further development of the productive forces and production relations becomes relevant subject area expansion of economic research, involving additional techniques and methods to analyse the interaction of objective and subjective improvement in the economy and economic policy measures involving new and generalizations categories.

Analysis of recent research and publications. In economic research in interaction of objective and subjective sufficiently long period main focus was precisely on the objective. However, the subjective component of social reproduction in economic theory is not the first century acquires the theoretical content through the definition of certain forms of subjective and specific mechanisms for their adjustments, such as training needs, knowledge management, information dissemination, education of ethics.

In economic research anyway almost all directions and trends of economic thoughts appeal to the subjective forms such as the needs, interests, motives, inclinations, expectations, priorities, criteria, evaluations, value, and in fact - a subjective-objective forms. As the factors that determine the need to research the content and parameters of the dynamics of economic human subjectivity is considered ephemeralization of life (A. Toffler [1, p. 37-38]), worldwide "revolution" of humanism (A. Peccei, [2, p.191-192]), "power without property", "control revolution" (A. Berle, G. Means. [3, p. 47, 220, 221, 231, 233], J. Burnham [4, p. 71-72, 132-138], L. Blum, J. Galbraith [5, p. 256-281], B. Krotskii); "democratization" of capital, "diffusion" of property (E. Bernstein, G. Adler-Karlsson [6, p. 22-25]) etc. Furthermore, in a market economy where a person acquires historically conditioned "social character" [7, p. 311] when in case of any changes in demand for resources or supply the goods it has to adapt to them, making it an "instrument" governing elites, so that it is appearing the question about exemption personality of the impact that needs along with others things and changes of its consciousness. It's hard not to agree with the representatives of the radical direction of economic thoughts concerning the necessity of consideration of the mutual adequacy of the economy and the system of human preferences (H. Gintis [8, p. 21]) and dissemination as the subject of the research the "theory of well-being" from the abstract essence to the problems of personal development.

The signs of research of the economic subjective are reflected in the numerous publications of domestic and foreign authors, however, do not have a systematic

generalized kind as a complex dynamic system with a certain structure, functions, mechanisms of movement and reproduction.

Formulation of aims of article. The aim of the article is to identify the similarities essence, structure and functions of the subjective component of social reproduction on the basis of system-dynamic and multi-disciplinary approaches.

Presentation of main material of article. The concept of economic subjective space (ESS) is the result of a theoretical awareness of the problems of the dialectical interaction of the person and the economic system in various economic theories. In the development of the concept of ESS it can identify three main stages, which are characterized by the display of first mainly forced, then the economic (market) and a modern complex (synergistic) correction consciousness concerning participation in social reproduction. Historical movement abovementioned concept determined by the logic of the evolution of the productive forces and economic relations.

Economic subjective space as a set of economic subjective forms and mechanisms of their formation, adjustment and transformation is a dynamic system, which has a complex structure (through the levels, subjects, origin, functions, etc.) and is a subsystem of the subjective component of social life. The development of the subjective component of the economy, on the one hand, is inseparable from the material reproduction of economic processes, on the other hand, determines the content and purpose of the latter.

It should be noted that the space is one of the main forms of existence of matter [9, p. 117, 162], is considered first as the outer form of matter that do not depend on it, or on its movement (XVIII - XIX centuries.) and subsequently substantiated by scientists dependence the properties of space (form) and matter (content) [10]. According to the dialectical materialist approach, the motion of matter has an absolute, universal, and the forms of its motion are interconnected and pass each other. Thus, the motion of matter and material generates - an objective reality (material form of matter in motion), and the perfect [11, p. 85-88] - subjective reality (subjective forms of motion of matter), which is formed due to the reflection of the material in consciousness, the creation of the foundations of understanding and transformation material (active role of consciousness).

If we turn to the analysis of human activity process, then in begin of it the human has an idea of the action plan to achieve the goal. This plan includes, firstly, the logical and analytical information about the sequence of actions, and secondly, the value-emotional information about estimation of activity (a kind of "prism" perception of the content and working conditions). The multiplicity of relationships (links) between the subjects in the course of business, M. Kaz proposes to differentiate the following groups [12]:

– subject - object relationship (S - O) that are associated with a set of actions and subject of operations relative to the object, and, in turn, are divided in the direction of the flow of information: if the information comes from the object, then there is the subject of the awareness of the object (cognitive activity), and if the information comes from the subject, it is observed the transformation of the object by the subject (transforming activity);

– subject - subject relations (S - S), i e the relationship between people in the labour process, i e, a set of actions and operations between subjects [13, p. 17-18], where, in our opinion, there is also an influence subjects on each other and allocation of the different-quality group relations;

– objectification of subject of relationship (connection S - SO), that is the reification of the subject's performance in the material and spiritual products, including the embodiment of the ideals and values formation the value groups;

– subjectivization of object of relations (S - OS) when the subject appropriate the information about the properties of the object of activity, the possibility of converting the object.

This differentiation set of relationships in the process of action allows except the first two conventional groups of economic theory, pay attention to those that reflect different aspects of value relations. Consequently, the value expresses the meaning of the object to the subject and not the own qualities of the subject.

Without allocation in human activity of two aspects - the transformation of objective reality and human subjectivity - features the work process are indistinguishable. Thus, personal understanding of the purpose of the three masons that in the parable of V. Sagatovskogo [14] all day carried stones in wheelbarrows, are radically different ("carry a stone", "earn on a living", "build the temple"), that it is the same activity in the transformation of objective reality, but different from the standpoint of human subjectivity that at some particular point, from the standpoint of rational thinking, cannot affect the product of the work, but from the standpoint of the analysis process dynamics allow detect a connection (we can assume that logical) concepts of personal productivity, product quality, human resources, demographic processes and so on.

The dynamics of the essential powers of man in the productive activity reflects the nature of the specific work [15, p. 44], on the one hand creates use value, but on the other - by humanizing the man himself, adjusting its economic development and subjective forms. In the social production observed:

– consistent action of essential powers of man to nature, which provides pre and immediate formation and adjustment of its economic subjective forms;

– materialization of the essential powers of man, that come back to him as a result of labour (direct and indirect) and causing subsequent changes in the consumption and production and products and new economic subjective forms.

The process of "production" economic subjective forms (ESF) occurs before, during and after the actual production of the product, that is a prerequisite, a component and certain result of the latter.

Objectively-subjective character of ESS is based on the following:

– materiality of carriers ESF namely: economic subjects (individual, group, society) and their consciousness;

– objectivity environment of ESS, i e, economic subjects' environment is playing a complex, multi-functional role in movement of ESF: factor of their arising, the source of their content, the criterion of adequacy ESF to the objective reality, factor of movement (adjustment of) ESF ;

– objective-subjective process of forming and adjusting ESF in social reproduction of man and product;

– objective-subjective process of reification ESF in social production;

– institutionalization ESF in institutes and institutions of social reproduction.

If you think of any transaction of economic entities, the movement of material and (or) financial flows involves the movement of subjective forms (estimates, expectations, forecasts, tendencies) and associated costs (explicit and implicit). The process of forming (or "production") and adjustment of these forms comes in direct interaction with the material basis of social reproduction, so in a certain isolation from it through the "exchange", "distribution", "redistribution" and "consumption" subjective forms in the course of the preliminary (ex ante), current and subsequent (ex post) the interactions of economic subjects.

The subjective component of social reproduction is a dynamic system that has a complicated, many-space structure that could introduce under different dimensions and criteria. The combination of ESF can be divided as follows:

– on the subjects axis - forms of the separate subjects and their associations on specific interests, inclinations, territory, faith, traditions etc;

– on the time axis - past, present, future;

– on the autonomy of the economic entity - internalising, externalities;

– according to the degree of awareness - conscious, subconscious;

– criterion manifestations typical forms - general, special, individual;

– on the axis of motion - forms that vary in different periods of time, become territorial, ethnic, social and other specifics, depending on the resources, processes and results of the movement of the social product and subjective set of economic forms.

Economic subjective space (ESS) as a set of economic subjective forms and mechanisms of their movement is a manifestation of a plurality of relationships between people on the addressing the needs and interests of economic actors in all spheres of social reproduction.

National economic subjective space includes individual and collective subjective space and the social component, that is, it can be defined as a public within a particular country. Thus, the individual ESS is based on resource conditions, processes and results of individual mental activity to participate in social reproduction. Collective ESS except aggregate individual ESS team members requires a collective component, is formed within the collective life activity period, acquires specific features (the collective needs, interests, expectations, image, values and priorities of the company), the functioning of the laws of (collective norms, standards, codes of conduct) and development and, in turn, influence on the individual ESS.

The public component of the ESS acquires its subjective symptoms (social values, needs, aptitudes, expectations) in the process of social life in a certain area for a certain period of time and, in turn, defines the common features of the respective individual and collective ESS. However, globalization allows to pay attention to the gradual formation of supranational and global components of ESS, not only acquire specific forms, but start to significantly affect the national ESS and their components.

The structure of ESS as a process can be shown as a constituents "resources - production - results" (see Fig.1.).

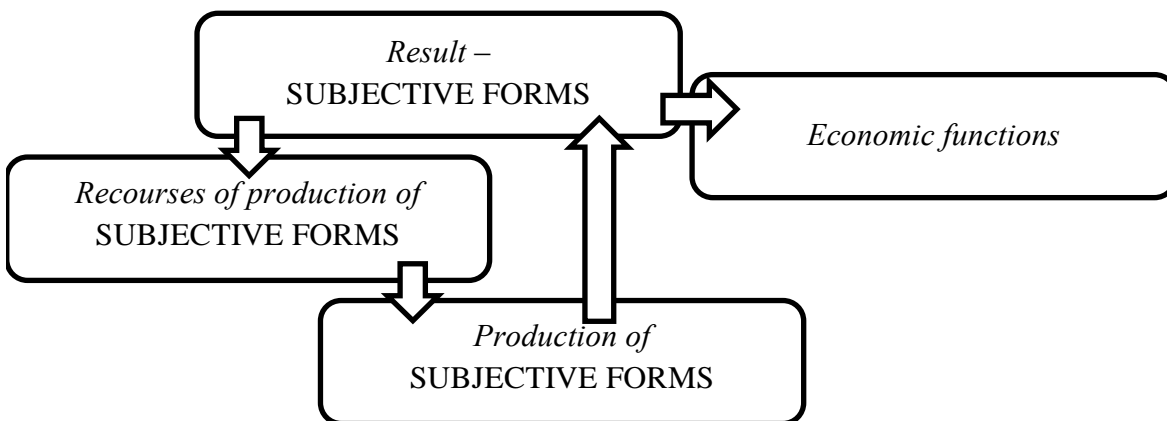


Fig.1. ESS as a process.

The core of the subjective individual economic space is the results of intellectual activity of the economic entity, that is, forms that get a certain subjective "institutionalisation". This economic assessments and priorities (needs, goals, interests, motives, expectations, preferences, views, projections, inclinations), the rules of the economic impact and interaction on the periphery of the ESS include

conditions (state of economic development, social status, wealth, political activism, communication), resources (information, knowledge, experience, intelligence), the processes of formation of subjective forms (mental activity as a conscious and subconscious, memory, intuition, emotions, volitional efforts, self-regulation of economic behaviour and thinking, creativity, etc.).

As an ESS determinants are the level of development of productive forces and relations of production, the degree of autonomy and independence of economic subjects, the level of development and the nature of the market and regulatory mechanisms, the level of scientific and technological progress and knowledge base (both subjective and embodied) etc.

The functions of ESS as a process of formation (production) and adjustments ESF should, in our view, include the following:

- objective function, which reflects both the goal of participating in social reproduction, and the goal of social reproduction in general, there needs (direct and indirect)

- predictive function, associated with the formation of specific assessments of the future - the expectations and projections of deployment of economic events, whether to participate in social reproduction, utility goods, the degree of satisfaction of needs;

- information function, i.e. the collection and accumulation of information on past, current and expected prices of goods, services, resources, environment, processes, about the subjects and the characteristics of their behaviour, conditions and results of participation in social reproduction;

- motivation function, which is associated with the formation of the cost and quality of goods assessments, services, resources, environment, processes, as well as evaluations and feelings (trust, justice) to the actions of other actors, distribution and exchange processes, whether to continue to participate in social reproduction;

- sampling function, which is associated with the choice of the economic entity in any transaction in the production, distribution, exchange, and consumption of the social product of subjective forms in a variety of roles on the basis of economic objectives, projections, estimates, expertise, accumulated information;

- productive and creative functions, that acquire manifestation in actions of economic entities in the material and spiritual spheres, affecting on the characteristics and results of the activities associated with any human activity.

In the motion of ESS a key role play such forms as the needs and economic interests with regard to their development and approval. Consider this in more detail on the example of the collective entity such as innovation, which provides high-quality conversion rights dimensional reality [16, p. 5].

The specificity of the collective economic interests of the subject of innovative activity due to its position in the economic relations that is defined by property relations and by the peculiarities of its operation in the social division of labour.

Thus, the subject of innovative activity (ID) of collective ownership, on the one hand, is a carrier of a set of economic interests (personal, collective, public) on the other hand, is a spokesman of its own (specific) economic interest. The economic interest of the collective as the subject of ID can be viewed as a set of integration of economic interests:

- personal, collective and social, which are reflecting the existence of specificity within the collective economic relations concerning ID;
- the direct and indirect economic interest of production, covering various aspects of satisfying the needs of industrial and non-collective and its members in connection with ID;
- current, medium- and long-term, covering all aspects of collective life.

Personal, collective and public economic interests are integrating within the team and are forming its particular economic interest systemically. The relationship between the marked interests in the collective level, have the dialectical nature - so-called contradictory unity. On the one hand, their relationship serves as a complete set of the basis for which is a particular form of ownership. On the other hand, between the various interests, form an economic interest in the team, there are objective contradictions which, in turn, specifies a number of fundamental economic contradictions between the level and nature of the development of productive forces and economic relations between the goal of social production and the means of achieving it at the level of collective, between the emerging needs of the team and its members and the possibilities of satisfying them.

Resolving conflicts between the economic interests of the team, acts as a process of negotiation and implementation. Optimum combination of economic interests significantly pushes the boundaries of their display, enhances their influence on the development of communities, and to strengthen and improve material and information base production and the related economic relations.

The manifestation of the optimum coordination of economic interests of the team observed in its stability. The stability of the collective as category of political economy is the expanded reproduction of the collective-forming features and attributes when setting optimal relationships in the entire system of economic interests. However, the stability of the team plays the role of an integrated indicator of the degree of harmony of the set of its economic interests. As an integrated team of vital signs stable summarizes in itself such factors as the degree of satisfaction of specific collective social needs in natural-material form; the level of efficiency to

meet social needs specific team; socio-economic status of the collective while meeting public needs.

Harmonisation of economic interests provides of giving a process of satisfaction economic interests of one direction, what can be achieved and spontaneous and directed. If spontaneous harmonisation of economic interests happening with the help of the market, then the essence of controlled harmonisation is in predictable, constant, active influence on the consistency of economic interests of subject of ID.

The mechanism of coordination of economic interests of ID structurally can be represented by the set of characteristics such as borders and the consent economic interests, principles, methods and forms of coordination.

The boundaries of the harmonization of economic interests determine the overall scope (area) of the process flow and poles, which seek economic interests depending on successful or not successful negotiation. With this the area of combination does not include harmonization of interests in which the group itself or related subjects worsen the satisfaction of their needs.

Conditions of harmonization economic interests determine the general nature of the relationships between all parties and components of collective economic interests that arise in the case of optimal coordination. These conditions act as the main directions of harmonization of economic interests. Task management coordination of economic interests is not to use certain forms that had effectively, and completing these forms tapes, that is providing the system to the use of forms of harmonize the economic interests.

The mechanism of coordination of economic interests of subjects of ID of collective property forms, in fact, is the basis for the development of the concept of coordination the economic interests, that is creating as an algorithm combination process of economic interests of subject. The purpose of this algorithm - connect the definition of limits and conditions of approval and resolution of conflicts of economic interests subject, compliance with the principles of coordination, using a combination of methods of reconciliation, and create the most efficient system of specific forms of this process. This algorithm includes three interconnected and interdependent subsystems (phase), namely: the analysis of coherence and one direction economic interests of the subject at a particular time; defining the boundaries of consistency and one direction formation of uniform trends resolving conflicts of economic interests; optimal solution of economic interests. It should be noted that the coordination of economic interests of all subsystems ID algorithm operate simultaneously. Serving dynamic and continuous process the subsystem algorithm that is constantly updates its effect on a new basis.

According to society movement from age to age is also happening significant changes in ESS. Collective consciousnesses are projecting stages and civilizational characteristics of society in the world. Certain phenomena of mass psychology differ concerning eras and countries, which finds reflection in the form of ESS.

At the present stage of social production, in terms of increasing economic importance of public awareness and spreading phenomena of exploitation by the ruling elites and managers, particularly acute problem of research and informed, evidence-based impact on economic processes of reproduction of subjective forms creation and adjustment economic and subjective spaces of society and of the individual.

Civilization always melts the existing psychology of personality, mass, changing it in the required direction. Distribution of virtualization of society is seen as the next level of the human mind. Information civilization, which relies on the image, the image of "cyberspace" [17, p. 9-14], virtual reality [18] exploits the psychological characteristics of man. Actual control is the transformation of the psyche of people, their values, world view ("Soft power" - soft power). Already emerged and operate virtual banks, factories, businesses, shops, workers, foreigners sold a virtual diplomacy developed virtual projects, including virtual marketing [19]. The world of illusions as a separate parallel reality acquires its own internal laws of functioning and development, requires gnoseological awareness and ontological use.

Conclusions and recommendations for further research. On the basis of the research it can be noted that subjective economic space is an integral part of the economy, source of goals and interests of movement the economic system, a factor of production and economic development, which requires a comprehensive systematic further study and reasonable usage and protection. Characteristic features of subjective economic space include:

- inseparably linked to certain economic subjects (their associations);
- to every business acquires general, special and individual forms,
- formed, adjusted and improved over the economic life of the subject,
- determined by internal and external factors.

Along with the development of social production, raising the public awareness, a spreading and converting of mechanisms of direct and feedback of individual, group and government. Orientation of mass acquires the properties as important social and psychological factor already of not only social and political, but also of economic dynamics that can generate and maintain various trends in economic life (depressive, destructive, security, innovation, etc.). So it becomes important to determine the bases and patterns of use individual and mass consciousness, spread economic knowledge and expertise, improve the transparency and legitimacy of

economic processes, directing the business activity of the masses to an innovative path of development.

The international community has developed a number of generally accepted international instruments that ensure observance of human rights. The fundamental documents in this area are: the Universal Declaration of Human Rights; international conventions; Conventions of the International Labour Organization (ILO). However, unfortunately, they have not yet found their reflection in the rules on the protection of economic consciousness from unauthorized interference and exploitation.

Further investigation of the nature and movement subjective economic space will identify measures creating conditions for free (perfect) reproduction system of economic subjective forms; clarify the necessary conditions of benign competition to reinforce and validity of action antitrust laws; formation of mechanisms of protection from exploitation (manipulation and use for individual groups) economic awareness of society.

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