

## **Predicting economic behavior of Ukrainian females**

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**Theoretical and methodological relevance.** Many of life's substantial decisions involve projecting future economic forecasting. Unstable economic situation in Ukraine requires from modern students to be aware of their financial and vocational future. Our estimations of self predispositions help organize thoughts and actions. A sense that one is competent and effective helps feel high self-efficacy. Students, who were raised in corruption post-soviet country, may exhibit defensive forms of self-worth because of novelty of values and priorities. This study examines peculiarities of Ukrainian females self-presentations, as their judgments about own rating as better or average in abilities and desirable traits, coherence between their self-evaluations. Economic behavior is all behavior that involves economic choices; it also includes the causes and consequences of economic behavior (Otto, 2009). Self-presentation is the act of expressing oneself and behaving in ways designed to create a favorable impression that corresponds to one's values (D. Myers, 2008).

**Objectives.** The purpose of this research was to examine modern female's self-presentations which refer to their abilities, traits and self-efficacy estimations that reflect potential economical vocational achievements, expectations, level of their assertiveness, the maturity of self-awareness in different social situations.

**Method and organization of the study.** The participants in this study were 54 nineteen-year-old female students. Self-report questionnaires were used to measure issues described above. The interviewees were asked to complete 4 questionnaires: “Social Competences Questionnaire” (Matczak, 2007); “Human being at work” (Matczak, 2009); “MSEI. Multidimensional Self-Esteem Inventory” (O'Brien, Epstein, 1988); “The Life Attitude Profile” (Reker, Peacock, 1981).

**Results.** In general terms, the results demonstrate female’s low level of forecasting their own self-efficacy, self-doubts, lack of optimism in future professional achievements and thus economic success. The fact that the view of the self reflects the oppressive power of social situations in Ukraine, cause the disappointments and the lowest expectations in self-realizations. Failing to appreciate social factors leads both to blaming themselves and not accepting responsibility for their own fate. Those young women who score low in self-esteem, care less about what other possibilities of earning money are in options, they are less likely to act according to their own values.

Despite such low self-presentational concepts, there are many indicators to its improvement. The girls do not have illusory optimism concerning happy event in their life and connect professional success with accepting responsibilities for self-enhancing and competence.

Social competence was understood as complex number of skills acquired by individuals in social training that determine the effectiveness of coping in specific social situations. The organic component of social competence is assertiveness in economic activity.

**Conclusions.** We assume that obtained results should be interpreted due to the peculiarities of the respondent’s age and social (state) situations of their

development. Sometimes social situation sabotage chances for individual success and positive economical self-expression as well as persisting economical behaving in pro-social ways. So, we can observe the low level of the 19-year-old female's assertiveness in realizing their goals and needs, abilities to persuade and influence the others in their competence or even at least to resist others negative influence. While handicapped in negative social conditions, one might be more consciousness of the necessity of being more competent in own abilities for succeed in such circumstances. So far as we have seen that self-presentation may be an indicator of one's failing or creative favorable impressions that corresponds to professional and economical success, we should create such social and academic situations in student's activity, which may boost their sense of competence and positive self-esteem.