

PSYCHOLOGY OF ECONOMIC BEHAVIOR OF A MODERN SPECIALIST

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Introduction. In the period of Eurointegration transformations Ukrainian society is on such level of opinions polarization regarding reforms in all spheres that success of reforms and development (economic among others) largely depends on trust in governmental institutions, authorities, mass media, business partners in Ukraine and internationally. Economic development is directly connected to such socio-economic concepts as trust, social capital, citizenship activity.

Trust / distrust in government is strongly connected to degree of corruption and leads to different types of citizenship activity. Each representative of government is responsible not only for direct consequences of his / her actions in the nearest future but also for consequences in long perspective. Distrust in government in extreme forms can lead to separatism and loss of state territories what happens in Ukraine now.

One of the functions of citizenship activity is control over corruption and corruption behavior which undermine trust and social capital necessary for economic development. Over a long period of time level of corruption in Ukrainian society has been quite high and corruption behavior became nearly normative. Change of such “normativity” of corruption behavior is a necessary condition for further economic development of the state what causes implementation of this course for specialists. Theoretical concepts presented in this course and their practical application are described in socio-psychological paradigm as well as in economic. The course was developed and firstly implemented on Department of

Psychology of Management at University of Educational Management, NAES of Ukraine.

Objectives. Undertaking this course specialists obtain: understanding of consistent patterns of economic behavior and economic decision making, peculiarities of trust in economic and interethnic relations as an important factor of economic decision making; realize peculiarities of social capital in different communities, citizenship activity and psychological well-being role in formation of constructive economic behavior in the period of social, political and economic ambiguity; development of skills of corruption behavior prevention in order to keep trust and social capital functioning.

Results. The course contains two modules. The first module is focused more on theoretical concepts and the second module on behavioral skills development.

Module 1. Economic behavior of a modern specialist and its socio-psychological factors.

Topic 1. Economic behavior and economic decision-making by modern specialists.

Topic 2. Trust in economic relations as a factor of economic behavior.

Topic 3. Interconnection of economic behavior and social capital.

Topic 4. Psychological well-being as a factor of economic behavior. Money pathology.

Module 2. Citizenship activity of a specialist as a factor of constructive economic behavior.

Topic 5. Citizenship activity of a specialist in constructive economic behavior provision.

Topic 6. Psychology of corruption behavior and its prevention in activity of a specialist.

Questions for discussion:

1. Economic behavior and its factors (cognitive, affective, motivational).
2. Risks in economic decision-making.
3. Economic behavior of a modern specialist.

4. Role of media in economic behavior of a modern specialist formation.
5. Types of trust: reason-based and implicit, strategic and moralistic, particularized and generalized.
6. Trust in institutions. Trust in news media.
7. Trust and tax behavior.
8. Trust in interethnic relations.
9. Social capital and its implementation in politics.
10. Individual and collective aspects of social capital. Social capital of relations and system social capital.
11. Social capital of relations: positional capital, trust capital, obligation capital.
12. System social capital: system control, system trust, system morality.
13. Social capital in different communities functioning.
14. Psychological well-being in the period of social, economic and political ambiguity.
15. Psychology of prosperity and poverty.
16. Money pathology.
17. Citizenship activity and trust.
18. Types of citizenship activity.
19. Psychological development in the context of socio-economic ambiguity.
20. Socio-psychological determinants of corruption behavior.
21. Cognitive psychology of corruption behavior. Corruption decision-making.
22. Power and corruption behavior.
23. Socio-economic consequences of corruption.

Current social, political and economic context of Ukrainian society's stage of development determines necessity for implementation of this course for PhD students and in life-long learning education. One of the most influential determinants of the current social, economic and political situation in Ukraine is corruption. According to the results of the research annually published by Transparency International position of Ukraine in world corruption rating has been constantly but

slowly improving since 2014 what experts of Transparency International connect to reforms. At the same time pressure on activists and journalists intensifies with such extreme forms as murder (e.g. Kateryna Handziuk) which remain unsolved. Among neighboring states Ukraine's position is better only than Russia's.

Besides anti-corruption reforms, changes in perception of corruption among citizens is required. Understanding of its consequences for every citizen and society in general is one of the steps towards changes in corruption decision-making and corruption behavior. National Agency on Corruption Prevention together with Transparency International Ukraine and other organizations conducted sociological research on level of corruption in Ukraine in 2017. This research covered 2585 respondents in 5 regions of Ukraine and showed the highest (4 scores) level of corruption perception in the following spheres and institutions: courts, Parliament, prosecution, customs, taxation service, political parties, medicine, state security, police, president of Ukraine.

The same research revealed main reasons of unreported cases of corruption: despondency in effectiveness of such reports – 45 %, distrust in bodies which should prevent corruption – 32 %, justification of corruption – 19 %, other reasons – 14 %. Question about behavior in situation of bribe distortion showed the following replies: absence of corruption report – 84 %, report without regret – 7 %, report with regret – 3 %, refuse from reply – 6 %.

Conclusions. Formation of intolerance to corruption in society and enhancement of trust in government were included to Anticorruption strategy 2015 – 2017 approved by Cabinet of Ministers on 29th April 2015. Unfortunately, Anticorruption strategy 2018 – 2020 was not approved and remained a project. Implementation of this course in life-long learning contributes to changing consciousness of modern specialists in accordance to demands of changing world which require constructive economic behavior based on intolerance to corruption and citizenship activity.